



PREDICTIVE MODEL WITH MACHINE LEARNING

CUSTOMER CHURN

Predict and lower customer churn and discover an additional revenue source for your financial institution

The management of customer churn is a challenge faced by all Financial institutions and boils down to factors such as change of customer preferences, dissatisfaction, and competitive products and services.

Implementing effective strategies to lower and predict customer churn can provide invaluable insights into customer requirements, empowering Financial Institutions to target offers according to needs and spend their efforts intelligently.

Acquiring new customers is much more expensive than retaining existing ones. Your business must retain existing customers to grow. As AI experts with more than 18 years of experience in technology roadmap innovation for Africa's largest FSP's Mint Group innovated the first ever Predictive Model with Machine Learning for Customer Churn.

This model enables financial institutions to:

- Segment customers per churn likelihood
- Predict customer attrition
- Provide improved communication, offers and services where needed
- Dip into an additional revenue source



It can cost five times more to attract a new customer, than it does to retain an existing one. Increasing customer retention rates by 5% increases profits by 25% to 95%

- Forbes

Your data is the key

Financial institutions already own enough big data to make Churn 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 needs 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.

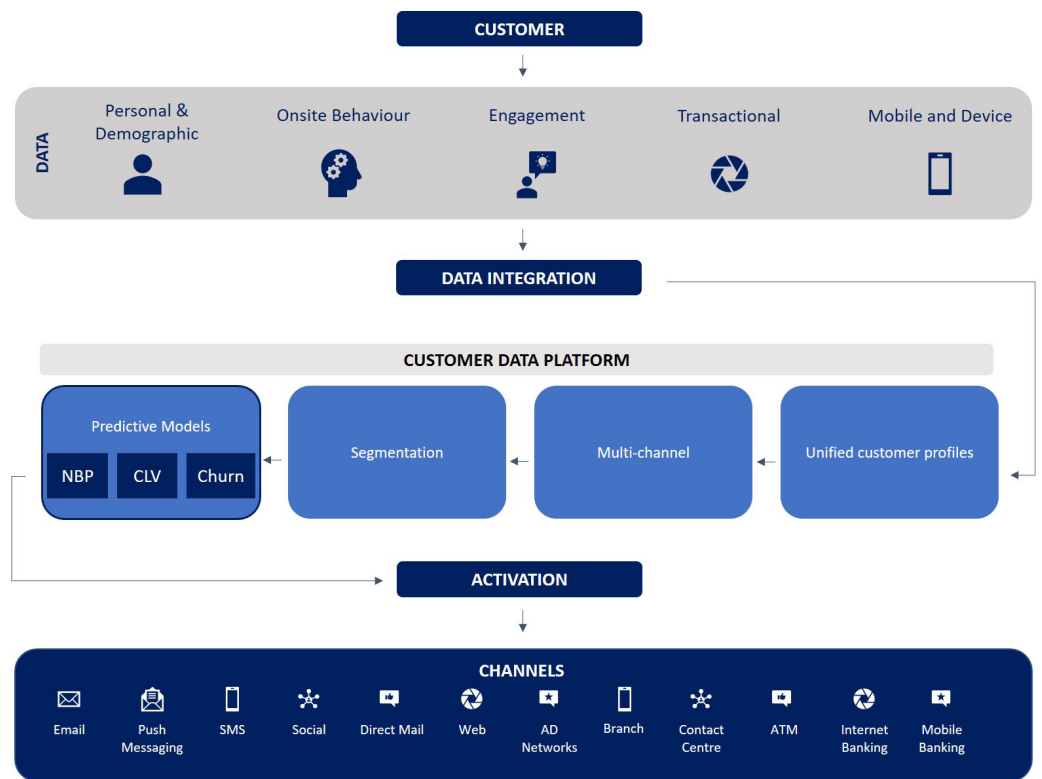


10 DAYS

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 Churn



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



Select the customers to target in a marketing campaign