



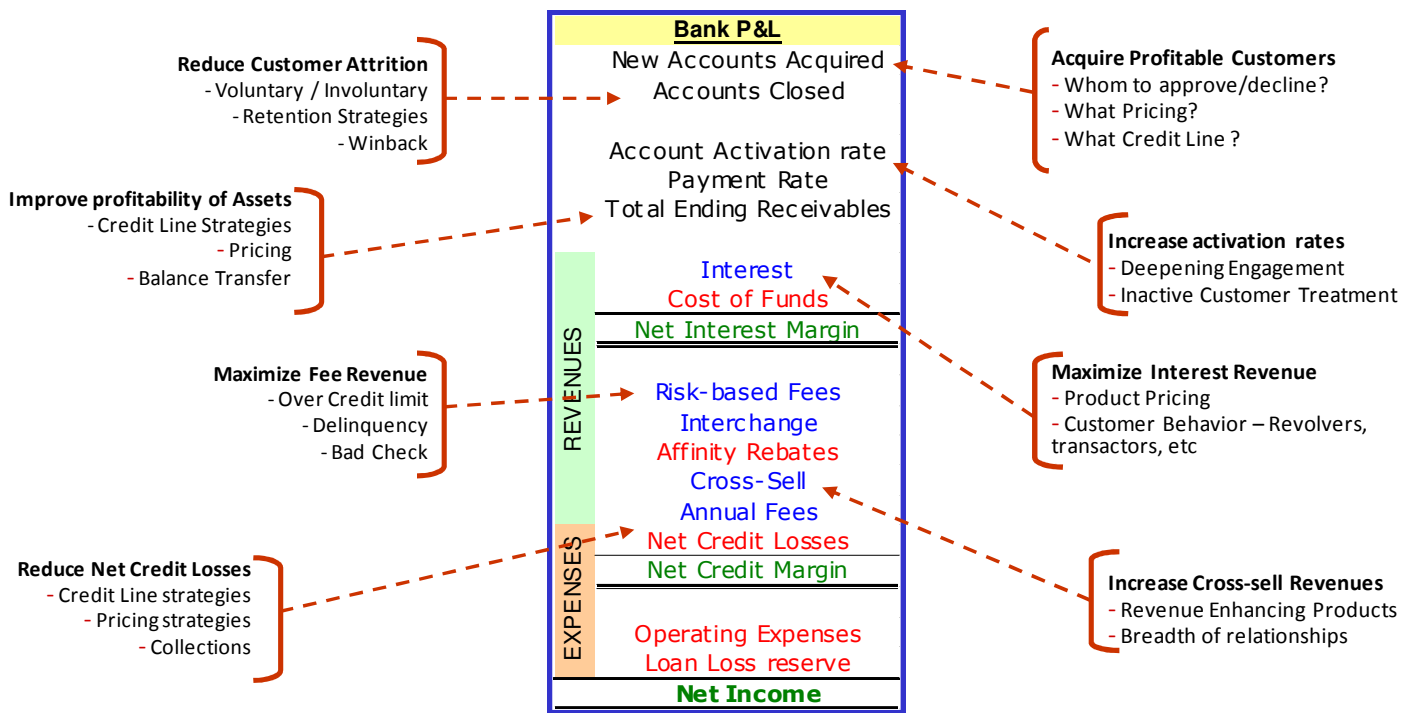
RETAIL BANKING ANALYTICS

Marketelligent is in the business of providing analytic services that help you make smarter business decisions. With deep expertise in Credit Risk and Marketing across asset- and

liability-based Products, we offer an affordable global delivery model leveraging the best of domain expertise and analytic capabilities.

Analytics that impact all items of the portfolio P&L

Example: Credit Cards



Credit Risk Analytics

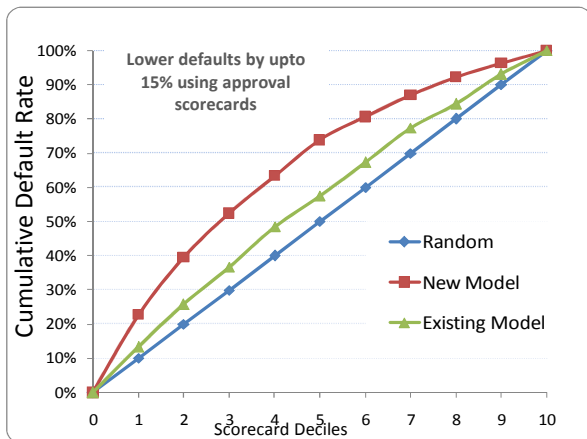
- Credit Delinquency Scorecards
- Customer Approval and Conversion Scorecards
- Optimal Loan Amount, Pricing and loan duration
- Portfolio Loss Forecasting
- Collections Analytics
- Fraud Analytics
- Basel II Analytics

