



Create true customer engagement that is satisfying and sustained

World-class analytical speed and efficiency exponentially increase the accuracy of churn predictions

Transform Big Data into real-world business value for retail banking

Up to 500% improvement in fraud detection instances based on iterative analytics



Action Analytics Platform™ for Retail Banking

Early adopter banks integrate Big Data into daily operation

The digital universe is doubling in size every two years. The technological infrastructure on which today's banking systems were built is beginning to buckle under the strain of the sheer volume of data that is too complex and dynamic for conventional data tools to cope with. It is a challenge to remain competitive in the face of the rapidly diversifying financial services landscape.

A majority of financial institutions in North America believe that big data analytics offer a significant competitive advantage. Over 90% believe that successful big data initiatives will determine the winners of the future. But this has not translated to on-the-ground investments. For instance, only 37% of banks have hands-on experience with live big-data implementations, while the majority of banks are still focusing on pilots and experiments.

For banks that are ready to integrate big data into their actual daily operations, Action Analytics' Blueprints for Retail Banks enable your staff to work comfortably with pre-built accelerators and pattern-recognition systems without a long new-tech learning curve. Sophisticated analytics can be conducted at extremely high speeds, at any scale, and be completed in minutes instead of days or months.

Banks can now leverage all their data, not just a sub-set sampling, to gain deeper customer-centric insights that can help attract and retain customers while abiding by all regulatory requirements. Incorporating big data analytics, in a truly operational manner, can change a bank's bottom line from red to black.

Personalized Customer Services

Customer centricity is pushing much of the modernization of retail banking. This trend is the driver for the banking industry to focus on customer empowerment and personalized customer services.

Customers now rarely need to visit a physical bank branch to conduct routine financial transactions that can be done on the web via a laptop or mobile device. So banking activities are becoming commoditized as a routine digital service. Because there is little or no human interaction between the institutions and their customers, there is little or no loyalty. People can change their bank with greater ease than ever before.

60% OF FINANCIAL INSTITUTIONS IN NORTH AMERICA BELIEVE THAT BIG DATA ANALYTICS OFFERS A SIGNIFICANT COMPETITIVE ADVANTAGE



37%

OF BANKS HAVE HANDS-ON EXPERIENCE WITH LIVE BIG DATA IMPLEMENTATIONS

90% BELIEVE THAT SUCCESSFUL BIG DATA INITIATIVES WILL DETERMINE THE WINNERS OF THE FUTURE

To differentiate themselves, banks must develop truly personalized customer service through the development of a single, 360° view of each customer. Gathering information from across the organization enables you to better understand what services each customer is now using and to predict new services that may be needed in the future.

Big data technologies consolidate large volumes of disparate data (accounts, consumer credit, credit/debit cards, mortgages) that can be brought together and synthesized into a custom package of goods and services that will best serve each individual customer.

The Actian Analytics Platform captures and analyzes data from all customer touch points. Its collection framework pulls in necessary data from all required input sources, formats, and locations. It can evaluate terabytes to petabytes of information about behaviors and relationships, giving insight into consumers' riskiness (credit worthiness, profitability, churn) and overall threats to the business (fraud, anti-money laundering, identity theft, cyber threats).

Retail banks can better understand their customer base, micro-segment that base down to the individual level, optimize campaigns to obtain and retain customers; and identify strategies to grow the value of customers while increasing bottom-line revenues.

Compliant with Consumer Protection Regulations

The retail banking industry must strive to serve the digital customer better while coping with stringent consumer protection regulations along with greater regulatory demands for Anti-Money Laundering (AML) and Fraud detection, without appearing "creepy" in their level of knowledge about the customer. This presents a situation of competing pressures that banks need to deal with.

An increasing degree of transparency and fidelity is required without violating consumer privacy. The number of variables, inputs, and calculations required for the analysis of these interactions and relationships is enormous in volume and complexity.

With the Actian Analytics Platform, these volumes can be met within reasonable costs, the analyses can be performed at the required business pace, and consumer privacy can be respected while the regulatory requirements are met.

Security and Surveillance: An Early Warning System

Protecting the financial industry from vulnerabilities or criminal behavior has become a big data challenge. Cyber fraud has a negative impact on a company's brand and can invoke very stiff fines.

The primary source of risk to retail banks is related to a consumer's personal credit and credit-impacting behavior. The more a customer's credit is at risk, the more the lender is exposed to that risk. Multiplied by millions of customers, this can present considerable risk to the bank.

Today credit can be affected by variables that are not visible in a simple credit score: buying behavior trends, geographical economic conditions, life events, etc. Banks MUST increase their awareness of these situations in order to best manage the known risks developing within their portfolios, as well as those that may not be easily seen.

Actian enables retail banks to achieve deeper views into transactions and interactions for improved fraud detection, risk analytics, regulatory compliance, and overall surveillance to avoid missteps or for immediate remedial processes.

The Actian Analytics platform retains and uses all transactional data for split second responses, creating up to a 500% improvement in fraud detection instances based on iterative analytics. It generates signals/alerts upon identification and mitigation of threshold breaches at any level, and exposures to threats as they arise. A continuous refinement of 160 fraud detection algorithms provides fine-grain pattern detection in seconds, employing a complete set of analytical variables. It models behavioral patterns (both human and machinery) to help technology leaders recognize the problems as they occur and predict them before they happen.

With the Actian Analytics Platform, risk analysts and chief risk officers can make more informed decisions. Retail banks can leverage all data, transactional or contextual, to gain granular, actionable insights down to the individual customer level, abide by all regulatory requirements, and add revenue to the bottom line.

Customer Analytics Blueprints

The recently introduced Actian Blueprints for Retail Banks is like having a data scientist in a box. Actian blueprints deliver a clear roadmap to address specific Big Data challenges.

Customer Profile:

Create A 360° View

Get the entire customer record by analyzing all data points across multiple channels, not just narrow silos. Know your customers better than any competitor can, boost campaign revenue, increase customer satisfaction and loyalty, predict and affect customer behavior

Micro-Segmentation:

One-to-One Market Analysis

Identify up to 10,000 customer segments with 50,000 attributes for every single customer. Combine multiple data sources, such as CRM, transactional data, social media, Web, call center, and marketing campaign responses, to increase conversions and create true customer engagement.

Customer Lifetime Value:

Discover High-Value Customers

Quantify the current and forecasted value of your customers across a range of products, segments, and time periods to build focused campaigns and increase wallet share.

Campaign Optimization:

Refine Campaign Performance

Build, test, and deploy improved campaigns with rapid succession. Access unlimited data and unconstrained analytics to incorporate social media and competitor Web sites. Optimize outbound marketing with targeted customer list

Churn Analysis:

Prevent Customers from Leaving

Exponentially increase the accuracy of churn predictions by combining traditional datasets with call center text logs, past marketing and campaign response data, competitive offers, and social media data.

Market Basket Analysis:

Uncover Hidden Profitability

Detect your most profitable product groupings, uncover traffic drivers, build new promotions, and optimize pricing to drive basket profitability. Identify cross- and up-sell opportunities that increase wallet share.

Next Best Action:

Influence Customer Decisions

Predicting customer behavior is one thing. Influencing behavior moves businesses into another realm altogether. Actian's Next Best Action Blueprint allows you to offer the perfect product to a specific customer at the right time.



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