

valueboard

Empathic Analytics

June 2024

The Problem: Optimization

WHO

WHEN

HOW
MUCH

HOW

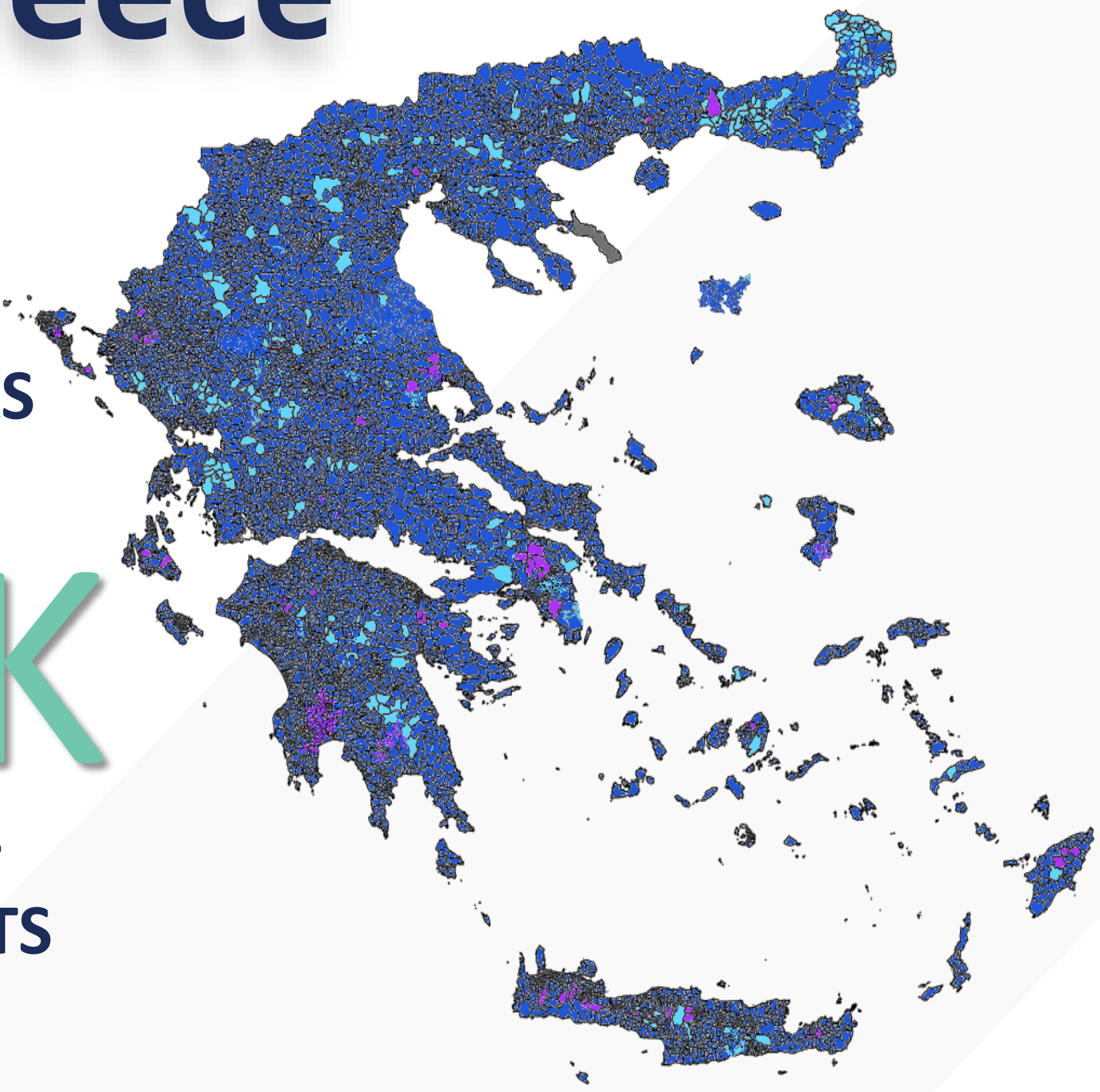
International Best Practice: Organizations that proactively know their "customer", existing and potential, significantly increase the chances of boosting sales, profits and reducing operational costs and risks

