



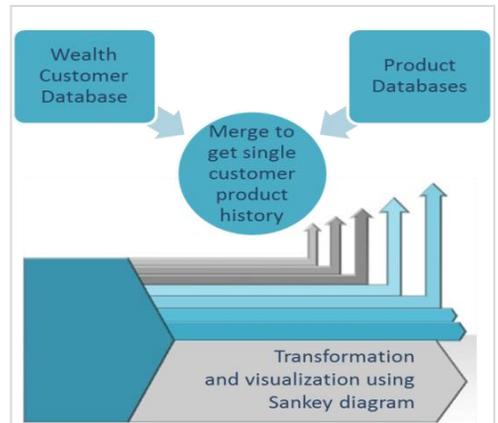
The Challenge

Businesses face the continuous challenge of understanding their customers, growing profitable revenue and enhancing customer loyalty. The most important challenge arises from increasing sales efficiency while maintaining a high level of customer satisfaction during the campaign management processes. Companies need a solution to ensure customers would receive product offers that are most relevant to them.

Advanced analytics techniques have become essential to effective customer targeting for many companies and core to their marketing and business strategies. Acquiring the capability to analyse customer product ownership and pathways data is very important for discovering sales opportunities.

In this context, InfoCentric has partnered with one of the largest Australian banks, who provide a range of Retail, Corporate and Wealth Management services to over 9 million customers. Our client wanted to understand if it was possible to identify up-sell/cross-sell opportunities by analysing common pathways through products purchased by Wealth customers.

As part of a InfoCentric 'Data Discovery' effort, our highly skilled team of data scientists analysed whether specific products provide strong pathways and are predictive of certain types of product purchases, such as, validating if Superannuation products are a gateway to certain Insurance products. By using a sample of 500,000 customers, our team discovered patterns between wealth products. They proposed alternative campaign targeting models that are predictive of the candidates for cross-sell opportunities given their purchase history and other key variables such as ability to influence .



Our Solution

- Enriched campaign targeting by performing a detailed analysis of the product pathways for each wealth product group
- Built and visualised product pathways to highlight up-sell and cross-sell opportunities

The Benefits

- **Provided up-sell and cross-sell opportunities:** Identifying customers with high propensity to buy certain products and determining the products that certain customers are most likely to buy next
- **Better Campaign Response Rates:** Uncovering associations between different product ownerships and predicting the next best product offer in an effective way
- **Increased Customer Loyalty:** Providing business insight on how to offer right products to right customers at the right time
- **Maximised ROI** by higher quality of targeting and selecting top respondents

Customer Product Pathways Analysis helps organisations uncover the potential to leverage existing customers preferences with targeted product campaigns

Why Advanced Analytics?

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

Engage with InfoCentric

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

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