

## Week 11 Deliverables

Group Name: Repeat Sales

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### **Problem Description**

XYZ Credit Union in Latin America are selling business products such as Credit Cards, Deposit Accounts, and Retirement Accounts, but they are not performing well in cross selling: persuading customers to acquire more than one of their banking products. This is resulting in reduced customer satisfaction, loyalty, and opportunities for revenue growth.

**Impact:** Reduced revenue from business products, missed opportunities for enhanced client engagement, and potential loss of market share to competitors who offer more comprehensive solutions.

**Objectives:** To enhance the effectiveness of cross-selling business products, thereby increasing client uptake and revenue.