

FINEX Psychometric Profiling

FINEX Psychometric Profiling is an analytics and personalization tool that enables financial institutions to achieve a new type of insight into their customers. It helps financial institutions to accurately predict their customers’ personality traits via their digital banking footprint. It also provides tools for personalized marketing, customer communication,

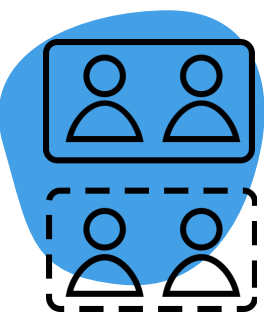
and digital banking experience – all tailored based on each customer’s personality profile.

FINEX Psychometric Profiling can be seamlessly integrated to third-party banking solutions, including online and mobile banking

FINEX Psychometric Profiling can help financial institutions to:



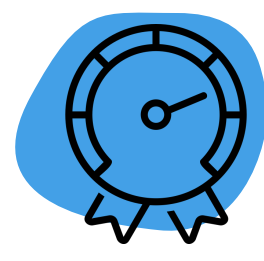
Improve marketing ROI
by tailoring advertisements to customer’s personalities, values and beliefs



Improve customer segmentation
by predicting lifestyle choices, financial and consumer preferences driven by personality traits



Increase customer satisfaction
by tailoring the digital banking user experience to customer’s



Improve credit scoring
even if no credit or financial history is available

How FINEX Psychometric Profiling works?

1 Data collection

FINEX’s Psychometric Profiling utilizes data from the customer’s digital banking footprint for customer profiling, such as:

- Online and mobile banking behavior patterns
- Preferences and settings
- And much more

2 Data analysis and customer profiling

The custom-built FINEX analytics engine calculates each customer’s personality traits – such as extroversion, openness to risk-taking, or the tendency to display self-discipline – by utilizing the customer’s digital banking footprint.

The calculation is done by an algorithm developed with the help of psychologists and data scientists.

3 Personalization

The personalization component of FINEX’s Psychometric Profiling helps tailor a range of banking services. The personality profiles are utilized to predict customer lifestyle choices, financial and consumer preferences, enabling a more accurate customer segmentation and product targeting.

FINEX Psychometric Profiling also helps banks to tailor the digital banking user experience to match the customer’s personality and subconscious preferences, resulting in enhanced customer experience.

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