



Leader in IDC Marketscape: Worldwide Artificial Intelligence IT services, 2021



Leader in the Forrester New Wave™: Computer Vision Consultancies, Q4 2020



Recognized as a AIFinTech100 company



Rated as a NEAT Innovator 2021 for Intelligent Automation in Banking

OneCustomer

Understand - Acquire - Engage - Retain

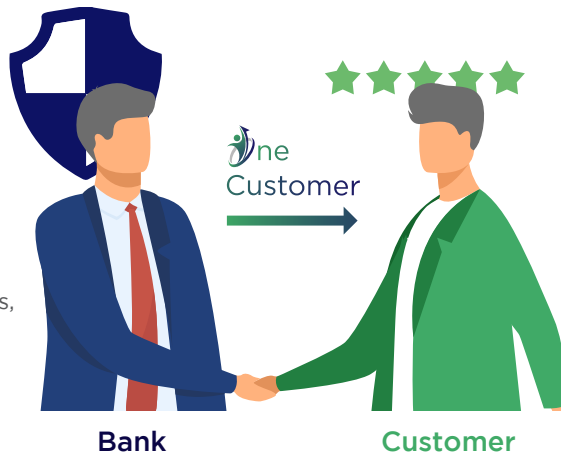
An AI-driven customer persistency platform to effectively understand and acquire new customers, engage with them to improve experience across customer lifetime while enhancing customer lifetime value with state-of-the-art descriptive & predictive analytics while enhancing their lifetime value

Customer experience pain points in the Banking & Financial Services industry

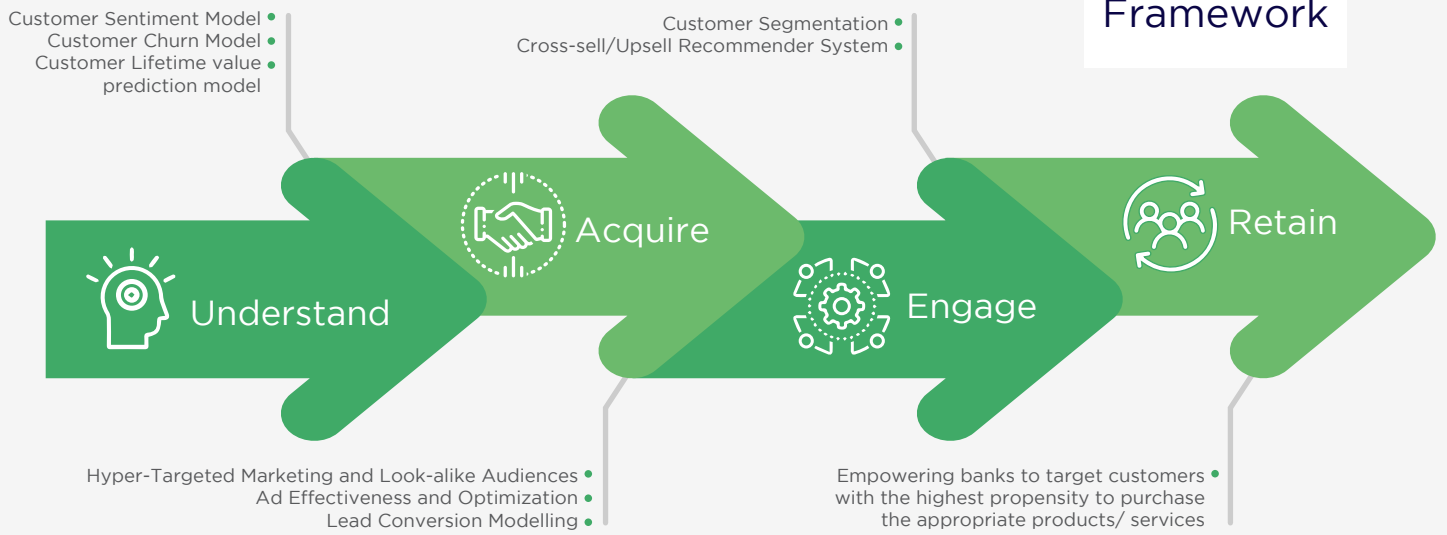


How OneCustomer Can Help

- Develop targeted marketing campaigns for improved lead conversion
- Understand customer intents or needs and churn drivers
- Segment customers to prioritize and optimize engagements
- Identify customers' pivotal life moments, sell to high value customers, manage risks for high risk customers
- Predict Customer Lifetime Value and next best recommendations



- Proactive engagements and faster query addressal
- Personalized Products and Services
- Superior experience with minimal touchpoints
- Right offer at the right time
- Improved satisfaction with meaningful interactions



Quantiphi's success stories in helping BFS clients to extract maximum value from their customers

Predicting Propensity to Purchase

Problem Context

Client wanted to predict if a user would opt-in for a mortgage services or refinance an existing mortgage by leveraging data from multiple sources. The aim was to achieve higher conversation by targeting customers with high probability of mortgage purchase or refinance

Challenges

- Stitching data across clickstream and internal data sources
- High imbalance in data
- Identifying relevant features for fair lending

Business Impact

- 47% increment in mortgage purchase model
- 25% increment in mortgage refinance & churn model
- Ability to target customers across multiple digital & offline channels

Customer Notification Platform

Problem Context

A US-based money transfer company wanted to create a 360 view of the customers to achieve real-time communication with them based on custom ad-hoc rules created by the marketing team

Challenges

- Integration of multiple applications and web based sources
- Near Real time data ingestions from sources to Google BigQuery (CDP)
- Bidirectional data flow to and from Salesforce

Business Impact

- Creation of Customer 360 View
- Improved efficiency in Ad Hoc Rule Management
- Higher return on Advertising Spend (ROAS)

Cross Sell Upsell Recommendation Engine

Problem Context

Client wanted to develop a recommendation engine based on historical data for cross selling and up selling of their services to the customers

Challenges

- Fewer features to understand customer behaviour
- Data cleaning and ensuring data consistency

Business Impact

- Increased Average Cart Value
- Automated Customer Persona Creation
- Greater cross-selling and user engagements