



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.



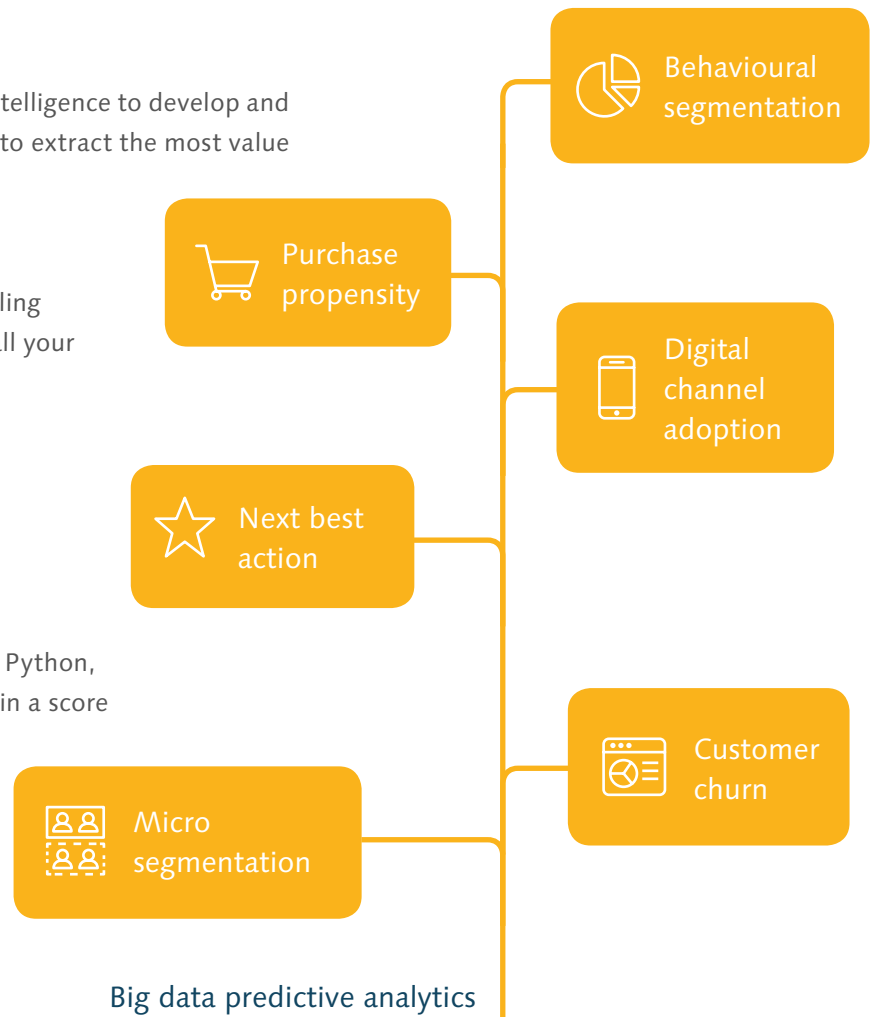
Improved customer satisfaction

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.



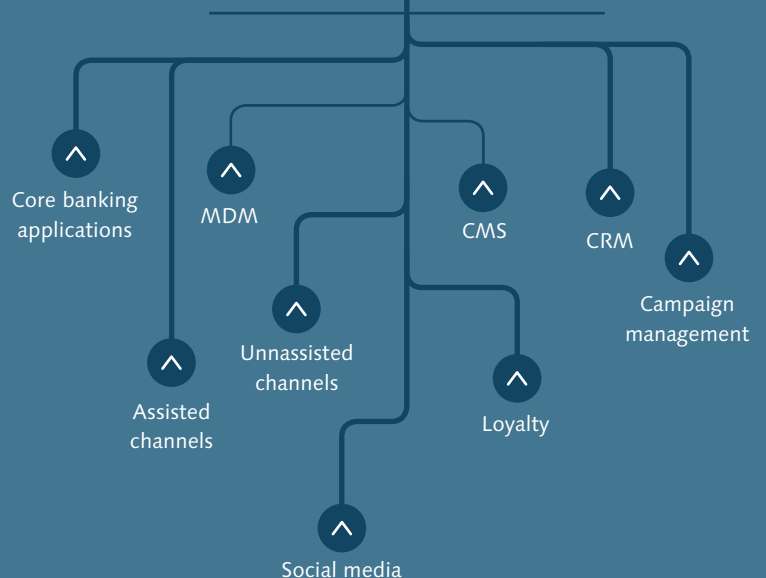
Analytics on premise

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.