Reality

In Greece

74
PERSONAS

20K
MICRO-
SEGMENTS



Individuals

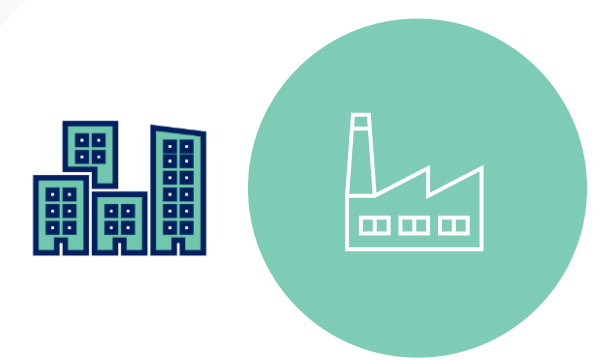


B.B.
Building Block

Basic Obligations

- Rent
- Mortgage installments
- Electricity
- Water supply
- Telecommunications
- IRS
- Social Security
- Food
- Heating
- Alimony
- Health
- Other consumer needs

Legal Entities



B.A.C.
Business Activity Code

Basic Obligations

- Rent
- Payroll
- Loans
- IRS
- Social Security
- Electricity - Energy
- Suppliers
- R&D



Indicative dependent variables:

- Business Activity
- Sources of Income
- Income Clusters /Sales Volume Clusters
- Marital/Family Status

The Solution: Indicators Configuration

WIL

wemetrix Indemnity
Level

The Prioritization of Payments of
Obligations based on the Expected
Loss & Consequences

WIL

Probability of default

WEL

wemetrix Equilibrium
Level

Ability to pay based on the
calculated available income

WEL

Ability to Pay

Indicative Examples

Civil Engineer

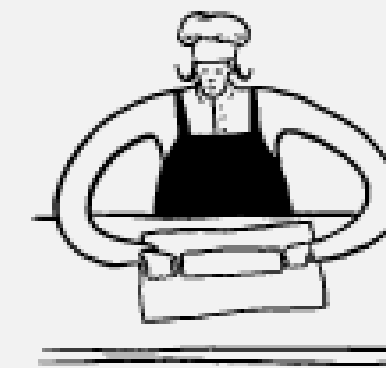


Sources of Income based on tax and social security available dataQ

Payment Prioritization: Tax & Social Security

(Higher WIL-score for tax & Soc.Sec. Payment. Delays on electricity if WEP-score is low)

Bakery



Family business, energy consuming

Payment Prioritization: Electricity

Higher WIL-score for electricity/energy. Delays on Tax and Social Security payments if WEP-score is low)

Divorced Father



Private Sector Employee

Payment Prioritization: Alimony

(Higher WIL-score for alimony. Payment delays for Tax and Social Security if WEP-score is low)

Adaptive Approach Empathic Analytics

Using Personas & Micro-Segmentation through AI & ML algorithms

WEL
Wemetrix
Equilibrium
Level

Scores

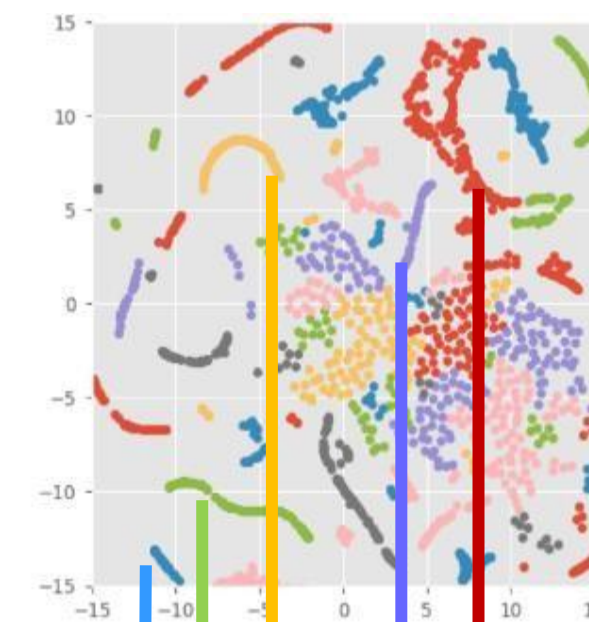
Segment3

Segment2

Segment1

Segment4

Segment5



PERSONAS

Forecasting

Scores

WIL
Wemetrix Indemnity Level

Data Sources

"stofa" Database by WEMETRIX

Anonymized
Data
GDPR Compliant



Time series of monthly consumptions, invoicing & payments of Electricity, Utilities, Taxes, Social Security Contributions, Telecommunications



B2B & B2C monthly invoicing & credit payment terms in the electrical/electronics, automotive, building materials, insurance industries



Time series of monthly settlement payments (energy, telecommunications), and payments of non-performing loans,



Time series of monthly rental payments for commercial real estate.



