Oracle Financial Services
Retail Customer Analytics

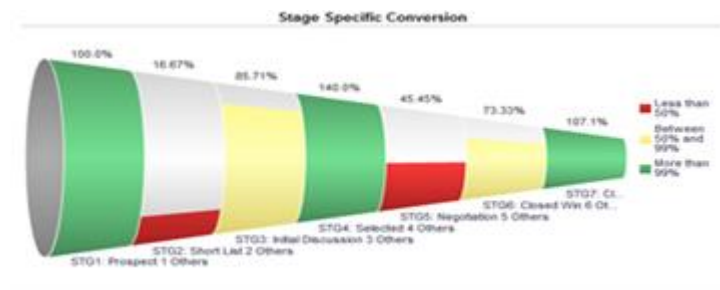**ORACLE**
FINANCIAL SERVICES

Gone are the days when consumers were significantly loyal to just one bank. Nowadays, it is customary for consumers to engage with multiple banks for their mortgage, checking/savings accounts, lines of credit, and so on. This new modern way of banking challenges the financial institution's marketing team to ensure they are delivering the correct message to the right audience through the right channel. With acquisition costs spiraling, retaining existing customers has taken center-stage; trust and loyalty have to be earned. Without timely and relevant data and knowledge about customer preferences, informed marketing decisions cannot be made. Oracle Financial Services Retail Customer Analytics helps retail banking institutions ensure that marketing dollars are invested wisely and the customers with the most potential to be profitable are targeted through the right channels.

Drive Marketing Efficiency and Optimization

Chief Marketing Officers are faced with the daily challenge of ensuring the marketing mix is distributed efficiently and they are recognizing a return on their investments. The trick is to know which consumers respond to what channels and in what ways, while ensuring brand awareness is maintained. Traditionally, this decision is based more on judgment and opinion and less on analytics. With Oracle Financial Services Retail Customer Analytics, marketers can leverage list scoring and customer segmentation to present relevant products to the customer at the right time and through the right channel. Thus the retail bank is driving marketing efficiency and optimization through relevant and customized communications using a fully automated, extensive set of dashboards and reports to track performance across multiple dimensions and channels.

KEY FEATURES

- Understand customer trends across key focus areas such as sales, balances, and engagement
- Optimize campaigns with metrics including responses, opt-outs, and customer distribution across target segments
- Utilize sophisticated predictive models enhanced with Big Data that utilize the customer web behavior for analysis
- Ensure targeted marketing with pre-built cross-sell/up-sell scores along with channel and product propensity scores
- Utilize real time offer recommendation functionality based on transaction behavior
- Optimize investments through detailed channel analysis including bank branches, on-line, phone
- Monitor campaign profitability across customer segments and channels with campaign performance tracking

In addition, the marketing team is now empowered to make informed decisions by analyzing pre-built cross-sell/up-sell scores along with channel and product propensity scores to ensure targeted marketing to the proper customer base. They can identify top

performing customers, branches, customer segments, and channels and build upon these successes enterprise-wide. Oracle Financial Services Retail Customer Analytics gives retail banking institutions the ability to track marketing campaign success and provide senior management with actionable and timely reports. Sales Funnel Analysis also provides insight into progression of conversion of the campaign targets.

Monitor and Track Campaign Profitability

Marketing campaigns are a big portion of the marketing mix for retail banks. Whether it is an online ad campaign, direct mailer, or an in-branch promotion, marketing campaigns help drive consumer attention to new products and offerings. The struggle marketers face is the optimization of a campaign and ensuring it is reaching the target audience. With Oracle Financial Services Retail Customer Analytics, marketers have insights into campaign performance metrics including responses, and customer distribution across target segments.

With marketing campaigns, it is imperative to understand the effectiveness of strategic channels including bank branches, on-line, and phone. Traditional channels are not as effective as they have been in the past and investments need to be optimized through a detailed analysis of effectiveness, ensuring success with new campaigns and channels. Oracle Financial Services Retail Customer Analytics gives the marketing teams the ability to achieve optimal return on investments through an understanding of sustained financial impacts over time.
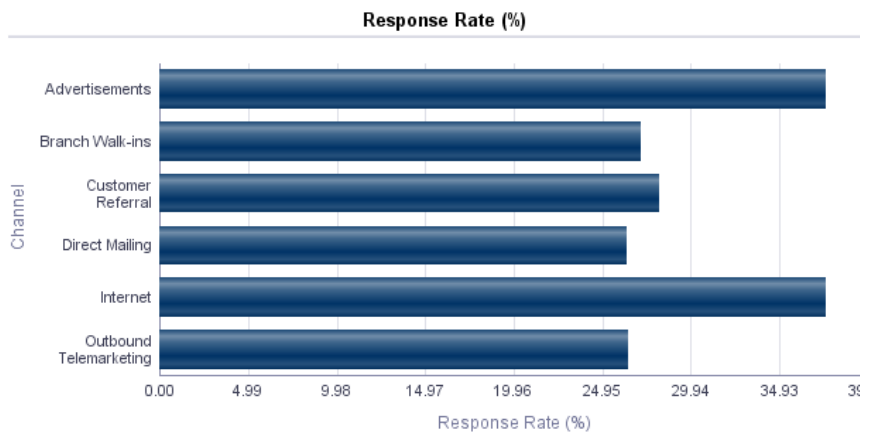

Figure 1. Oracle Financial Services Retail Customer Analytics gives banks the insight to top performing channels within the overall customer base.

Enhance Customer Engagement Across Key Products

With consumers having a plethora of choices when it comes to the banks, it is more imperative for deeper customer engagement throughout the product portfolio. Analysis of customers and their trends in banking including areas such as sales, balances, and engagement must be understood to ensure wallet-share is enhanced across key products. The ability to predict future profitability is also imperative to remain competitive. Life Time Value aids portfolio managers in figuring out the segments they would be interested about for the long run.

Oracle Financial Services Retail Customer Analytics helps in managing customer engagement with in-depth analysis of various customer segments, risk bands, CPAs, and channel performance. Customer retention is increased throughout by leveraging pre-built attrition scores to help Line of Business managers to understand at-risk segments, and the best plan in engaging target segments.

In addition, use of machine learning within the application not only allows financial institutions to predict product propensity and attrition more accurately but also helps optimize customer experience for marketing personalization and engaging them with relevant offer recommendations following an event occurrence.

About Oracle Financial Services Analytical Applications

Oracle Financial Services Analytical Applications bring financial institutions best-of-breed capabilities to proactively manage Financial Crime, Compliance, Risk, Treasury, Finance and the Front Office. The applications are built upon a commonly available analytical infrastructure consisting of a unified financial services data model, analytical computations, a Metadata driven "R" modeling platform, and the industry-leading Oracle Business Intelligence platform.

A single, unified data model and infrastructure provides one version of the analytical "truth" to business users throughout the entire enterprise. This enables financial services institutions to confidently manage performance, governance, risk and compliance. Shared data, metadata, computations and business rules enable institutions to meet emerging business and regulatory requirements with reduced expenses and the unified platform helps financial institutions to leverage existing investments.