



Customer Lifetime Value Segmentation helps organisations effectively carry out targeted strategies, maximise profits, retain and grow customer accounts, manage risk and execute efficient marketing campaigns.

Why Advanced Analytics?

- ✓ Uplifted Customer Insight
- ✓ Enhanced Campaign Response Rates
- ✓ Maximised Customer Loyalty
- ✓ Maximised ROI

The Challenge

Acquiring and retaining profitable customers is more challenging than ever in today's competitive environment. Digital innovations and technology advancements are reducing time to market, thereby making it more difficult to differentiate products and services as well as maintain customer loyalty.

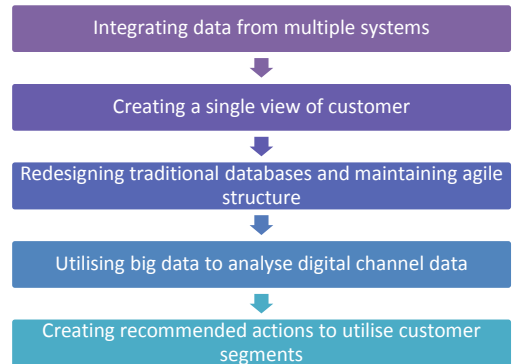
Customer demographics and expectations are evolving while the amount of data is increasing tremendously. Therefore it is essential for organisations to analyse big data and create 360-degree view of each customer to ensure that they offer right products at the right time.

These challenges make it compulsory for organisations to understand Customer Lifetime Value (CLV) across all their financial products including deposits, cards, loans, wealth, assets, and others.

CLV is difficult to measure since it requires integration and understanding of data from various sources such as financial records, transactions, customer demographics, lifestyle, preferences, and digital behaviour.

Our Solution

As part of Advanced Analytics solutions, InfoCentric provides Customer Lifetime Value Segmentation offering to enhance customer segmentation and retention by identifying the most profitable customers.



The Benefits

- **Better identification** of profitable customers
- **Expanding wallet share** by identifying cross-sell and upsell opportunities
- **Better campaign response rates** by predicting the next best product offer in an effective way
- **Acquiring new profitable customers** by targeted marketing campaigns
- **Increased customer loyalty** by providing business insight on how to offer right products to right customers at the right time
- **Increased revenue** with better alignment to meet the needs of high value customers
- **Maximised ROI** by prioritising investments on marketing activities, improvement initiatives and the development of products

Engage with InfoCentric

Find out how InfoCentric can help you gain more insight into your organisation's information today.

Ground Floor East, 101 Collins Street, Melbourne VIC 3000

T. +613 9650 1000

E. info@infocentric.com.au

infocentric.com.au

