Key highlights from the transformational change with AA driven CLM/Personalization

Financial impact

- **5% incremental revenue**
- **3x higher customer engagement** with CLM offers
- Cut campaign launch times **from 1 month to 15 min**

Automated commercial campaign engine

- "One-brain" **automated NBA campaign engine**
- Powered by **machine learning** models delivering **personalised** offers
- Covering **entire customer lifecycle**
- Using **real-time** customer **datamart**

Cross functional agile team

- **15+ member agile cross-functional team** including McKinsey and client teams
- Build-Operate-Transfer model with all **capabilities built and handed over**
- Fully **self sufficient team** to drive campaigns end-2-end

Integration with channels and DWH

- Back-end **integrated with DWH**
- Front-end **integrated with CRM system** and **channels**
- **Low CapEx** - Use of **process automation** within existing infrastructure
- **Activated 5 channels** for CLM

If you are interested

1 Sign up for McKinsey Academy in Copenhagen to help launch it

2 Reach out for 3 hour expert workshop with your clients done already 5 times

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