

Engage: AI-Powered Customer Segmentation and Targeting

CUSTOMER

A large investment management firm that manages long term savings of millions of customers.

PROBLEM

The customer wanted to ensure the successful rollout and customer adoption of its mutual fund web based application. To ensure its success, the company sought to identify which of its customers had the highest propensity to adopt the new platform.

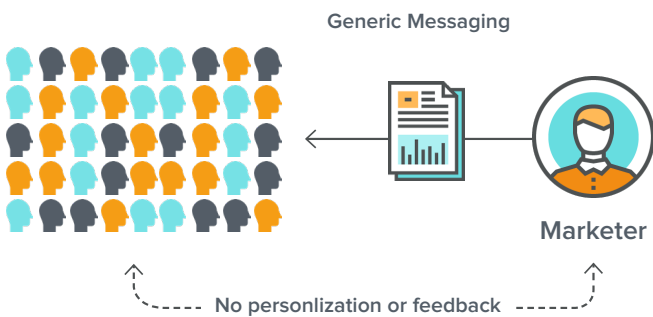


Figure 1: Unsegmented customer data contributes to undifferentiated messaging

SOLUTION

The company addressed this challenge by adopting Profile of One and segmentation model technology from CognitiveScale. The solution ingests data including customer demographic information, fund holdings, fund transactions, contribution history, third party private data, and other information to segment customers into distinct profiles or clusters. The model not only projects which customers are most likely to be successful in adopting the new technology, it also uses this information to facilitate reaching the customers through targeted messaging. Fund marketers receive customer segmentation and targeting

TECHNOLOGY STACK INCLUDES

- Azure HDInsight
- Virtual Networks
- Virtual Machines
- Azure Automation
- Azure Certificate Service
- Azure Active Directory Domain Service
- Azure Rights Management
- Network Multi-factor Authentication Protection
- API Management
- Azure File Storage
- Azure Load Balancer

recommendations, backed by evidence indicating the correlation between assets under management (AUM), Long Term Value (LTV), and the customer’s propensity to migrate.

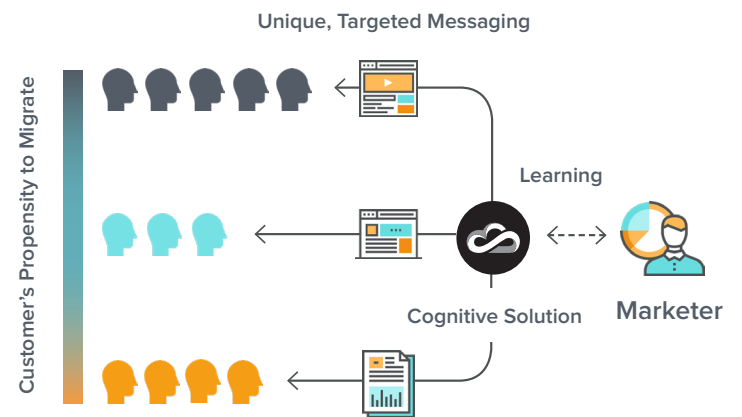


Figure 2: Highly segmented and prioritized list of clients

IMPACT

Proactive identification and targeting of early adopters. Intelligent segmentation of clients into three groups: Already migrated, high propensity to migrate, low propensity to migrate.