



BEHAVIOLYTICS®



OMNICHANNEL BANKING

Today's customer is already accustomed to the fact that the world around them is mobile and offers **maximally personalized products at the right time.**

A bank with a digital approach provides its customers a real "customer journey" through mobile and online banking, e-mail and video calls, branch visits, and call center services. This ensures that long-term sales and service processes are carried out by the customer using different channels as part of a single process. A digital bank communicates quickly and effectively with its customers, dealing with them on a highly individual basis and using activities described as "Next best action, next best offer", which are provided by Behaviolytics®.

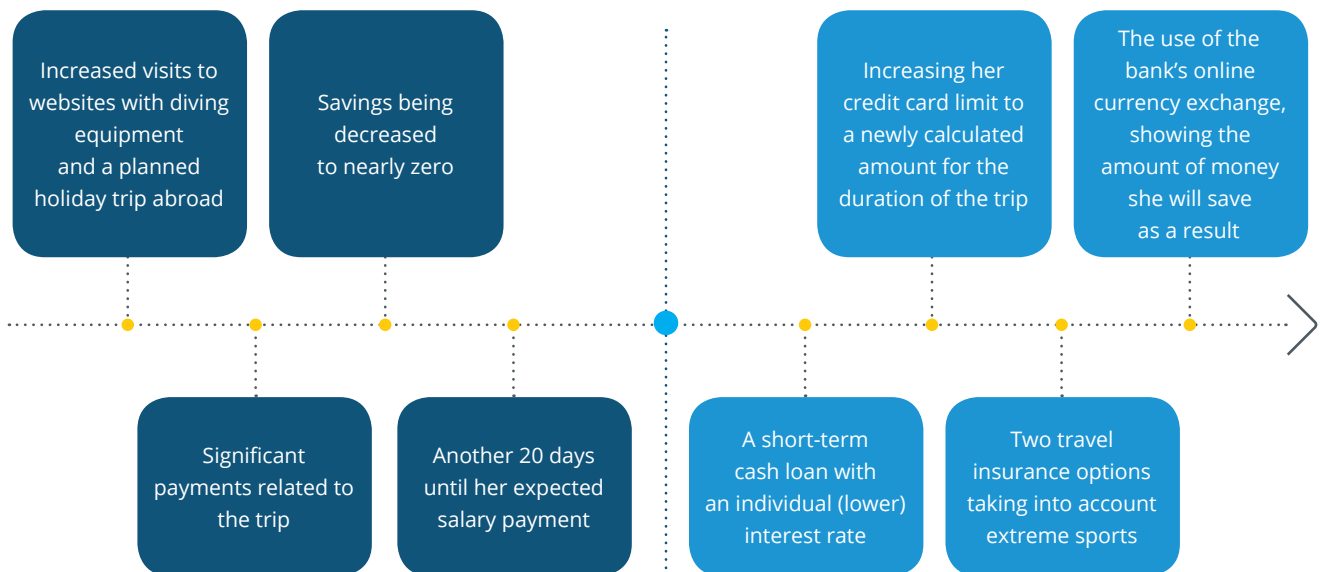
BEHAVIOLYTICS®

A business concept, based on real-time data analysis, plus the implementing analytical platform. The goal of Behaviolytics® is to create a reliable, individual model of customer behavior, so that the system can be a helpful assistant, caring about customer finances and showing the best action to be taken "here and now". It doesn't forget about regular everyday tasks either. It reminds you, for example, to buy flowers for your wife or about the upcoming electricity bill.



Let's imagine that the customer is 35-year-old Jane, and her income of EUR 2,000 a month is regularly transferred to her bank account. Jane has a debit card and a credit card connected to her account. She often uses both. She does almost all her shopping via no-cash transactions or online. Jane always tries to maintain savings (in the bank) in the amount of three months' worth of income. The Behaviolytics® platform detects the following:

THE PLATFORM RECOMMENDS THE FOLLOWING ACTIONS TO JANE:



ACCORDINGLY:

- **Next best action:** Based on analytical processes which use customer data, we suggest actions that make sense from the customer's point of view. The actions can change depending on other actions taken by the customer.
- **Next best offer:** Based on analytical processes which use a customer's real-time data and past data, we suggest personalized products which seem adequate to the current situation of the customer.

BEHAVIOLYTICS® IS BASED ON FOUR PILLARS:

DATA MINING

Analysis of a customer's historical data – i.e. products, transactions, demographic data, and geographic data. The purpose is to build analytical models at the next step.

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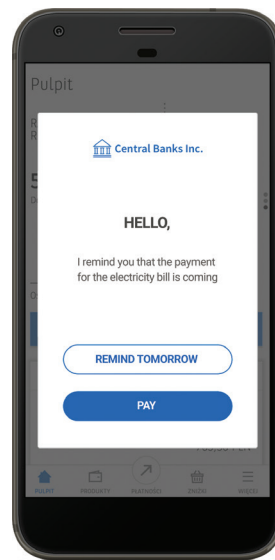
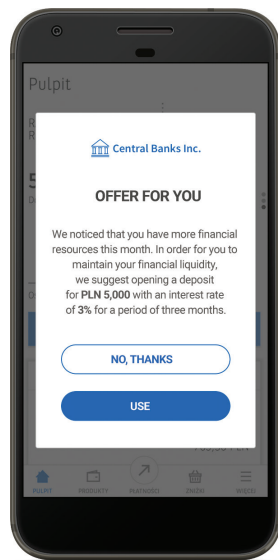
Different types of models which depend on the business profile. They are based, e.g. on separating groups of customers who share similar characteristics (age, gender, expenses, product categories), indicating recurrent relations between purchased products and creating trends for purchasing products based on sequences of past events.

DECISION ENGINE

A tool providing customers with the next best offer and the next best action. It ensures online segmentation and dynamic pricing, and makes use of a calendar.

MACHINE LEARNING

The continuous optimization of solutions used, based on measuring changes in customer behavior.



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