WEMETRIX PROJECTS: IFRS9/16 projects, WEMETRIX Research: MOSAIC, CATI, FIELD, WEB-CRAWLERS, APP-METRIC LIFE-STYLES

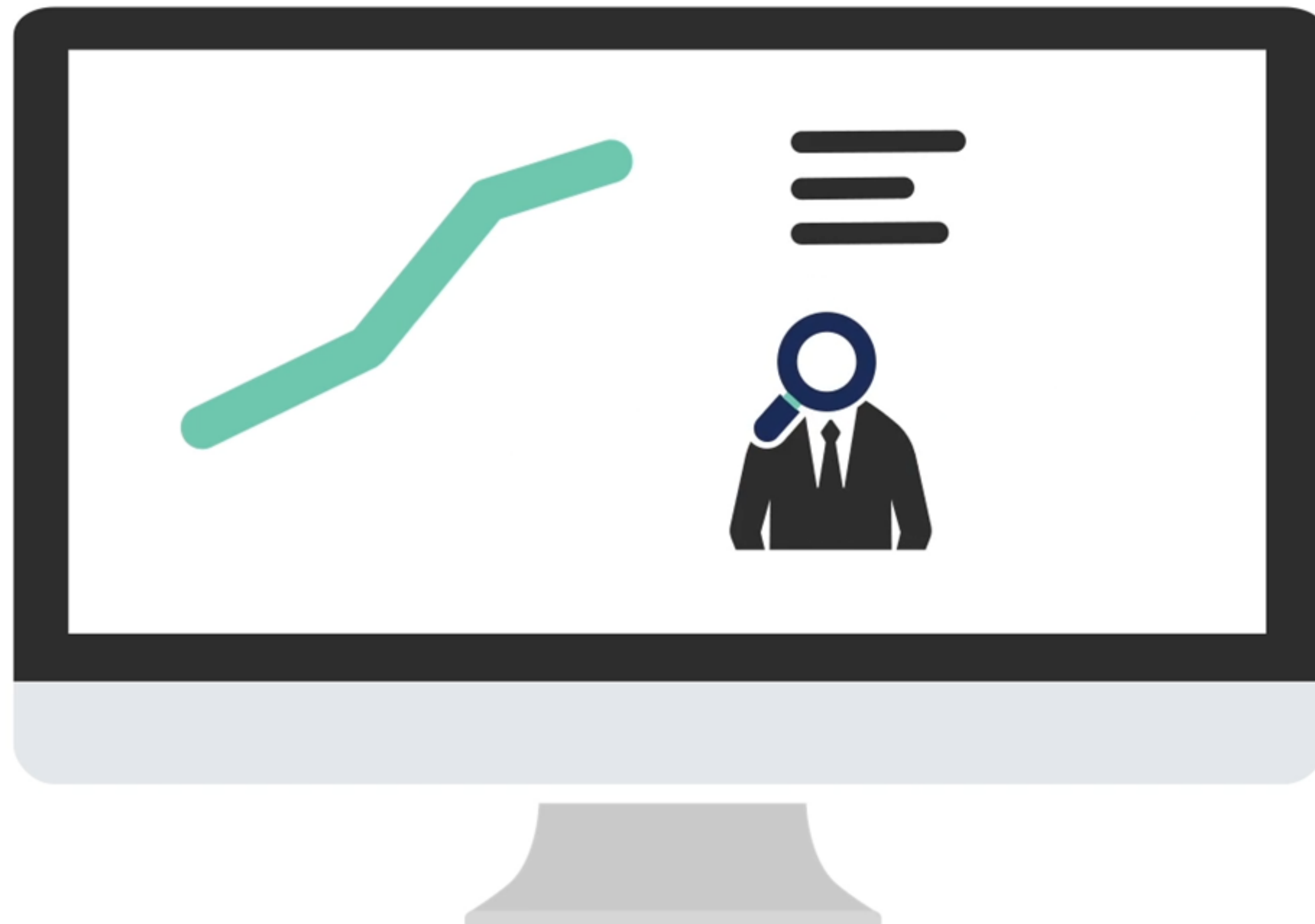
Data Collected from: Census, National Statistics Authority, General Business Registry, Laws, Bank of Greece, Telecommunications Authority (broadband), Credit Bureau, Eurostat, STATISTA, OECD, IMF, WORLD BANK, ORBIS