Marketing Analytics

- Profit-based Customer Acquisition Strategy
- Revenue Scorecards; eg Total 180 days revenue
- Campaign Management
- Cross-sell Scorecards
- Retention and Activation
- Loan Prepayments
- Loyalty and Winback
- Pricing Analytics

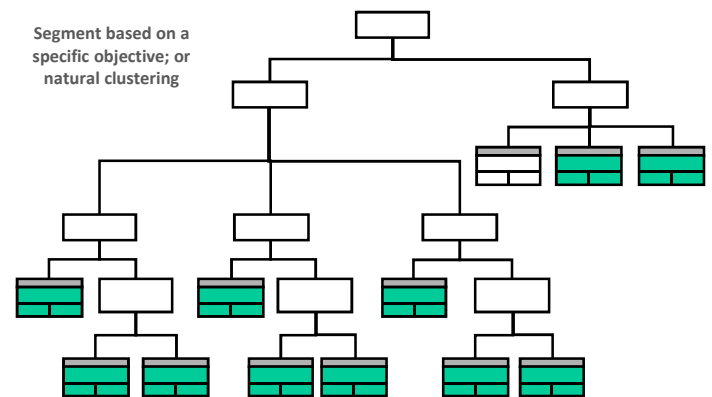
RETAIL BANKING - CREDIT RISK & MARKETING ANALYTICS

PREDICT USING SCORECARDS



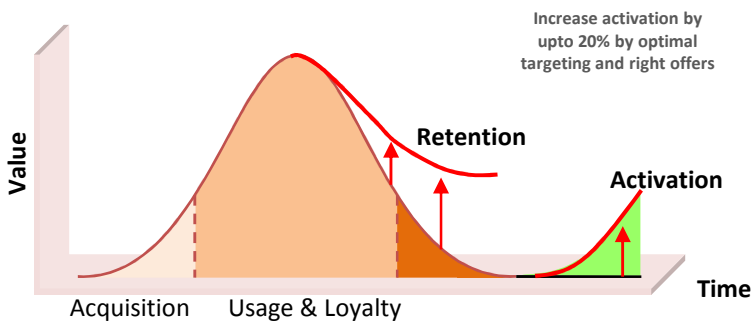
Design, develop and implement predictive scorecards across functions: response, approvals, delinquencies, collections, cross-sell, etc

SEGMENT YOUR CUSTOMERS



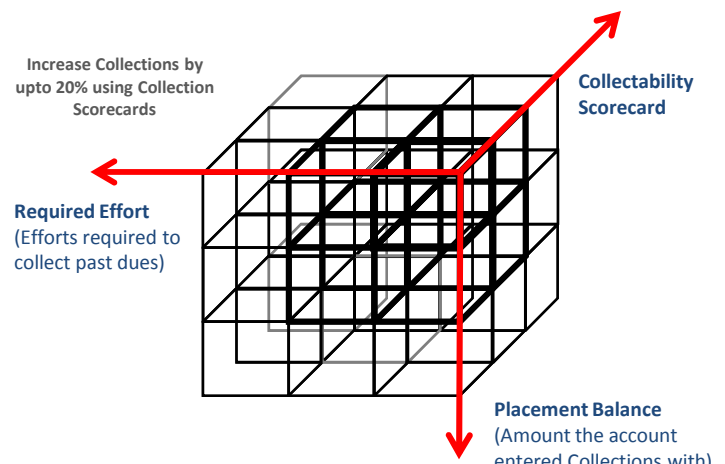
Segment Customers to better understand their needs and wants; their sensitivities to various factors, etc.

RETAIN & ACTIVATE



Identify Customers at Risk of Disengagement via predictive scorecards. Take appropriate action to lower attrition. Segment Inactive Customers across various dimensions. Implement targeted activation campaigns.

MAXIMIZE COLLECTIONS



Develop & implement holistic strategies to collect efficiently; thereby reducing cost/dollar collected

CONTACT

www.marketelligent.com

ASHLEY MARKETELLIGENT PVT. LTD.

#1251, 32 G Cross, Jayanagar 4th T Block, Bangalore 560 041, INDIA

+91 80 2664 2802 (India) 1-408-834-8822 (USA) info@marketelligent.com