Bond Bank Customer Targeting System

EXECUTIVE SUMMARY

Bond's Data Analytics team has developed an AI system that predicts which customers are most likely to accept a term deposit offer prior to direct contact. This revolutionary model projects with **84% accuracy in identifying interested clients, thus improving the current success conversion rate of 12%.**

This advanced solution elevates our telemarketing strategy **from inefficient guesswork to precision targeting**, significantly enhancing campaign efficiency and minimising customer dissatisfaction from unsolicited calls.

Executive Summary of the Issue

Our current telemarketing strategy is largely random, resulting in several inefficiencies:

- Only 12% of calls yield a positive response.
- 88% of our efforts are directed towards uninterested customers.
- Unwanted calls may irritate customers, risking damage to our relationships.
- Our team dedicates time to low probability leads rather than pursuing genuine opportunities.

THE SOLUTION: SMART CUSTOMER TARGETING

Our cutting-edge AI system analyses customer data to predict interest levels with 84% accuracy, empowering our sales team to engage targeted prospects effectively.

Marketing Campaign Performance Dashboard
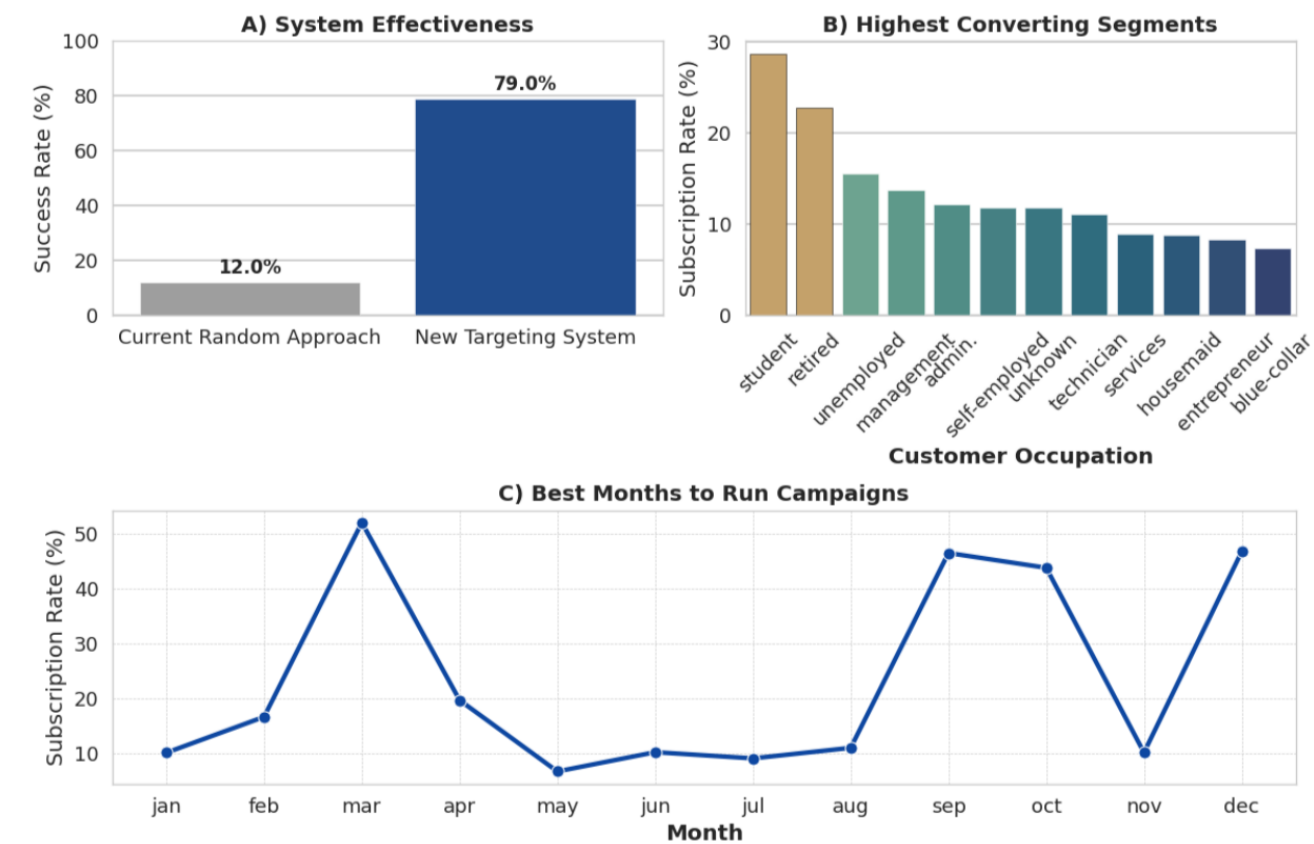
Proven Business Insights

Through analysing over 45,000 customer interactions, we discovered key strategic insights:

- **Ideal Customer Profile (ICP)**: Students and retirees are twice as likely to convert.
- **Optimal Timing**: March and September to December offer the highest success rates, and with that, the company can strategically allocate the resources based on the peak months.

- **Age Demographics**: Focus on 18-24 and 65+ age groups for optimal results.
- **Contact Strategy**: Success declines after 3-4 attempts, so persistence should be avoided for operational efficiency. First calls have the highest success rate compared to follow-up calls.

	Current Approach	**With AI System**
Strategy	Call everyone randomly	Call only high-probability customers
Success Rate	12% (Random)	**38% on targeted calls**
Efficiency	High volume, low success	**Over 3x more effective**
Outcome	High agent effort, customer complaints	Higher conversion rates, revenue increase

WHY THIS MATTERS

- **Efficiency**: Our sales team is empowered to concentrate on customers with a proven interest, optimising their time and resources.
- **Customer Experience**: By minimising unsolicited calls, we enhance customer relationships and bolster our brand's reputation.
- **Competitive Edge**: Unlike competitors who rely on random outreach, we employ precise targeting strategies to maintain a competitive advantage.
- **Scalability**: This framework is designed to be adaptable for future product campaigns, ensuring a sustained systematic edge.

IMPLEMENTATION

What We Need:

- A brief setup period to integrate the model's output with existing CRM systems.
- Minimal training for the telemarketing team on using the new targeted call lists.

How It Works:

- The system scores each customer's likelihood to say "yes".
- The team receives a prioritised list, calling the highest-scoring customers first.
- Effort is concentrated where the likelihood of success is higher.

Risk Management:

- The model has been tested with historical data.
- We can begin with a small pilot group to validate the approach before a full rollout.
- Existing calling methods can remain as a backup during the transition.

RECOMMENDATION

Immediate Action:

- Approve the deployment of the AI Customer Targeting System for the next telemarketing campaign.
- This is more than a technology upgrade; it's a fundamental improvement in how we identify and engage with our customers.

The data proves we can achieve better results by working smarter, not harder.