The Solution

valueboard

Common Interface for all Business Departments

valueboard



- Marketing
- Sales
- Vetting
- Credit
- Accounting
- Collections



Technological Innovation



The innovation of *valueboard*

extends to the holistic and real-time assessment of the customer's lifetime value management

Customer-Centric Policies

possibility of a
personalized
sales proposal

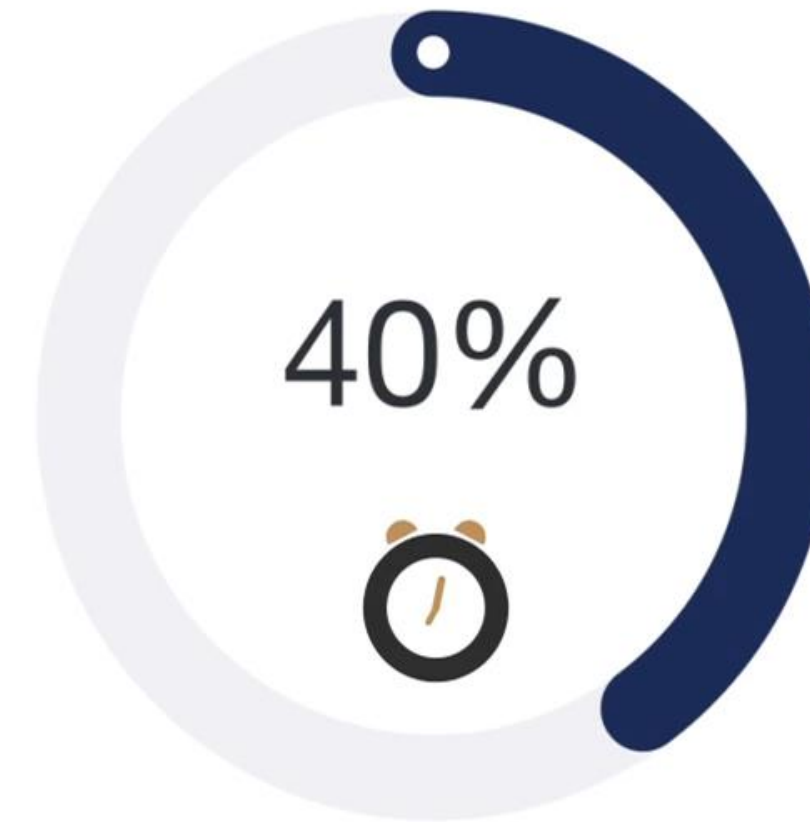


payment method

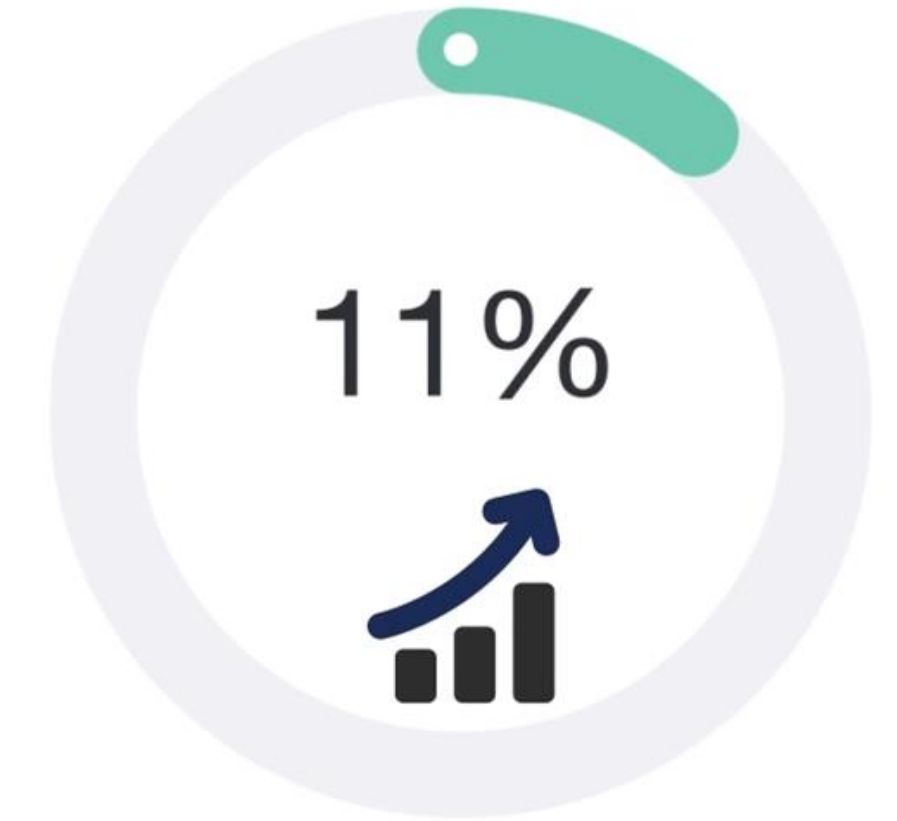
settlement to the
end customer

"Life-time Value Score"

Measurable Benefits



Saving in working time



Increase in sales



Increase in liquidity



Transparency and objectivity
in decision making

Functionalities

valueboard

Policy Recommendations Up/Cross Selling

SEGMENTATION RATIONALIZATION

- Segments creation per risk factor & probability of default
- Continuous calibration of risk rating factors affecting customer segments
- Ability to incorporate external available data on assigning risk ratings per customer and segment

UP/CROSS-SELLING

- Leveraging Risk weighted Customer lifetime
- Value
- Whitelist generation for customer offerings
- Personalized Up/Cross-Sell Recommendations

Credit Management

CREDIT ASSESSMENT

- Credit risk assessment based on behavioral, transactional and qualitative data
- Periodical assessments
- Early Warning Alerts
- Development and maintenance of internal rating scorecards
- Projections and scenario building
- Credit Limit Assignment on customer onboarding and existing clientele

CREDIT KPIs

Generation of Credit KPIs for

- Probability of Default
- Loss Given Default
- Expected Credit Losses
- Past Due Aging Analysis
- Average Open Balance Days
- Average Payment Days
- Weighted Average Past Due Days

Collections & Settlements

COLLECTIONS / DUNNING

- Analyze the Efficiency of Dunning Actions
- Whitelists generation for dunning alerts and barring/unbarring requests
- Recommend Dunning Actions based on Customer's Risk Profile
- Optimize dunning strategies

SETTLEMENTS

Assessment / Monitoring

- Settlement Risk Analysis e.g. Settlement PD and ECL
- Monitoring Settlement Efficiency and Performance

Recommendations

- Personalized settlements offerings
- Who should receive a settlement?
- What settlement scheme to offer?

Reporting

The system offers a pre-built set of basic reporting for all functions. Furthermore, users can use the fully customizable reporting dashboard to create and maintain their own reporting based on their special needs.

