



Customer Churn

Big data analytics solutions for banking



Acquisition costs are higher than retaining costs: better understand your customers to anticipate their actions and keep them happy.

- ✓ Calculate and model the churn probability of your customers and analyse how to increase their engagement.
- ✓ Group those customers with similar financial and behavioural attitudes to identify churn patterns.
- ✓ Visualise all identified attrition pathways to better understand how to turn customer churn into continued engagement.
- ✓ Identify which customers could be potential candidates for leaving the bank, and take appropriate actions.

What we offer

- Identify and classify those customers who are likely to churn
- Analyse the causes for customer churn and work to resolve and eradicate them
- Engage with customers to foster better, long-term relationships
- Deploy effective programmes for customer retention

Key features

- Gathers valuable customer behaviour, transactions, demographics data and usage patterns
- Converts structured and unstructured data/information into meaningful insights
- Advanced visualisations with immediate customer insights
- Results can be shared and integrated with other tools, such as CRM

Key benefits



Better customer insights

Analyse financial and non-financial customer behaviour, across both inbound and outbound banking facilities, to more accurately measure your customer's happiness. Analyse how the tool can influence identified attrition patterns and increase customers' happiness with the bank to empower positive references to other internal customers, or even new leads.



Reduce operational costs

Statistics show that acquiring new customers is five times more expensive than retaining existing ones.



Optimise retention actions

Focus only on those customers who are willing to continue with the bank and reduce costs associated with retention campaigns.



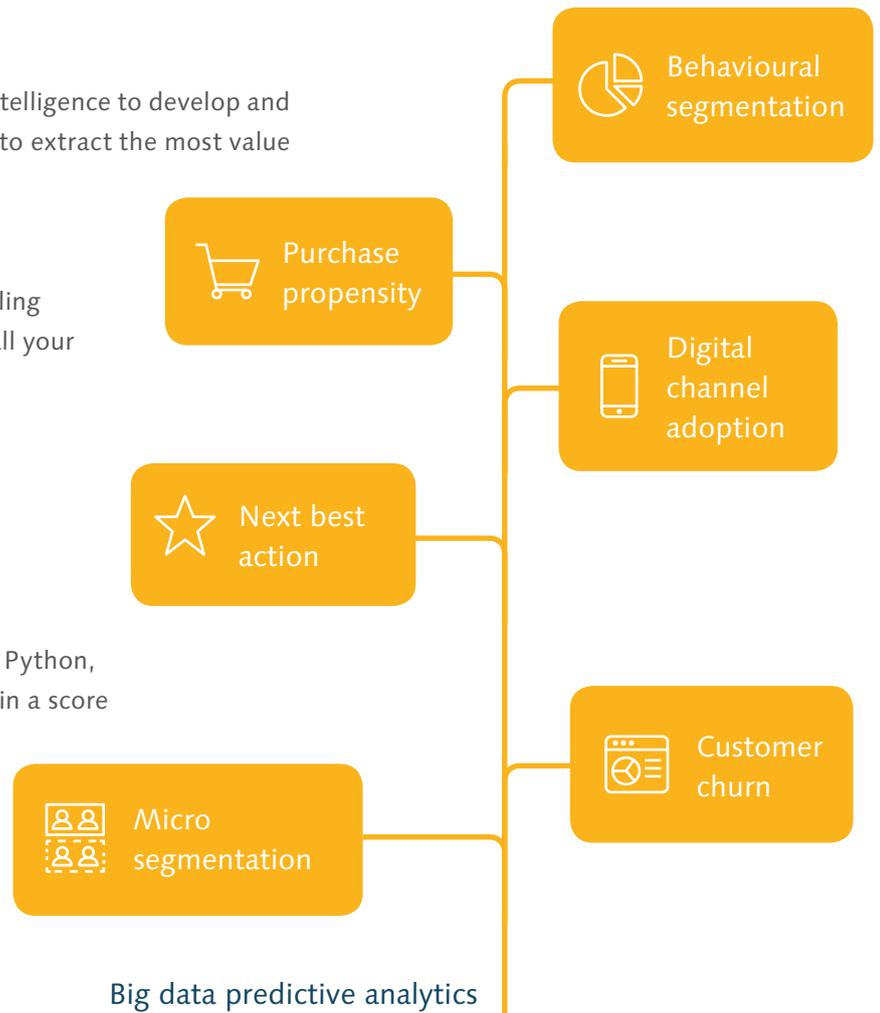
Increase customer satisfaction

Gain more satisfied customers by reorienting those contemplating leaving the bank by offering them an improved customer experience.

Technology

Our analytics solutions use the latest artificial intelligence to develop and deliver simple but powerful tools to enable you to extract the most value from your corporate data, including:

- Machine learning for proper predictive modelling
- Apache Kafka for gathering and aggregating all your data sources
- The Hadoop ecosystem for batch processing of behavioural and transactional big data
- The ELK stack for indexing and searching semi-structured data
- Apache Spark for interactive queries via your big data lake
- Programming and statistical languages like R, Python, Scala to analyse and model the data and obtain a score
- Interactive visualisation dashboards using D3.js, Kibana, etc.



