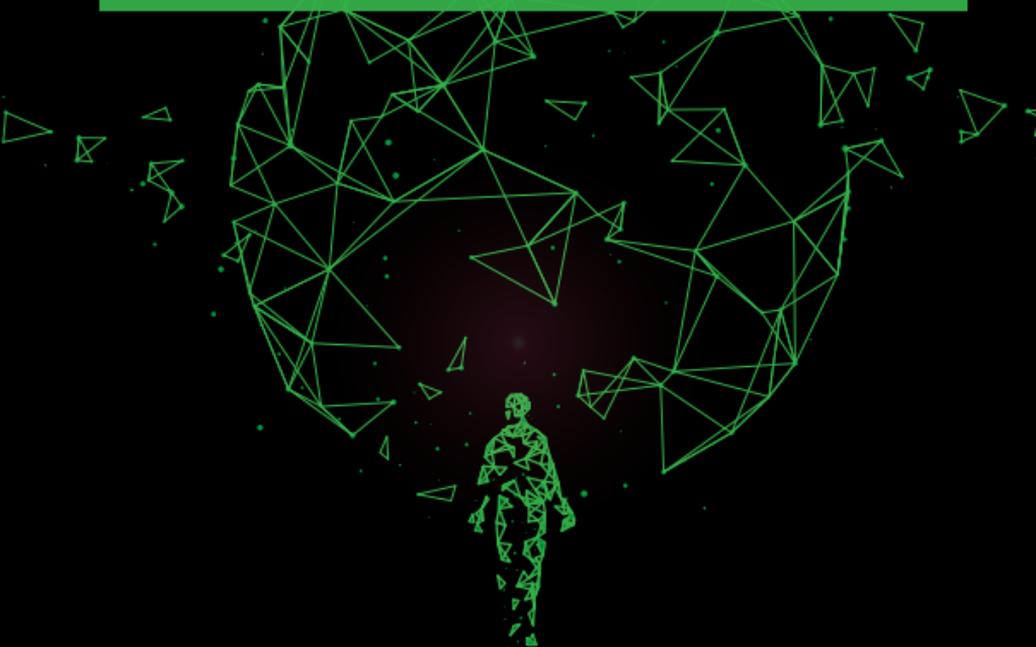




The Ultimate Guide for

CUSTOMER

INTELLIGENCE



Using Artificial Intelligence and
Machine Learning Techniques

Customer Intelligence (CI) Definition

Customer intelligence (CI) is the process of gathering and analyzing information regarding customers, and their details and activities, to build deeper and more effective customer relationships and improve decision-making. CI helps businesses create an ideal customer profile, predict their wants and dislikes and engage customers at an emotional level. It also gives a better insight into the customer persona thus enabling improved targeted marketing and better analysis of customer complaints.

Where can AI help in Customer Intelligence?

Target Prospects

Dynamic profile management

Build customer profiles based on different attributes like age, work profile, family profile and more. The profile will be dynamic as it keeps learning and tweaking the profile

Smart Content Generation

Display relevant content once the profile is built. Content will be dynamic and can be a blog/video/banners based on prospect behavior

Intelligent Search

A personal assistant to deliver the right data at the right time and quickly

Customized Product Offering

Build custom products based on profiles

Attract Prospects

Propensity Modelling

Direct consumers to the right message and product as well as generate outbound personalized content

Ad- Targeting

Effective content placement at the right stage in the buying cycle with relevant product offering

Predictive Analytics

Predict the product the prospect might choose and the right price that needs to be offered for a better conversion possibility

Convert Prospects

Dynamic Pricing

Personalize pricing for prospects using various business models so that they become a customer

Re-Targeting

Bring them back to your site by building models which predicts relevant content for effective conversions

Personalized Journeys

Personalize web/mobile pages and the use of chat bots. AI models can predict and build ultra-personalized content on the website for each visitor at different stages of the prospect cycle

Engage Loyal & lapsed Customers

Customer Service

Predictive analytics driven by AI can determine which customers are most likely to either become dormant or leave altogether. With this insight, attractive offers or content can be used to prevent them from churning

Build predictive customer profile

Every customer journey can be used to enhance the customer profile and which will inturn can build a powerful profile of future customers.

Dynamic Communication

This will help in communicating to the customer through the right medium, right digital channels to get maximum efficiency and best possible result in increasing revenue

Getting Started

Aspire Systems believes at providing end-to-end business solutions when it comes to CI implementation for banks.

Business Opportunity Assessment (2 to 4 Weeks):

In the first 2 to 4 weeks we promise our customers to analyze the need, context, and scope. Once we identify the business metrics, and have devised a preliminary solution approach, we go ahead and identify suitable data resources and finally we recommend a project plan.

Pilot Solution Development (6 to 8 weeks):

We have the expertise to complete our Pilot Solution Development in the next 6 to 8 weeks. During this phase, we identify sample data for the purpose of data testing, and develop a predictive model. Based on the predictive model we prepare a detailed report on the findings along with recommendations for enterprise-wide solution.

Business Value Realization (3 to 6 months):

The Business Value Realization phase is the most crucial because this is the time when the developed solution goes live in sync with the existing infrastructure of the banks after confirmation from stake holders. During this phase, key performance metrics are tracked and the business benefits are evangelized. Aspire also takes in the responsibility of maintaining the solution depending on the changing business requirement.

Predict Customer Segmentation with RFM & Customer Lifetime Value

Aspire Systems believes at providing end-to-end business solutions when it comes to CI implementation for banks.

 **Data Source:** Customer Transactions

 **Challenge:** Quality of Data and Identifying Machine Learning models

Outcomes

- Deliver Enhanced and Intuitive customer experience



- Derive Insights with 360 degree customer information
- Improve Customer Conversations
- Recommended Changes in Customer touch points

Forecast Customer Sentiments

 **Data Source:** Customer complaints or queries and other sources

 **Challenge:** Collate data, retrieve insights and act on it

Outcomes

- Amplified customer service



- Predict a Good Loan or a Bad Loan
- Better understanding of customer personas
- Support excellent decision making

Why is Customer Intelligence the next in phenomena?

Customer Intelligence empowers banks to

- devise new and superior insights on a regular basis
- build a long lasting customer relationship.
- roll out the right marketing strategies, marketing campaigns
- assist in reducing the risk of frauds
- enhance their strategic decision making capacity



About Aspire Systems

Aspire Systems works with some of the world's most innovative banking enterprises and fintechs, helping them leverage technology in Aspire's specific areas of expertise.

Aspire System's services include Digital Experience Solutions, Product Engineering, Artificial Intelligence Solutions, Independent Testing Services and IT Infrastructure & Application Support Services. The company currently has over 2500 employees, over 150 customers globally and is CMMI Level 3 certified. The company has a growing presence in the US, UK, India, Middle East, Asia-Pacific and Europe.

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