

## Manual Labels for Customers

- standard adult in family with children with a giro salary account and an active savings account
- standard adult in a family with children with a giro salary account and a potential to buy life insurance
- standard adult in a family without children, with a mortgage loan and an active savings account
- standard adult that is a frequent user of electronic banking and has an active savings account
- standard adult with a high giro monthly turnover and an interest in a savings account
- standard young adult with a savings account that is interested in leasing
- standard senior in a family with children that has an active savings account
- wealthy adult in a family without children with high asset volume and high monthly giro turnover
- wealthy single adult with a giro salary account that has a high asset volume and an active savings account
- wealthy senior in a family without children with a giro salary account that is an active user of online banking and has an active savings account
- wealthy adult in a family with children that has a giro salary account with high asset volume and high financing volume and is interested in a savings account
- problem customer young adult with low asset volume and high financing volume
- problem customer adult with high monthly giro turnover and an active savings account