

maximize customer DNA

into valuable banking customer relationships



The Now Banking customer world

Customers today want a different kind of relationship with their bank. They want to feel that it cares about them as individuals, understands their needs, and is there for them at every moment of truth in their lives: delivering the right services and products to suit them.

The Now Banking age is all about engaging intimately with customers to deliver a personalized, trusted, and consistent customer experience. Today's winning banks use every customer interaction to gain real insight - driving satisfaction and loyalty, maximizing the value of each relationship, and boosting customer acquisition.

Atos Customer DNA is designed to transform customer intimacy and engagement with unrivalled levels of accuracy and relevance. Combining information from multiple touch points with big data analytics, we help banks to understand the needs and desires of individual customers in unprecedented depth, and enhance customer experience by targeting customers with products and services that are exactly right for them.

As a result, banks are able to retain more of their most valuable customers, increase revenue, and respond to new business opportunities in real-time with speed, agility, and low risk marketing strategies.

With more frequent and early access to data and the actionable intelligence it generates, banks are also able to make better decisions across their operations, improve productivity by freeing up sales capability, and significantly reduce wastage and manual intervention caused by the scattergun marketing of the past.

Customer DNA also builds knowledge of customers and their activities to the point where it becomes easier to spot suspicious patterns of behavior or potentially fraudulent transactions: an essential tool for risk management and for reducing losses that would otherwise affect customer charges.



A step-change in targeting

Customer DNA is a new solution, first developed by big data analytics specialist NGDATA, and now an integral part of the Atos Now Banking vision. Customer DNA provides banks with a new way of looking at customers, using much richer data sources and more granular profiling methods to create precise segments of customers who are known in much more detail than ever before.

We offer to implement the strategy for customer centricity that is able to listen, learn and execute, using the available data sources and business workflows. This enables organization to better:

- **Listen** across many different digital channels, collecting every interaction related with behavioral, operational and socio-demographic observations.
- **Learn** based on individual customer behavior (such as offer responses) to generate an individual profile - customer DNA - and individual customer preferences, by having the most effective adaptive learning engine.
- **Execute** upon customer activity based on simple instructions for how to find, optimize and engage targets. It adapts to real-time input to deliver highly relevant offers.

This gives banks a vital new tool that they can use in many different ways:

- Respond to signals from customers that suggest potential readiness to consider a new product or service, leading to automated prompts to establish contact, leading to sales meetings
- Create very detailed segments of named customers that include likely interest in a specific product, together with their preferences for means of contact, channels, and approach
- Scan customer lists to identify individuals that may fit into categories of interest, from those who are clearly dissatisfied with the bank's service to those who may be at risk through unwise buying patterns.

Meaningful marketing

Of course many banks use customer data to support marketing campaigns, but how well do they understand that data, and how effective are the campaigns they launch as a result?

Data led marketing that is irrelevant through bad targeting can seriously undermine customer relationships, inhibit additional service and product sales, and discourage loyalty.

The key to meaningful marketing is the ability to accurately answer fundamental questions:

- ▶ Which customers are most likely to buy the specific products I am taking to market?
- ▶ Which channels do these customers prefer?
- ▶ Which channels will they look at and respond to best?
- ▶ How can I persuade high value customers to stay with the bank?
- ▶ Which products do my high value customers find most interesting?

In each case, only evidence-based insights deliver predictable outcomes. The goal is to achieve outstanding returns, with every customer contact having a positive result – in the form of a sale or at least excellent customer experience.

For many banks, however, customer data resides in multiple applications and databases. To analyze and refine it requires human intervention, multiple processes, and high investment of time.

Customer DNA is designed to unlock that data from a wide range of sources, and analyze it quickly to generate customer profiles that are rich and detailed. The solution integrates data from existing enterprise applications, from customer contacts across omni-channel sources, and even refines it through reference to social data.

Marketing departments will then have answers to these typical questions, and the basis for meaningful strategies to deliver success:

- ▶ What channels do customers use most and for what purpose?
- ▶ Where do they find their information, opinions, and peer group input?
- ▶ What buying patterns do they exhibit?
- ▶ What are the signals that reveal when they are looking for new products, services, or just sound financial advice?
- ▶ How do they respond to various engagement methods?
- ▶ How can the bank identify key decision points, or moments of truth in their life when they are making major changes?
- ▶ What do they think of us?
- ▶ How often do they complain, either formally or via their peer networks?

Customer DNA delivers for both banks and their customers:

- ▶ Banks want to increase the value they gain from each customer while reducing costs.
- ▶ Customers want to get a consistently excellent customer experience, through a personalized service that is convenient and appropriate for them.

Building customer value

And Customer DNA can be extended further, driving real time alerts when customers are browsing the wider web for products and services. The bank can be notified and generate a real-time pop-up message to the customer, offering loan assistance, financing options or further advice and support.

Customer DNA matches customer needs and preferences to bank products and services. So the chances of individual satisfaction are mathematically enhanced, while levels of response speed and convenience are also dramatically improved.

The data to DNA difference

Customer DNA converts rich data collected from multiple sources into actionable intelligence. It works through a unique process of filtering that builds accurate customer profiles and segments. By applying potentially thousands of filters, each customer can be viewed in terms of affinities, purchase history, response rate, types of purchase preferred, channel priorities, and so on – so the bank builds a picture of each individual.

