mint *Create tomorrow*

PREDICTIVE MODEL WITH MACHINE LEARNING

NEXT BEST PRODUCT

Identify the right customer to target the right offering to and reach a higher closure rate.

If you had a crystal ball that could tell you which customers are ready to buy, and exactly what product would appeal to them at the exact moment, you would spend less energy and resources on trying to sell offerings to customers that aren't interested and have much higher rates of cross-selling.

A Predictive Model with Machine Learning (ML) can provide this crystal ball by predicting and personalising product sales.

> **A relevant, high-impact recommendation is up to 50 times more likely to trigger a purchase than one that's low impact.**
>
> *McKinsey*

Your data is the key

Financial Institutions already own enough big data to make Next Best Product through ML a reality.

But going from millions of rows of raw transactions, to accurate and testable predictions, is a journey that requires careful, skilled guidance and knowledge.

Ultimately, it is a tedious process to analyse customer's behaviour, demographics and transactions and, subsequently, predict what product they will need next. Humans are complicated; and the behavioural, demographical and transactional data that we collect to model this complexity is incomplete, different per person and proprietary. However, while no packaged technology 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 |

Create a Concept

10 HOURS

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

Environmental Analysis Workshop

10 DAYS

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.

Define an MVP

10 WEEKS

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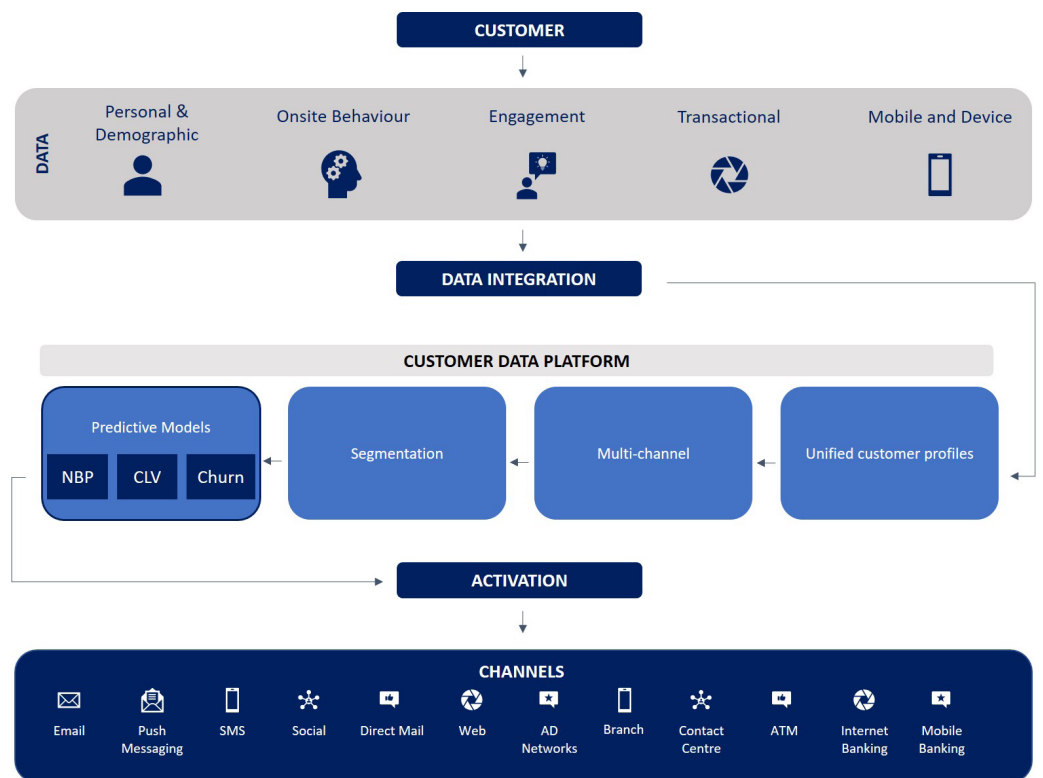
Create a POC

10 DAYS

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 Next Best Product

CUSTOMER

DATA: Personal & Demographic | Onsite Behaviour | Engagement | Transactional | Mobile and Device

DATA INTEGRATION

CUSTOMER DATA PLATFORM

Predictive Models: NBP | CLV | Churn

Segmentation | Multi-channel | Unified customer profiles

ACTIVATION

CHANNELS: Email | Push Messaging | SMS | Social | Direct Mail | Web | AD Networks | Branch | Contact Centre | ATM | Internet Banking | Mobile Banking

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

View Technical Considerations and Real-world working here