scintel

Technology for a Changing World

Predict and Reduce Customer Dissatisfaction; Predict and Improve Revenue per Customer

Impact:

The "attrition" model is being used successfully to identify and save the 'at risk' customers by sending targeted offers and proactively reaching out to customers to hear their criticisms. The models also helped to identify profitable customers who must be retained with loyalty incentives and better customer support, among others their criticisms. The models also helped to identfy profitable customers who must be retained with loyalty incentives and better customer support, among others

PROBLEM:

One of top 5 retail banks in US credit card issuance business unit wants to identify its customers who are at the risk of leaving the bank. The business unit also wants to determine the expected annual profit ability of each customer so that it can fine tune interactions with customers based on the economics of the relationship.

SOLUTION:

Scintel compiled the information across 40 data points around consumer activity at the bank for the last 23 years. An ' attrition' predictive model was constructed which would enable the client to identify the 'at risk' customers. A profitability predictive model helps predict the future profitability of the customer given the existing consumer activity and predicted patterns.