







Leader in the Forrester
New Wave™: Computer Vision
Consultancies 04 2020



Recognized as a AIFinTech100



Rated as a NEAT Innovator
2021 for Intelligent
Automation in Banking



An Al-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



Poor Customer Experience

80% Bank customers switch to another lender to get a better customer experience

85% Financial firms offer a fragmented customer experience



Lack of Personalization

\$345Mn Lost revenue opportunities per year due to lack of personalization

87% Executives believe hyper personalized experience is next big wave of competitive advantage



Rise in Customer Attrition Rates

11% Churn can be avoided by reaching the customer early in the life cycle

Targeted client retention efforts can boost revenues by 2% to 3%

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



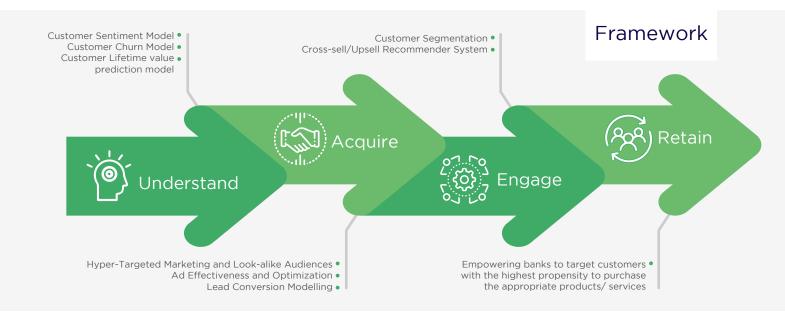
Proactive engagements and faster query addressal

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

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