



Delivering the right message at the right time

CHALLENGE

A major bank was struggling to deploy their Next Best Offer (NBO) initiative and upsell existing customers. To build NBO models, data scientists needed to gather data from multiple systems containing over 200 datasets. Teams were hesitant to experiment with new campaign strategies because manipulating data was prone to error, defining cohorts took weeks or months, and pushing new models to production could take up to 6 months.

Together, these factors meant the bank could only run one campaign at a time.

SOLUTION

Powering next best offer

For the first time, NBO models are powered by integrated data from customers, branch and ATM visits, call center cases, website interactions, and transaction activity.

Fine-tuning engagement strategy

Product, marketing, and CRM teams now have a shared view of business rules, customer interactions, and campaign outcomes – allowing them to collaborate more effectively on client contact strategies.

Quickly launching new campaigns

Campaigns can be launched in a single day (versus months), enabling rapid hypothesis testing on new strategies.

IMPACT

- Net response rate has gone up more than 15% across all channels.
- Deploying new models to production has dropped from 3-6 months to just a few hours.
- The bank can launch new campaigns in a single day (versus months).