



PREDICTIVE MODEL WITH MACHINE LEARNING

CUSTOMER LIFETIME VALUE

Know your customer's worth to your business and provide unique experiences to maximise customer lifetime value

What is the lifetime value of your customer?

Uncover the benefits and potential of Customer Lifetime Value (CLV) measurement for your business.

These insights empower organisations to drive outcomes that result in profit. Once you know your high-value customers, you can provide differentiated experiences to maximize customer lifetime value (give priority access to products or services, cross-sell, minimize churn).

With integrated customer data from all business areas, it becomes easy for organisations to know what the CLV of each customer is, spend time and efforts accordingly and have an aggregated view of CLV across your organisation. Through the power of predictive modelling with Machine Learning (ML) Mint Group crafted a unique Azure ML model which enables customer data aggregation from various sources to guide organisations on who their most valuable customers are and where their efforts should be spent.

Modelling CLV in the finance industry empowers financial institutions to:

- Predict future value of customers
- Target marketing and communication efforts accordingly
- Drive profitable outcomes



With the bottom 80% of customers bringing in only 20% of business value, it is crucial to know who your most valuable customer are.

Your data is the key

Financial institutions already own enough big data to make Customer Lifetime Value through ML a reality. Going from millions of rows of raw transactions to make accurate and testable predictions, however, is a journey that requires careful, skilled guidance and knowledge.

The process of predicting customer lifetime value based on their behaviour, demographics and transactions is intricate with the data collected to model this complexity unique to each person and proprietary. While no solution can hold the promise of success, our experience shows that a careful, tried-and-tested process can.

Our Process

Mint uses a structured, proven process to get you there. We call it the 10/10/10/10

10
HOURS

10
DAYS

10
DAYS

10
WEEKS

10 HOURS

Create a Concept

We create a concept from understanding the business vision and mission, and the intent and ROI behind any program or structure.



10 DAYS

Environmental Analysis Workshop

Conduct an environmental analysis workshop with relevant stakeholders. We work hand-in-hand with the technology teams of the customer to rapidly scope the solution prototype.



10 WEEKS

Define an MVP

Carefully scoped and designed to solve the business problem, that can be delivered within 10 weeks. This ensures rapid, agile development of the product.

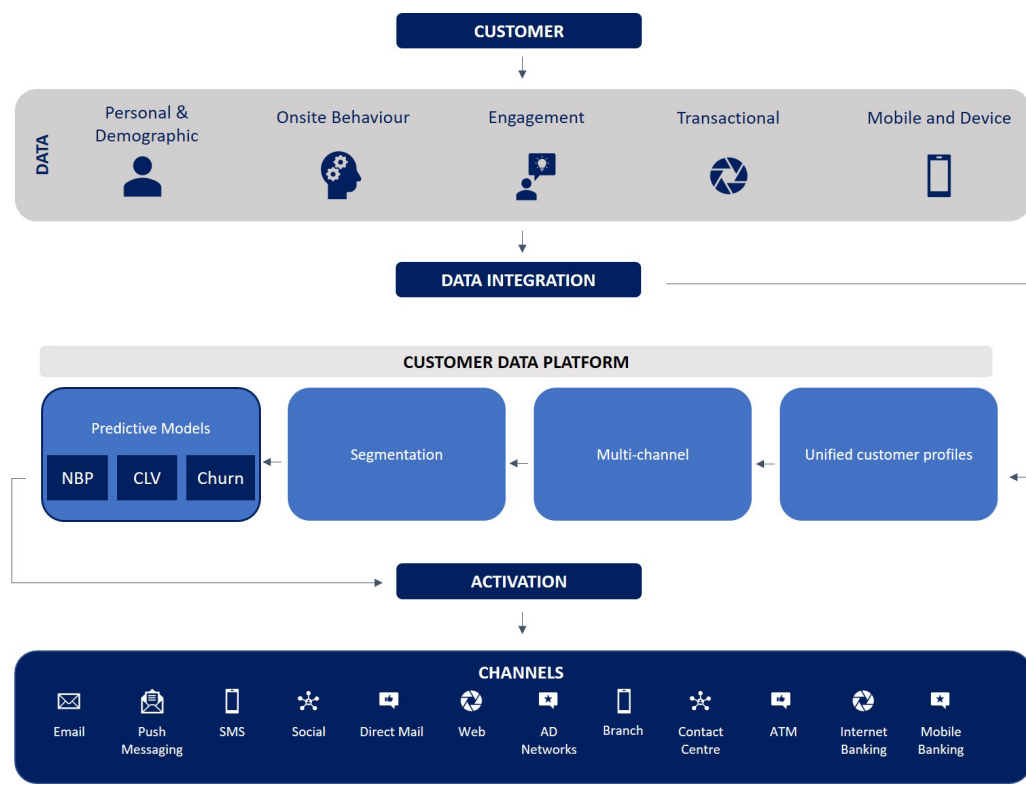


10 DAYS

Create a POC

For this phase, we take the concept derived in the initial workshop and prove it through a rapid, quick-fire project.

Modelling Predictive Analytics for Customer Lifetime Value



Pillars of Mint AI Marketing

NBP Predictive Model	—●	With Predicted Products	—●	Determine the right products to offer each customer
Churn Predictive Model	—●	With Predicted Customers	—●	Determine the customers who are likely to churn
CLV Predictive Model	—●	With Predicted Customers	—●	Segment your customers based on predicted future lifetime value