TAZI

$10B Retail and Commercial Bank Case Study

Customer Payments Classification for Upsell

How a $10B Retail and Commercial Bank enhanced customer retention and demand by offering targeted products using TAZI's AI-based Customer Payments Classification Solution.

Challenge

The bank sought to enhance customer retention and demand by offering new special products. Traditional segmentation methods based on income, occupation, and location were inadequate for this purpose. The bank needed deeper insights into customer payment behaviors, such as rent and tuition payments, to present the right products, including alerts for non-payment, discrepancy notifications, tax information, and investment opportunities.

Solution

Using TAZI's AI capabilities, a detection model was developed to identify specific types of customer payments. The model utilized properties of past transactions within various accounts and account types, incorporating inflation data and hand-labeled data. This comprehensive approach enabled the model to provide accurate predictions and actionable insights.

Outcome

93%

Prediction Accuracy:
The payment detection model achieved a prediction accuracy of 93%, allowing the bank to offer highly relevant products to its customers.

Increased Customer Retention and Demand:
- Enabled by targeted product offerings

Conclusion

By leveraging TAZI's advanced AI models, the $10B Retail and Commercial Bank gained a deeper understanding of customer payment patterns, which were previously undetectable through conventional methods. This capability not only enhanced the bank's product offerings but also significantly boosted customer retention and demand. The collaboration with TAZI demonstrates the transformative power of AI in financial services, paving the way for future innovations and deeper customer insights.