Banks are able to see the values of individual customers as they structure go-to-market activities. High value customer profiles can be aggregated and segmented to provide customer lists with specific similarities, most likely to respond to particular campaigns.

As a result of the Customer DNA profiling process, banks can develop automated campaigns in which specific customer indicators are used to send thousands of personalized approaches, each appearing to be individually tailored to the customer.

Banks now know which of perhaps a dozen channels have the best chance of capturing the attention of a customer. They know the products that are likely to be a good fit for each customer. They know about specific requirements that will make customers receptive today (but perhaps not tomorrow).

Win-win value

Mrs Smith stops at an ATM to take out cash for shopping. She is surprised to see a message, addressing her by name, saying that it may be possible for her to reduce utility bills thanks to a recently negotiated arrangement between the bank and a major provider in her area. She has the option to agree to speak with an agent later that day to discuss the option.

Stepping through a customer campaign

So how does Customer DNA work in practice? Here is a typical scenario where the bank's sales agent is looking for opportunities to meet a short-term target, and create a sense of loyalty with customers for future transactions.

The agent reviews a wide range of customer profiles and applies specific filters.

The following filters are reviewed by the agent to define a profile



Based on the customer profiling and filtering, the customer DNA for the opportunity is created. The agent is now ready for activation, for example:

- ▶ **Notify Product A to 5,000 named individuals through channel that suits best**
- ▶ **Send a request for discussion to 50 high value customers, targeting specific needs, including purchase of major luxury items**
- ▶ **Notify Product B via cross-selling media (ATM, pop-up on multiple websites) to 2,000 specific individuals likely to respond to such an approach**
- ▶ **Approach 100 more individuals for direct discussion about apparent service failures that have given them cause for concern.**

The elapsed time for all this activity is approximately three hours. The value delivered and the marketing and operational costs saved are immense. That's the Customer DNA difference.

Banks using Atos Customer DNA can expect these kinds of results:

Benefits for the customer

- ▶ Individual customers have more intimate relationships with their bank, based on accurate insight from comprehensive transactional data
- ▶ Services and products offered are more relevant, and presented at the right time and in the right ways
- ▶ Improved value per customer is achieved – supported by better satisfaction scores
- ▶ A virtual circle of enhanced customer experience is established: constantly improving customer knowledge through analysis, leading to better fulfilment
- ▶ Potential savings in service charges from the bank's better productivity are accrued, along with reduced wastage, and improved ability to detect potential fraud.

Benefits for the bank

- ▶ 360 degree, contextual understanding of customers' behaviors is delivered
- ▶ Customers are segmented and targeted with unprecedented accuracy and speed, as often as needed
- ▶ Improved granular knowledge of each individual is enabled with machine learning at every contact point
- ▶ Market opportunities are planned on a behavioral and highly personal basis
- ▶ Dramatic improvements can be achieved in 1-to-1 targeting results
- ▶ Greater customer retention is achievable, reflecting excellent customer experience
- ▶ Up and cross-sell identification and enablement rises by some 25%
- ▶ Better business decisions are enabled based on earlier and more frequent access to data (some business processes can be run in minutes instead of days)
- ▶ Up to 40% productivity gains are achieved by freeing up inside sales capability
- ▶ Banks are better positioned to respond to new business opportunities in real-time with speed, agility, and low risk marketing strategies
- ▶ Wastage and manual intervention caused by scattergun marketing can be reduced
- ▶ Suspicious behavior patterns or potential fraud can be spotted, and losses reduced
- ▶ Existing CRM and data analytics investments are leveraged.

Why Atos?

Atos is a pioneer in improving customer experience through effective use of omni-channel and big data analytics. The strategic alliance between Atos and NGData has brought the unique power of Customer DNA into the world of Now Banking, adding further value to banks as they seek to target more accurately through mass-customization.

Our Now Banking vision aims to transform customer experience in banking, providing an integrated solution set that enables banks to build customer satisfaction, strengthen loyalty, and increase value per customer at the same time as reducing costs to serve.

Atos knows financial services from the inside. We work for seven out of the ten largest European banks and for six out of the ten largest insurance companies in the world. As industry insiders, we understand the key trends, developments and transformational changes taking place across the financial world

We can support your digital empowerment, create your path to becoming a more connected and intelligent financial business across every process and interaction, making your bank more responsive, moving in real-time with speed, agility and security. We can help you develop and deliver a consistently great customer experience, supported by Customer DNA – providing the best customer insight.

About Atos

Atos SE (Societas Europaea) is a leader in digital services with pro forma annual revenue of circa € 12 billion and circa 100,000 employees in 72 countries. Serving a global client base, the Group provides Consulting & Systems Integration services, Managed Services & BPO, Cloud operations, Big Data & Cyber-security solutions, as well as transactional services through Worldline, the European leader in the payments and transactional services industry. With its deep technology expertise and industry knowledge, the Group works with clients across different business sectors: Defense, Financial Services, Health, Manufacturing, Media, Utilities, Public sector, Retail, Telecommunications, and Transportation.

Atos is focused on business technology that powers progress and helps organizations to create their firm of the future. The Group is the Worldwide Information Technology Partner for the Olympic & Paralympic Games and is listed on the Euronext Paris market. Atos operates under the brands Atos, Atos Consulting, Atos Worldgrid, Bull, Canopy, Unify and Worldline.

For more information, visit:

atos.net/banking

atos.net/banking/customer-experience