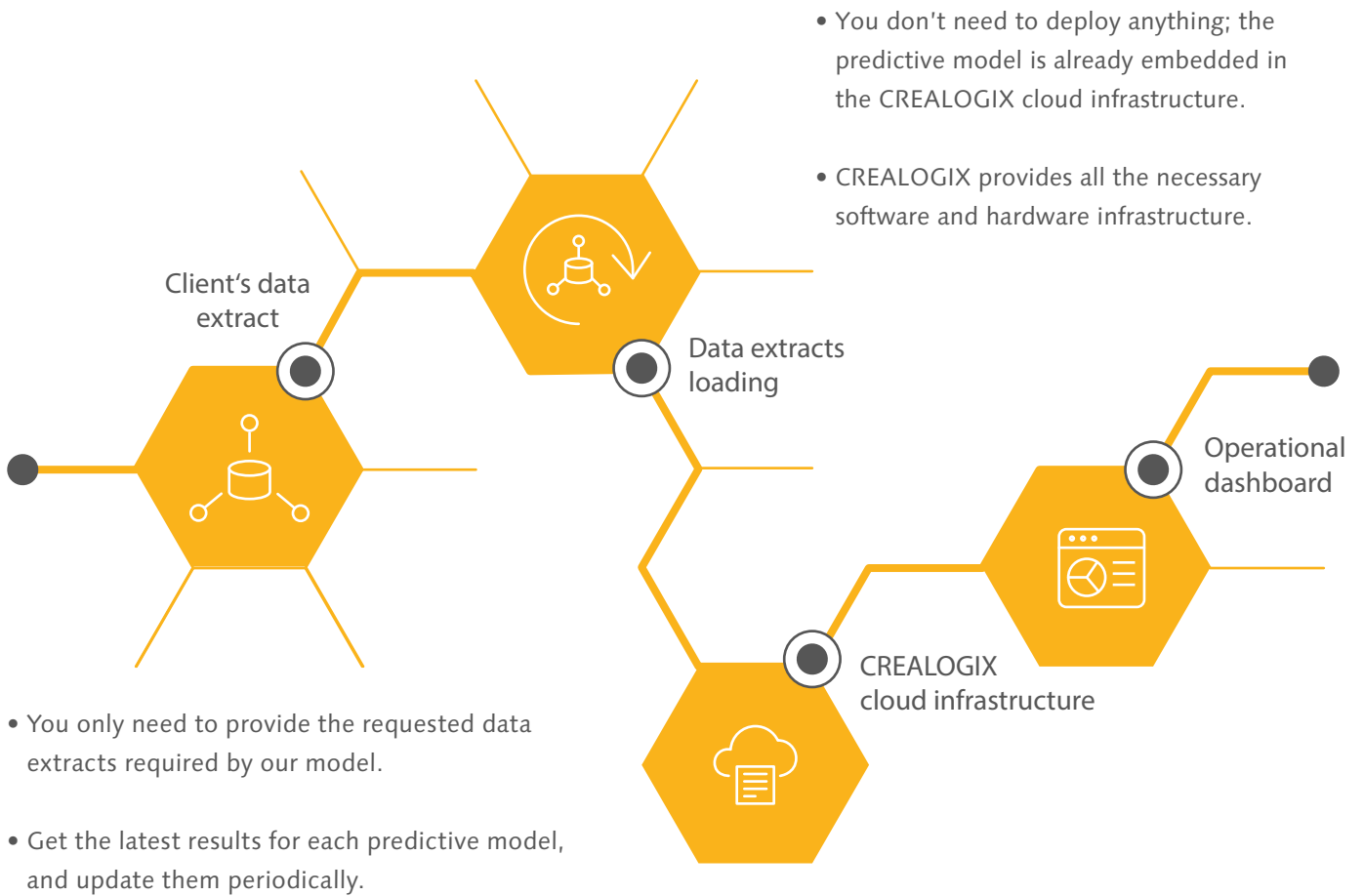
Feed the model with new data sources.

View the results on your own customised analytical dashboard.



Solutions designed to fit different operational models and systems infrastructure

Analytics as a service (AaaS)



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