



Success stories in predictive analytics in Financial Services

Top 50 Best Companies to Work for in
India 2016 – Silicon Review Magazine

Predictive Analytics Company of the
Year 2014 – CIO Review Magazine

Top 20 Company in India - TiE Lumis
Entrepreneurial Excellence Awards 2013

Top 50 Big Data Analytics Companies in
India 2013 – CIO Review Magazine



A diversified financial services group increased average revenue per customer by 20% through targeted turnover uplift campaigns based on customer behaviors to generate incremental brokerage

Objectives

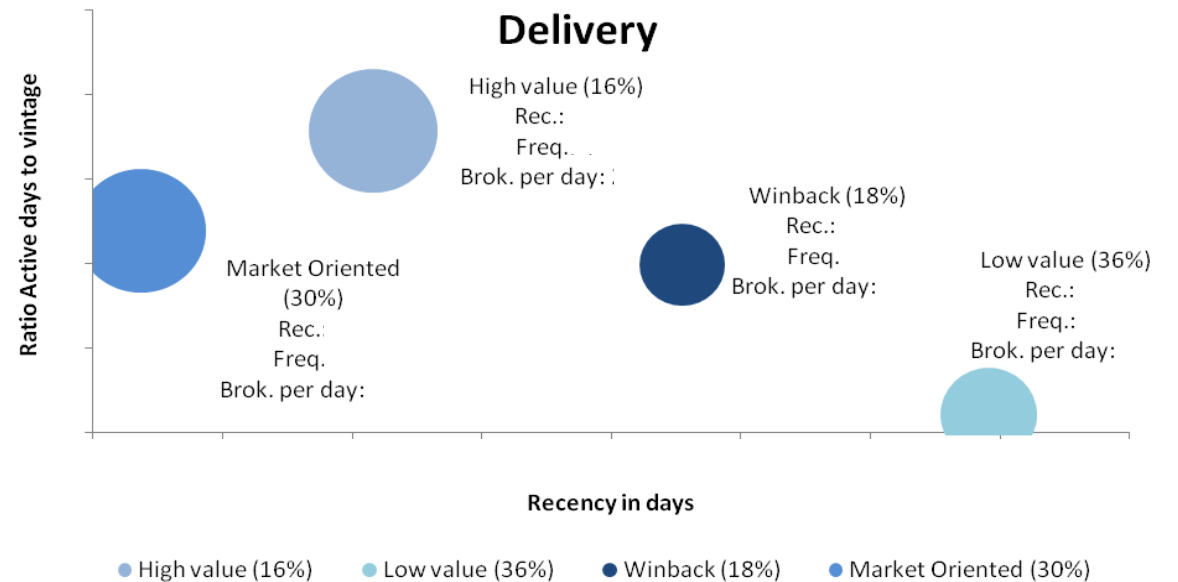
Client wanted to increase turnover of its brokerage customers and keep them engaged with targeted campaigns

Our Approach

- Developed Product & customer segment specific thresholds on parameters such as:
 - Last 6 months' RFM,
 - Ratio of trades in bullish vs. bearish trading periods
 - Average realized profits
 - Ratio of trades in high vs. low volatility periods
- Targeted over 20 K clients with spend lower than peer group with an offer of discount on incremental brokerage above threshold
- Driven campaigns that were email & advisor driven outbound calls

Impact

- 20% response (150% lift in average revenue per customer in campaign + next 3 months from previous 6 months Average revenue per customer)
- Incremental revenue is calculated based on Test over Control group



TransOrg Analytics

www.transorg.com

US

Raajeev Aggarwal
raajeev.aggarwal@transorg.com
M: +1 703 568 0285

Sandhya Krishnamurthy
sandhya.krishnamurthy@transorg.com
M: +1 510 516 6443

UK

Naresh Priyadarshi
naresh.priyadarshi@transorg.com
M: +44 740 481 6818

India

Shuchita Jain
shuchita.jain@transorg.com
M: +91 98112 60911

Debjit Sen
Debjit.sen@transorg.com
M: +91 99532 46251

Singapore

Vijay Bajaj
vijay@transorg.com
M: +65 9752 9020

 [/transorg-solutions-&-services](https://www.linkedin.com/company/transorg-solutions-&-services)

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