

## How a Banking Services Provider Analyzed Customer Insights Resulting in Successful Marketing Campaigns

### The Company

This Banking Service Provider (BSP) in a British supermarket aims to make shopping more rewarding by offering customers great products at fair prices, while consistently rewarding shoppers for their loyalty.

### The Challenge

The BSP understood the value of customer data, and had previous experience with analytics software and statistical tools. Their challenge was to find an analytics tool that:

- Was fast, flexible, user-friendly, and capable of handling very large amounts of data
- Will allow them to continue to leverage customer data for customer acquisition, retention, and cross selling

The company regarded previous analytics software as “unstable”, and criticized the software’s inability to handle large datasets. They required a solution that would suit their statistical needs.

### The Solution

After rigorously evaluating various software options, the BSP decided to use Angoss KnowledgeSTUDIO™ for its superior quality. With this software, they were able to:

- Accurately depict customer information as of the previous business day, allowing the company to quickly refresh customer scores
- Handle very large amounts of datasets- a feature critical to the company’s ability to acquire and retain customers, in addition to cross selling success

“The ease-of-use and flexibility of Angoss’ Strategy Trees is what makes them unlike any other tool on the market. They helped us quickly identify our KPI’s which we used to develop successful strategies.”

- Senior Statistical Manager

The company’s increased analytical capacities can be attributed to KnowledgeSTUDIO’s market leading data analysis features, Decision Trees, and predictive analytics capabilities.

### The Result

The BSP’s analysts use KnowledgeSTUDIO for data visualization to facilitate understanding of consumer behaviour. Noteworthy results include:

- Better customer insights that lead to **more strategic, customer-focused decision making**
- Stronger recognition and identification of customers who are statistically more likely to purchase new products leading to **more streamlined, successful marketing campaigns**
- Increased focus on monitoring credit card use and **predicting customer responsiveness to other products**

Through improved customer data analysis, the company has reduced costs, increased profitability and marketing ROI, and is able to engage in more strategic, customer-focused decision making.

# About Angoss

Angoss is a global leader in delivering predictive analytics to businesses looking to improve performance across risk, marketing and sales. With a suite of big data analytics software solutions and consulting services, Angoss delivers powerful approaches that provide you with a competitive advantage by turning your information into actionable business decisions.

Many of the world's leading organizations in financial services, insurance, retail and high tech rely on Angoss to grow revenue, increase sales productivity and improve marketing effectiveness while reducing risk and cost. Headquartered in Toronto, Canada, with offices in the United States, United Kingdom and Singapore, Angoss serves customers in over 30 countries worldwide. For more information, visit [www.angoss.com](http://www.angoss.com).

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