

# Sales Conversion Analytics for a Financial Corporation

## Banking - Analytics

### About the Client

As a leading private sector bank in India, the client has consolidated a total asset of \$176Bn and has a network of 5,275 branches and 15,589 ATMs across India.

### Background

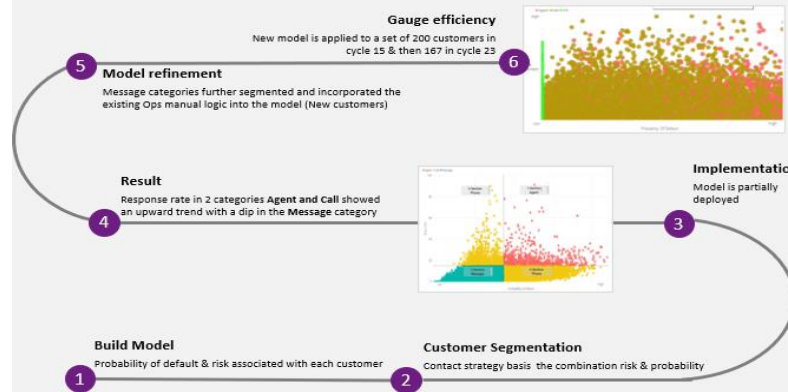
- For the credit card division, there is an average of \$31.6M outstanding balance for around 56K customers/month defaulting
- Agents manually identify the most appropriate channels to contact customers.
- Agents perform home visits.

### Challenges

- Requires insight into which customers to first contacted and how
- Lack of intelligent source data to gauge channel efficiency
- Identify the right set of accounts to be referred for third-party collections (field visit)
- Needs insight on how to increase the collection rate



### Solution Deployed



### Predictive Model Approach

- Channel collection propensity model
- Customer segmentation and predictive model for default
- Collection strategy to minimize cost to collect

### Recommended Strategy for Customer Connect to Collect



7%

Physical Collections



20%

Online (email/SMS)



73%

Phone



### Impact Statement

- **6%** increase in Collections amount
- **2.97%** reduced cost of collections
- **1.28%** increase in customer contact success

High Risk Small Balance	High Risk Large Balance
Low Risk Small Balance	Low Risk Large Balance