

Financial Customer Analyses and Campaign Development

Business Case:

BANK ABC is looking to cross-sell the latest Chequing product – THRIVE Chequing account to their existing savings client base. The business has approached the Client Intelligence Team to help identify the potential cross-sell target. The business is looking to gain a better understanding of the potential target in terms of demographic and banking behavior. The insights will be used in supporting the decision making process for the client centric communication strategy.

Data Dictionary:

Customer

Attribute_Name	Definition
CUSTOMER_KEY	Unique customer identifier. Primary Key
CLIENT_DATE	Date when customer becomes ING Direct client
AGE	Age of customer
REGION	Region the customer resides
NUM_OF_CONTACT	Number of times client login the bank website
NUM_OF_TXN	Number of times client made a transaction

Product

Attribute_Name	Definition
CUSTOMER_KEY	Unique customer identifier. Primary Key
PROD_TYPE	Product Type Code. ISA = Savings Account, RSP_DEP = RSP Deposit Account, TFSA = TFSA Account, MTG=Mortgage Account, MF=Mutual Fund Account, THRIVE=Chequing Account, GIC = GIC Account
BALANCE	Account Balance as of Sept 30, 2012.

***Deposit profile includes ISA, TFSA, RSP_DEP and GIC products**

***ISA, TFSA, RSP_DEP, GIC, MF, MTG are count as a separate product**

Analysis requests:

I. Customer Structure and Distribution.

1. Please provide the structure and distribution of financial customers in terms of Region, Age, ProductType, Number of Contact and Balance. Use dashboards to present your findings and insights.

II. Cross Sell Campaign Insights.

1. Identify potential cross-sell target (customers who do not have Chequing product with ABC Bank)
2. What is the Deposit Balance Distribution? Potential target group vs. Customer base.

3. Are these high or low Deposit balance customers?
4. How long have these clients been with the bank (year)?
5. On average, how many products do they have? And what other products do they hold?
6. Any other insights that would add value to the initiative?

Note: Provide analysis result in Excel format, summarize major findings, draw conclusion from analysis result and provide recommendation which supports client centric communication strategy.

III. Campaign Development and Management

With regards to creating an outbound communication to clients that may fall into the cross sell opportunity for Thrive Chequing Account, please list the general steps you would take in creating the campaign.

It has come to our attention that the Creative team would like to test 2 different messages as well as 2 different offers.

Total budget for executing the campaign is \$1000

Total cost per mail piece (including postage) is \$1.75

Total cost per email piece is \$0.05.

What would you recommend as an ideal split of email and direct mail communications?