Analytical CRM Deployment to Optimize Activities

The Client Challenge

Our client, a non-banking financial institution specialized in insurance and leasing, wanted to deploy analytical CRM models to optimize its CRM activities.

The GemSeek Approach

We presented a full range of customer insight analytical models to segment and predict future customer behavior and to propose the best following action to take. Those included:

- Data driven behavior based on customer segmentation

- Cross-sale rules evaluation

- Customer Life Time Value (segment based)

- Churn Prediction models

- Behavior Credit Risk Scoring Model

We used a number of modelling techniques including Principal Component Analysis, Decision Trees, Logistic regression, Pattern recognition, all executed using modelling software SAS.

The Deliverables

After the deployment of Analytical CRM a single campaign achieved 516% increase in deep sale efforts (reported at the IDC yearly roadshow 2014). Control groups were used regularly to optimize channels, timing, type of offers, etc. Churn Rate was reduced by 14% and the highest LTV segment was expanded by 22% in half an year.