Functionalities supported:

- Filtering option to customize data report's view
- Row and Column aggregate counts and sorting's
- Generate detailed Customer Lists
- Share analytics dashboards with colleagues
- Schedule to save and update reports based on user's needs





BASIC REPORTING

- Distribution reports combined with PD and model performance
- Balance reports including aged analysis, dunning steps, collections success, per segment and credit model risk variants.
- Whitelists for Up/Cross-Selling opportunities
- IFRS9 calculations and reporting

Client Stories





Client Stories

Recent Business Cases (1/3)

Customer	WEMETRIX Solution	Project Details & Benefits
 <p>Leading Telecoms company in Qatar and in the broader ME area. Mother company of Ooredoo Group.</p> <p>Audited by: Deloitte & Touche Qatar Branch</p>	<p>Credit Risk & Customer Value Management</p>	<p>Duration: 18 months</p> <p>Benefits:</p> <ul style="list-style-type: none"> 20% decrease in defaults 12% increase in x-sell/up-sell opportunities 67% less provisions on delays
 <p>National leader in oil refining and supply with strong presence in SE Europe.</p> <p>Audited by: Ernst & Young</p>	<p>Credit Risk Management</p>	<p>Duration: 9 months</p> <p>Benefits:</p> <ul style="list-style-type: none"> Unification of credit risk platform for all group companies Increased liquidity through optimization of credit limits granted and receivables collections process Time saving in internal procedures through digitizing the whole credit management process
 <p>Greek national electricity provider. Major player in power production and leader in renewable energy sources.</p> <p>Audited by: Ernst & Young</p>	<p>Settlements Analytics</p>	<p>Duration: 3 months</p> <p>Benefits:</p> <ul style="list-style-type: none"> Increased accuracy in customer segmentation process Identification of inefficiencies in settlement schemes Personalized settlements proposals 18% increase in bad debts collections
 <p>Natural gas & electricity provider founder in 1857</p> <p>Audited by: KPMG</p>	<p>Customer Value Management</p>	<p>Duration: 5 months</p> <p>Benefits:</p> <ul style="list-style-type: none"> Accuracy in customer segmentation and credit risk rating. Customer & product matching Personalized offerings for defaults prevention Rationalization in dunning processes 30% cutback in time spent in operational activities IFRS9 reporting