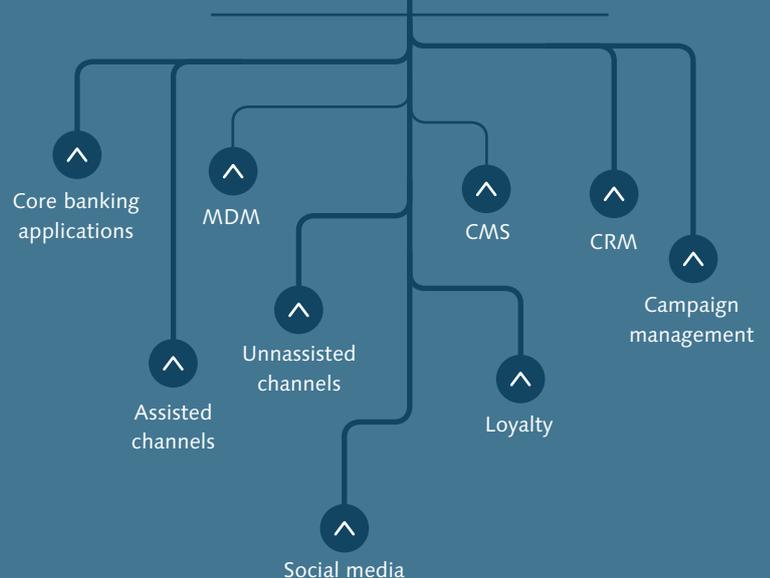
Analytics on premise

We can build a bespoke big data lake tailored to each solution, or use an existing one.

You will have a fully customised model that will perfectly fit your company's needs.

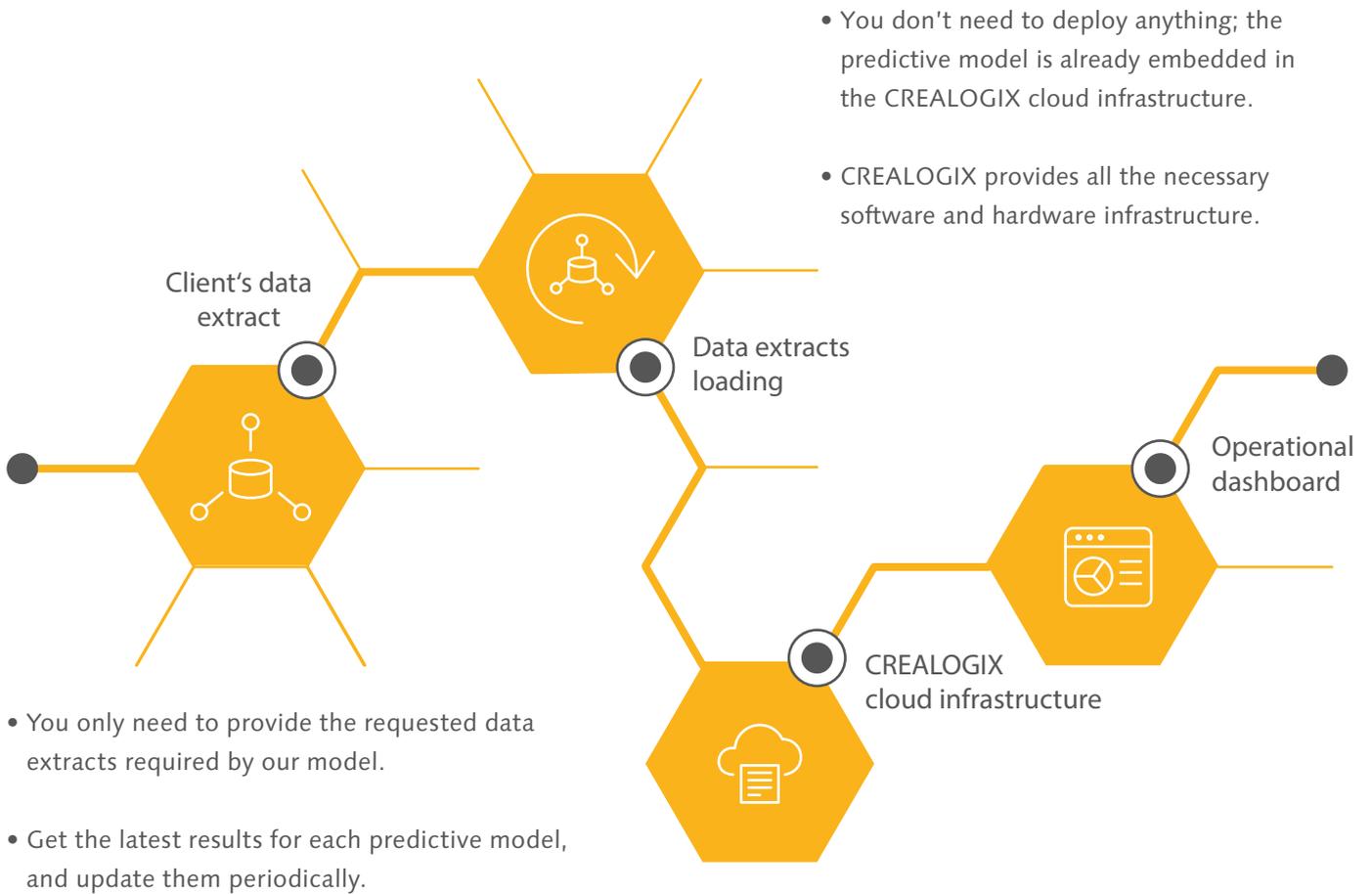
Feed the model with new data sources.

View the results on your own customised analytical dashboard.



Solutions designed to fit different operational models and systems infrastructure

Analytics as a service (AaaS)



crealogix.com 

CH: contact-ch@crealogix.com | +41 58 40480000
ME: contact-middle-east@crealogix.com | +34 93 6671855

Switzerland | Germany | Austria | United Kingdom | Spain | Middle-East | Singapore

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