



# Case Study

Bank leveraged cross sell models to enhance the customer relationship

## About Client

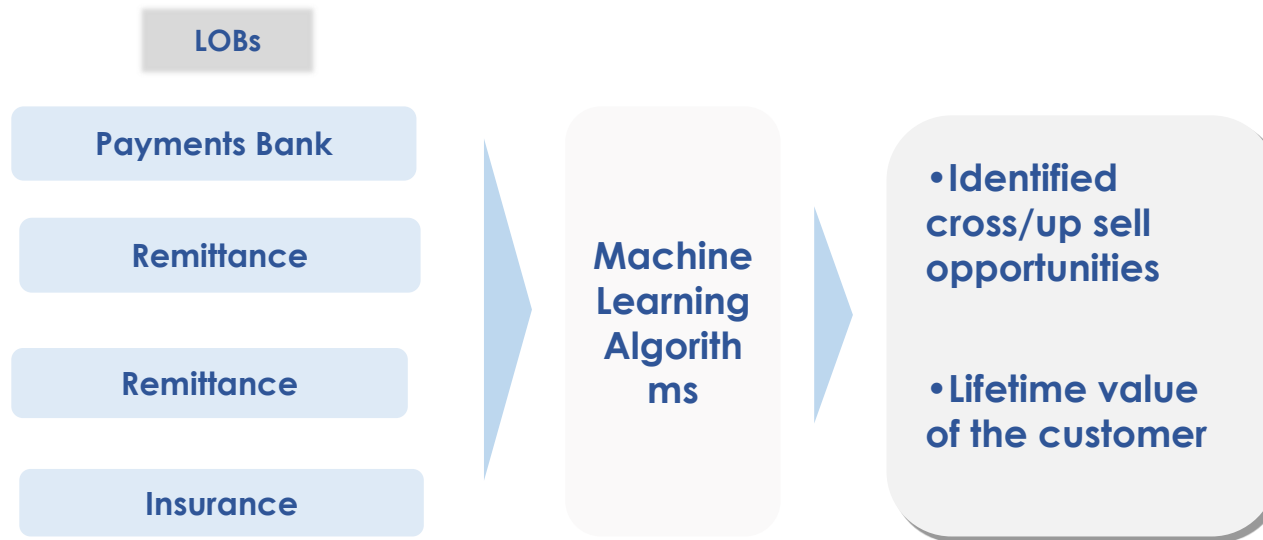
Client is a payment bank based in Mumbai was incorporated on 4th April 2017. It provides end to end customer sourcing and servicing solutions to the banking sector. Its products include savings bank accounts, loans, recurring deposits, remittances, insurance and government disbursements. The company is also an active micro lender in India, it currently has a customer base of more than 20 million. It has a network of 10,000 agents across 22 states and in 266 districts in the country.

## Objectives:

- Identify customers across different line of businesses to leverage various cross sell opportunities.
- Enhance the customer relationship to identify business opportunity

# Approach

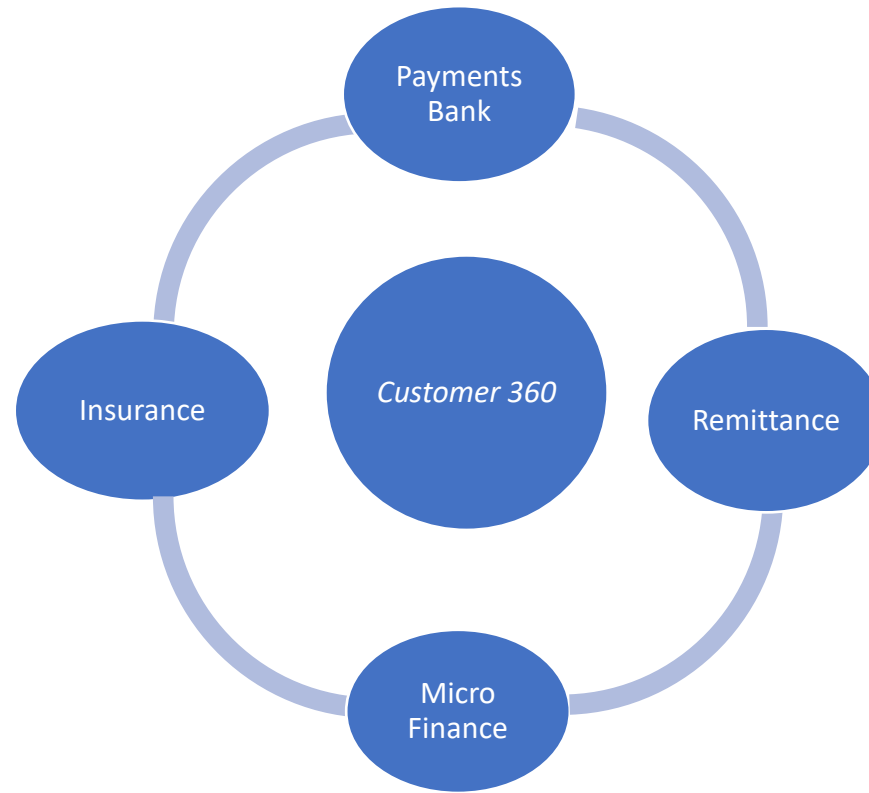
- Developed mapping rules and used entity matching techniques to create a holistic view of the customer across different LOBs resulting in evaluation of lifetime value of the customer



# Outcomes

- Increased Customer life time value
- Increased stickiness

360 view of a customer across LOBs



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