



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

Hyper personalize
customer experience with
OneCustomer
Understand. Acquire. Engage. Retain

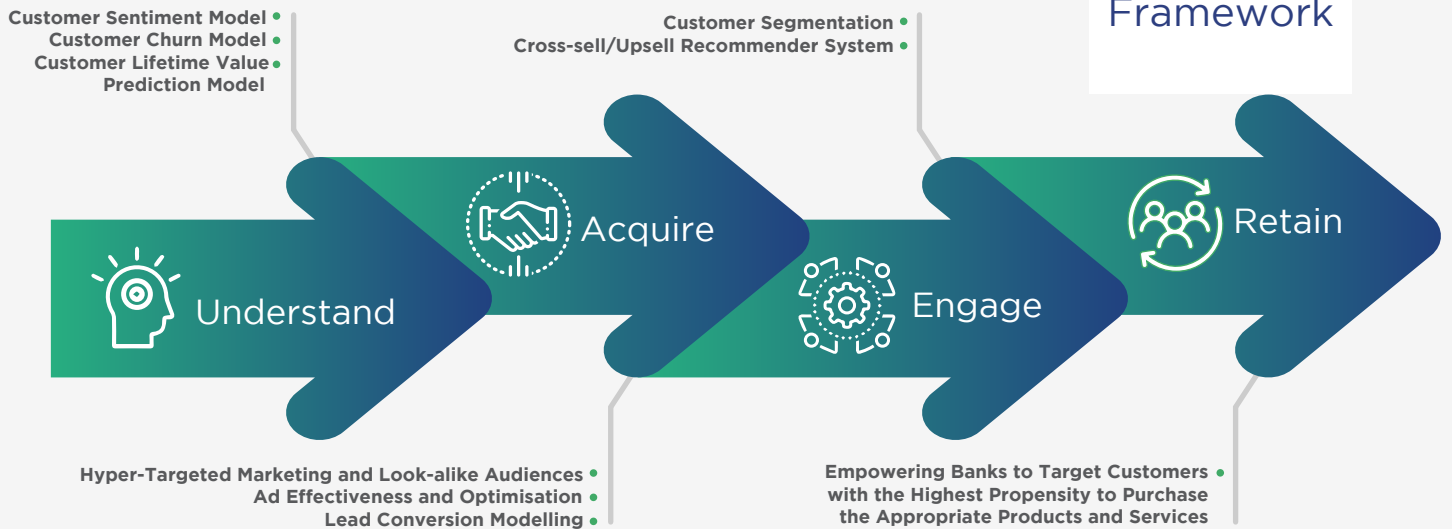
An AI-driven customer data platform with state-of-the-art descriptive and predictive analytics models to effectively understand, acquire and engage new customers while enhancing customer lifetime value

Customer Experience Pain Points in the Banking & Financial Services Industry



How OneCustomer Can Help





Quantiphi's Success Stories

Predicting Propensity to Purchase

Problem Context

Client wanted to predict if a user would opt-in for a mortgage service or refinance an existing mortgage by leveraging data from multiple sources. The aim was to achieve higher conversion 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 Data 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

- A 360 view of customers
- 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

Quantiphi is an award-winning AI-first digital engineering company driven by the desire to reimagine and realise transformational opportunities at the heart of business.

visit: www.quantiphi.com

Amsterdam | Boston | Bangalore | London | Mumbai | Princeton | San Jose | Toronto | Trivandrum

Follow us on:



appliedai@quantiphi.com