

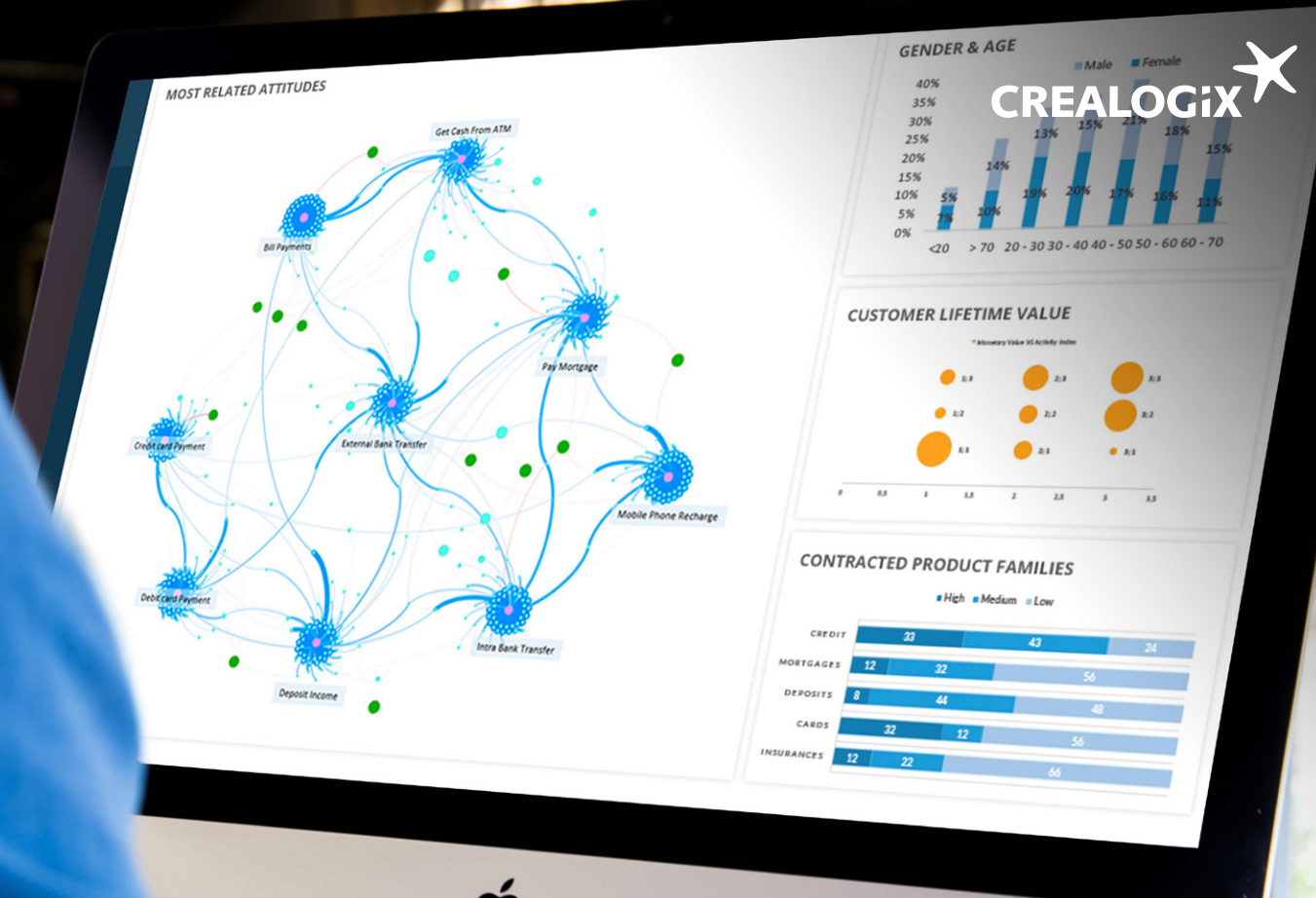
Digital Channel Adoption

Big data analytics solutions for banking



View your customers from new perspectives to improve efficiency and service.

- ✓ Calculate the digital channel adoption score for all your customers. Identify, classify and attract those customers who are digitally active but do not currently engage with any digital banking channels, by offering tools that are valuable to them.
- ✓ Analyse transactions conducted through non-electronic channels and encourage the customer to execute them through electronic channels. Different channels can be used based on customer transactional behaviour and channel operational characteristics.
- ✓ Compare the type of transactions conducted through non-digital channels and identify required marketing actions to boost digital channel adoption.



What we offer

- Identify and classify those customers who are more willing to adopt digital channels
- 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

Analyse transactions conducted through non-electronic channels and encourage the customer to execute them through electronic channels.



Decrease use of branches

By migrating customers from assisted channels to digital channels, branches will experience noticeably decreased footfall.



