

# Purchasing Propensity Score

Big data analytics solutions for banking



*Because each customer poses different challenges, increase your efficiency by making them singular.*

- ✓ Accurately measure the propensity of each customer to likely purchase your products or services.
- ✓ Our propensity model analyses customers' past interactions and transactions to define their behaviour. External sources such as social media can also be employed at a later date.
- ✓ Our big data experts will adapt and tune the model to fit your business requirements and thus deliver the best results.
- ✓ You will have advanced visualisations at your disposal and be able to integrate the results with your internal systems (CRM, call center, branches, etc.)

# What we offer

- Advanced predictive analysis of purchasing propensity
- Mixture of off-the-shelf functionality and customisable add-ons
- Proven track record and vertical expertise and knowledge
- Implementation of solutions oriented to monetise data

## Key features

- Entire database, no sampling required
- Analyse all kinds of data
- Advanced visualisations with immediate customer insights
- Results can be shared and integrated with other tools, such as CRM

## Key benefits

- Operational effectiveness
- Streamline branch usage
- Improved customer knowledge
- Increased customer satisfaction



### **Effectively filter only relevant information**

With our solution, communications with your customers will become more streamlined and efficient, accurately filtering only those products or services that are attractive.



### **Better campaign design**

Reaching your customers can be expensive, so simply focus on those that are most likely to buy, and offer them only relevant products.



### **Optimise product conditions**

When offering a product to a customer, use the propensity score to optimise the product conditions. Make the conditions more desirable for those customers with a lower likelihood of purchasing, and fine-tune the offering for customers with a higher purchasing propensity.



### **Cross- and up-selling**

When a customer acquires a product/service, offer them special offers regarding other relevant products, leading to satisfied customers and higher sales.



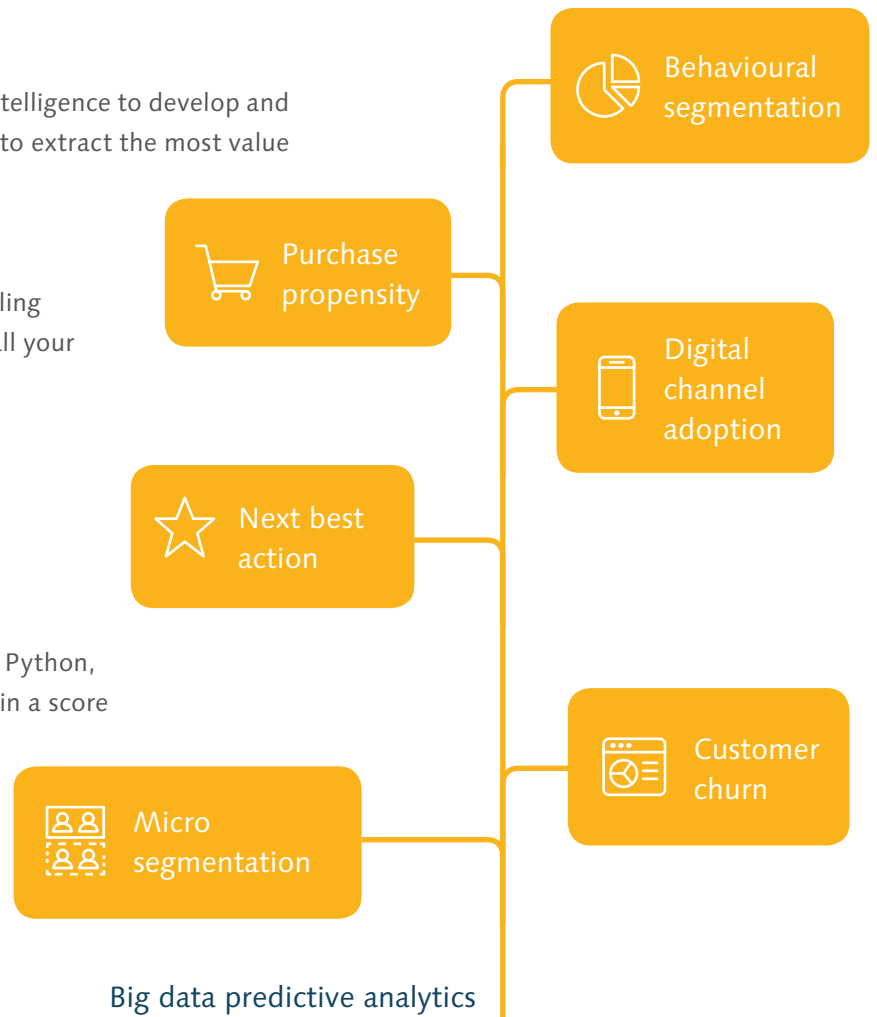
### **Improved customer satisfaction**

Provide a more personal experience by demonstrating the tailored content and services at your customers' disposal.