Client Stories

Recent Business Cases (2/3)

Customer	WEMETRIX Solution	Project Details & Benefits
 <p>Media Markt is the No. 1 electrical and electronics company in Europe, member of the largest retail chain in the Greek market.</p> <p>Audited by: KPMG</p>	<p>Instalments purchases micro-financing</p>	<p>Duration: 3 months</p> <p>Benefits:</p> <ul style="list-style-type: none"> Tailor made offerings Personalized repayment schedules Ability to identify and offer on the Point-of-Sale x-sell opportunities Sales boost up to 30%
 <p>Power supply company, leader in production through renewable sources.</p> <p>Audited by: Deloitte & Touche</p>	<p>Customer Value Management & IFRS9 Compliance Reporting</p>	<p>Duration: 6 months & recurring service annually</p> <p>Benefits:</p> <ul style="list-style-type: none"> Accurate and timely identification of valuable clientele Rationalization in customer onboarding process. Customer & product matching Personalized targeted x-sell & up-sell offerings 25% cutback in time spent in operational activities Harmonization of IFRS9 reporting with the Group's guidelines
 <p>Leading construction group with strong presence in Europe and ME.</p> <p>Audited by: Grant Thornton</p>	<p>Credit risk & IFRS9 Provisions</p>	<p>Duration: 2 months & recurring service annually</p> <p>Benefits:</p> <ul style="list-style-type: none"> Group IFRS9 consolidation (7 countries) 10% decrease in provisions from sales on credit 60% cutback in working hours spent for calculation, consolidation & reporting
 <p>Global reinsurance company. MR HealthTech subsidiary and its affiliates provide support and software for medical purposes.</p> <p>Audited by: Deloitte & Touche</p>	<p>Credit risk & IFRS9 Provisions</p>	<p>Duration: 3 months</p> <p>Benefits:</p> <ul style="list-style-type: none"> Integration of all MR HealthTech & Mednet entities into a unified platform Full automation of IFRS9 provisions calculation process 45% cutback in working hours for IFRS9 purposes

Client Stories

Recent Business Cases (3/3)

Customer	WEMETRIX Solution	Project Details & Benefits
<p>Leading cement & building materials producer with worldwide operations and production plants.</p> <p>Audited by: PWC</p>	Credit Risk Management	<p>Duration: 4 months</p> <p>Benefits:</p> <ul style="list-style-type: none"> Increased liquidity through optimization of credit limits granted and receivables collections process Early warnings for default prevention Transparency for credit risk management decisions Unification of processes for group's entities
<p>European leader in snacks and dough products with exports in 56 countries.</p> <p>Audited by: Deloitte & Touche</p>	Credit risk & IFRS9 Provisions	<p>Duration: 1 month</p> <p>Benefits:</p> <ul style="list-style-type: none"> Periodic assessment of credit policies and provisions calculation for all group entities in 9 countries Consolidation of IFRS9 results calculation procedures Accuracy & reliability of reporting on top of existing Group IT infrastructure
<p>Leading international player in betting and gaming applications and platforms.</p> <p>Audited by: SOL Crowe & Grant Thornton</p>	IFRS9 Compliance Reporting	<p>Duration: 1 months & recurring service semiannually</p> <p>Benefits:</p> <ul style="list-style-type: none"> Integration of all Group's entities worldwide into one single FRS9 calculation process Automation and transparency in IFRS9 provisions calculation. 60% cutback in working hours for IFRS9 purposes and consolidating results
<p>Provider of power innovative energy solutions and batter manufacturing with worldwide clientele and production facilities in Europe and the US.</p> <p>Audited by: Grant Thornton</p>	Credit Risk Management & IFRS9 Compliance Reporting	<p>Duration: 3 months</p> <p>Benefits:</p> <ul style="list-style-type: none"> Integration of all international activities and merged companies' financial results into a unified platform Automation of IFRS9 provisions calculation process Significant cutback in working hours for IFRS9 purposes

We Measure, You Manage

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