Better customer knowledge

Infer new customer characteristics by analysing their activity on social networks, channel usage patterns, electronic purchases, etc.



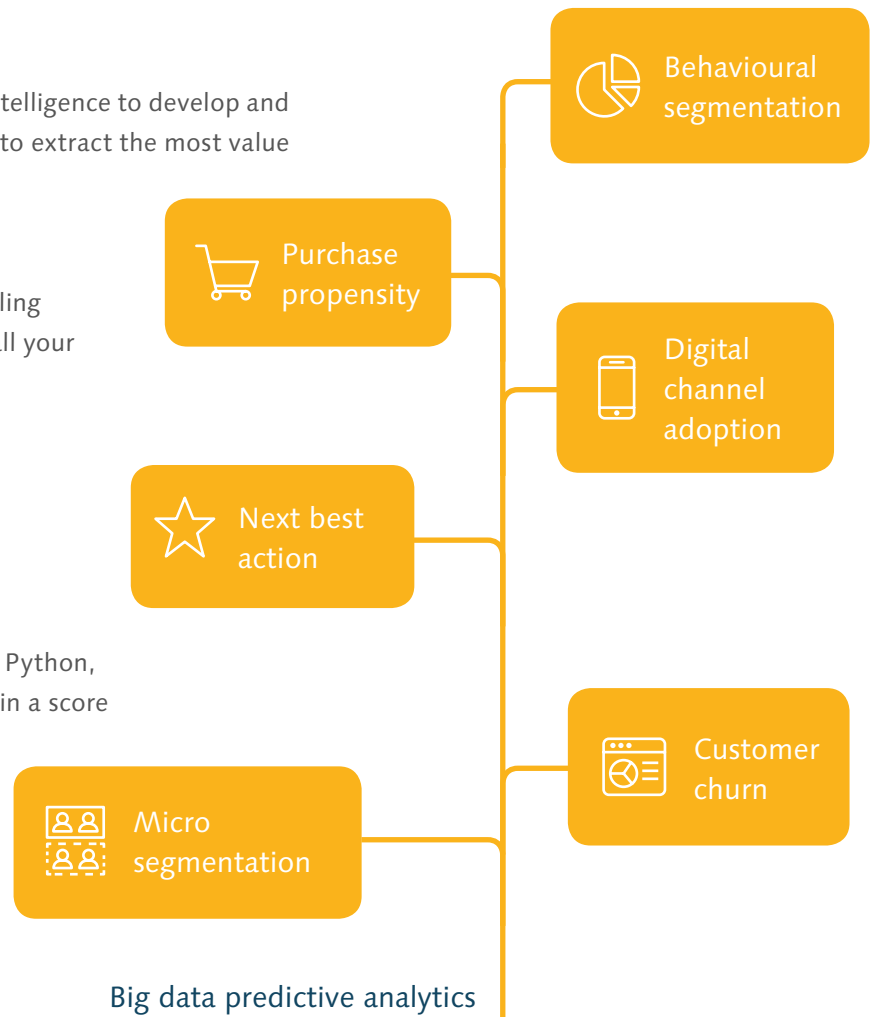
Insights to improve customer experience

Provide a personal experience to your customers, and offer them tailored content or services that they might be interested in.

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.



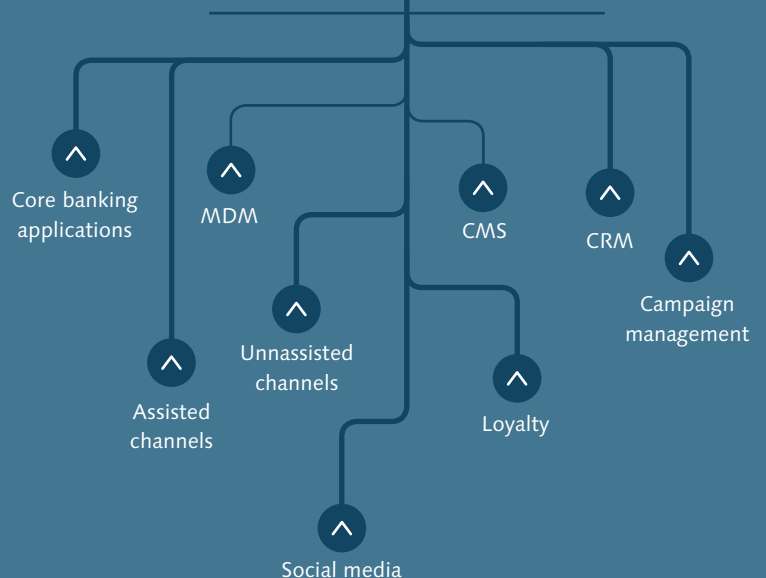
Analytics on premise

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

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