# 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.



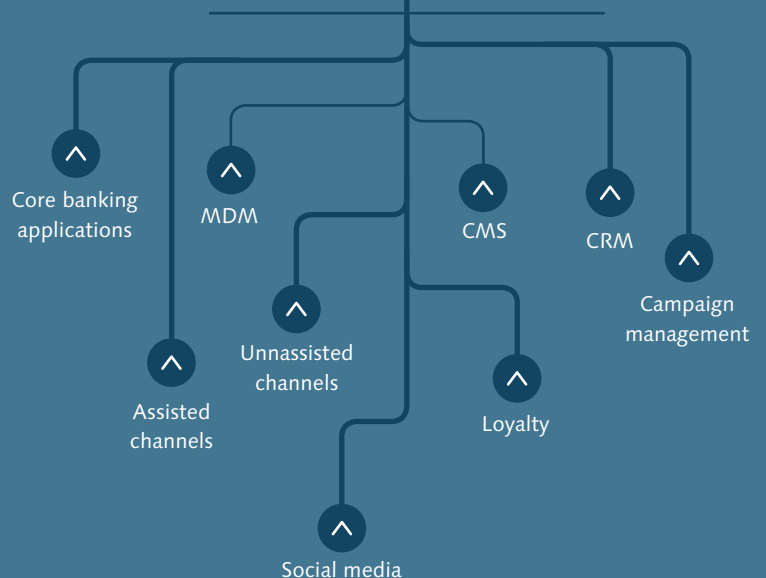
## Analytics on premise

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.

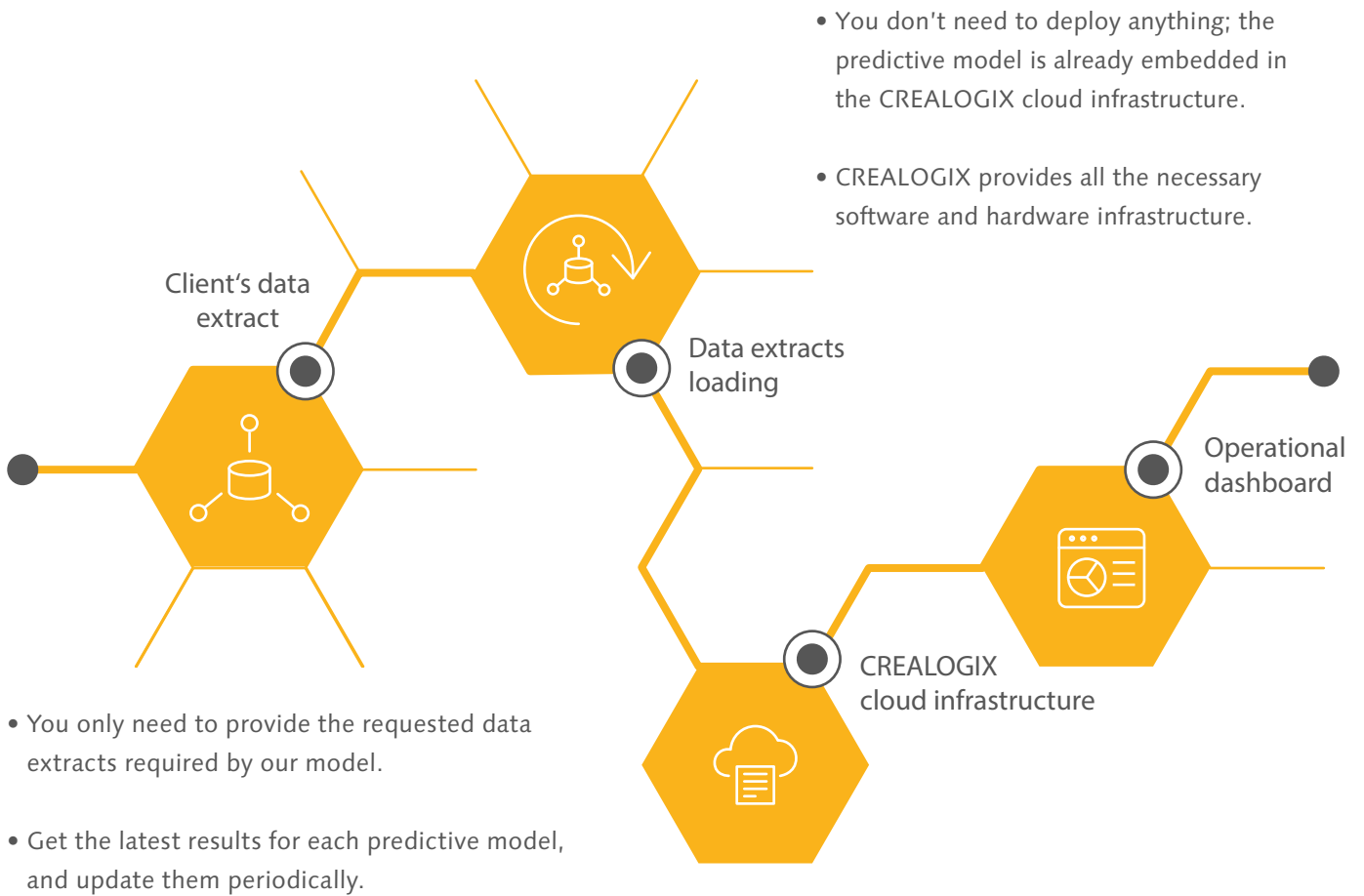
Feed the model with new data sources.

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

This datasheet is for informational purposes only. CREALOGIX makes no warranties, express or implied, in this summary. Companies, names, and/or data used in screens and sample output are fictitious, unless otherwise noted.