

MORE POWER TO YOUR ANALYTICS!

Acuma helped a banking Client to make sense out of data and provide better service to a large number of Customers

Success

Solution

Business Strategy

Innovation
Branding
Solution
Marketing
Analysis
Ideas
Success
Management

Innovation
Branding
Solution
Marketing
Analysis
Ideas
Success
Management

SOCIAL NETWORK



acuma

A SAKSOFT COMPANY

IVM

CLIENT OVERVIEW

Our Client is an Indian banking and financial services company offering wholesale banking services, Retail banking services and Treasury. It has about 76,286 employees and has a presence in Bahrain, Hong Kong and Dubai. It is the second largest private bank in India as measured by assets and the largest bank in India by market capitalisation. It was ranked 58th among India's most trusted brands according to Brand Trust Report, 2015.

Client

A leading Bank

Industry

Banking

Service Offering

Loyalty Management System



Acuma built a central database that allowed the Client to have better access to data and create insightful dashboards and workflows

Business Challenge

The Client was using a loyalty management system for credit card to identify and reward the loyal customers, create new customer engagement and increase customer satisfaction. The system lacked certain features and workflows that would help the Marketing team to comprehend card usage, specific purchasing patterns and categorisation of data.

Business Solution

Acuma built a central database comprised of Accounts, cards and transaction data using VisionPLUS. It has a comprehensive accrual engine that allows users to define accrual programs based on the master data. A flexible redemption workflow was created to handle normal redemptions and fast track redemptions of account holders. The improved system helped the marketing team to analyse customer trend, usage patterns and provide specific customised programs and offers to them.

Business Benefits

- Increased customer satisfaction and retention
- 20% increase in operational efficiency due to better analytics and appropriate decision making
- Personalised and organised workflows and reports