



Banking

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Advanced analytics is used globally by leading banks to drive customer value, increase profit and reduce revenue loss from fraud and non-performing loans.

Marketing and customer insight

- Maximising current and future customer value
 - via segmenting customers based on their behavioural patterns and product usage
- Improving customer retention
 - predict likelihood of customer churn and develop intervention strategies to retain high value customers
- Improving product design
 - use insight into customer behaviour to design better, more personalised products
- Maximising marketing ROI
 - demonstrate the effectiveness of marketing activity in driving profit and customer value

Credit risk and fraud detection

- Reducing the likelihood of loan default
 - Identify at-risk customers for loan default. Score loan applications based on their likelihood to default on personal, car or other loans
 - Identify key indicators of loan default and develop intervention strategies to reduce default rate (pre- or post- loan approval)
- Identifying and mitigating fraud. Detecting fraudulent activities
 - Automated fraud detection systems rely on advanced analytics and rapid scoring of real-time transactions on risk of the transaction being fraudulent