



ACTUARIAL SOCIETY 2015 CONVENTION

Automated Next Best Offer for Banking

Stijn Laenen

FNB

Actuaries in Retail Banking

Credit

Pricing

Direct Marketing
& Sales

Customer Value
Management

Loyalty
Programmes

Insurance

Generic Marketing



Temp Loan

New Credit
Card

Cheque
Upgrade

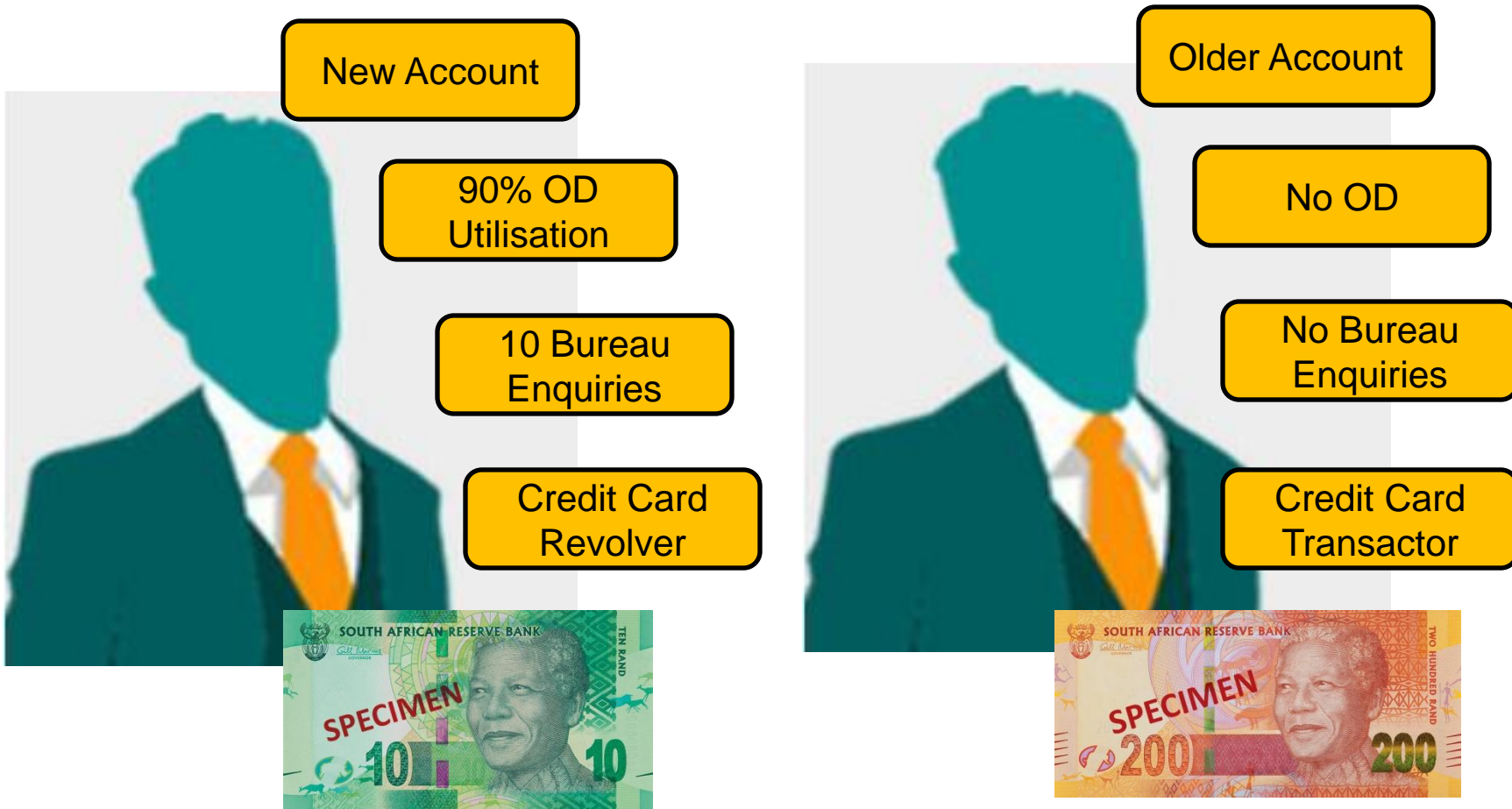
New Limit

eBucks

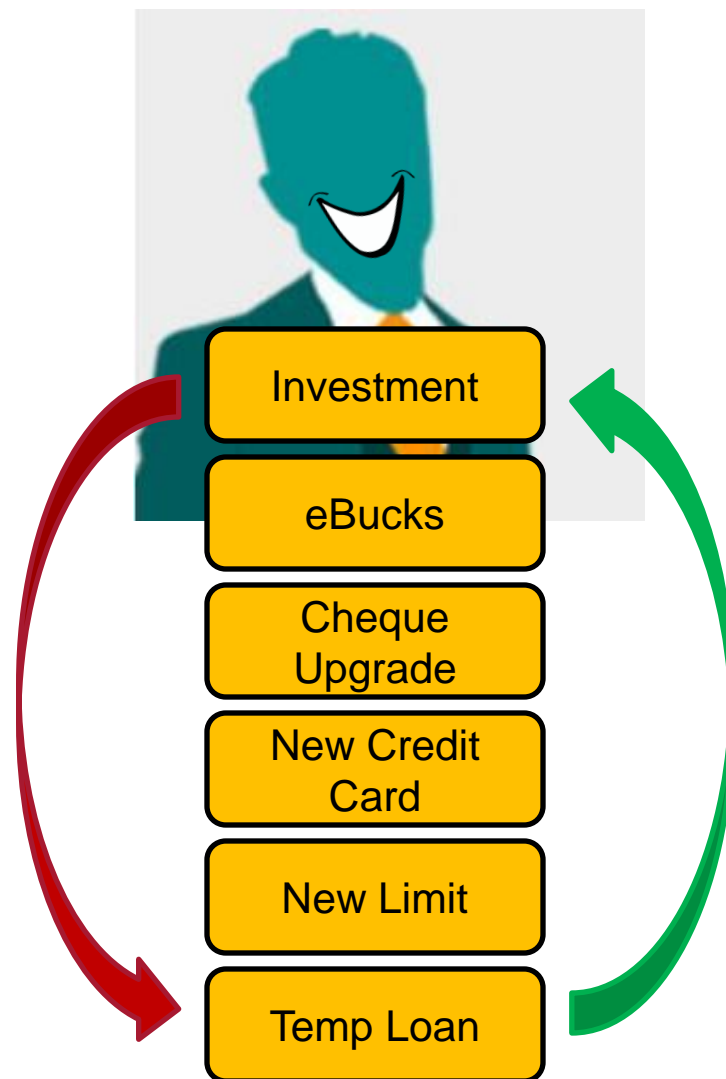
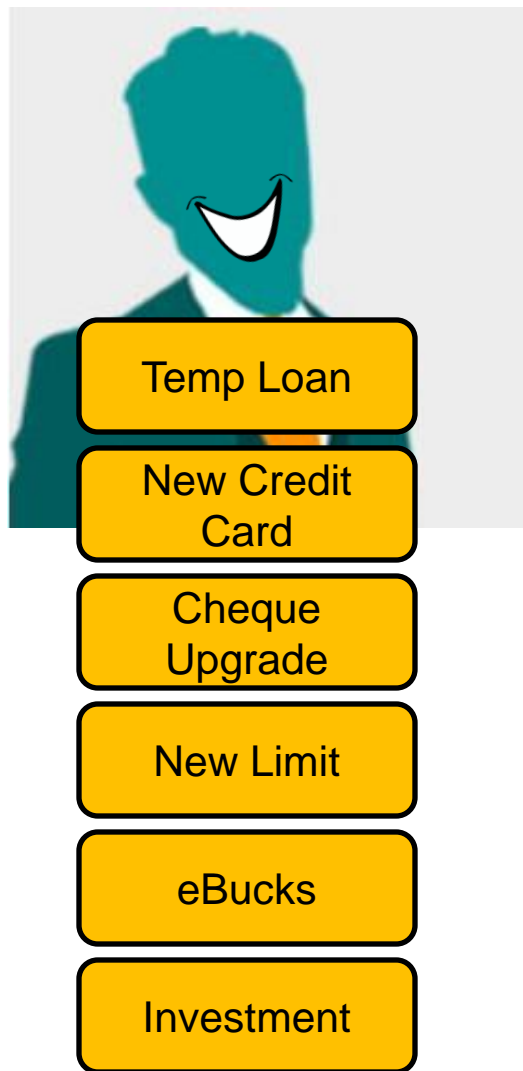
Investment



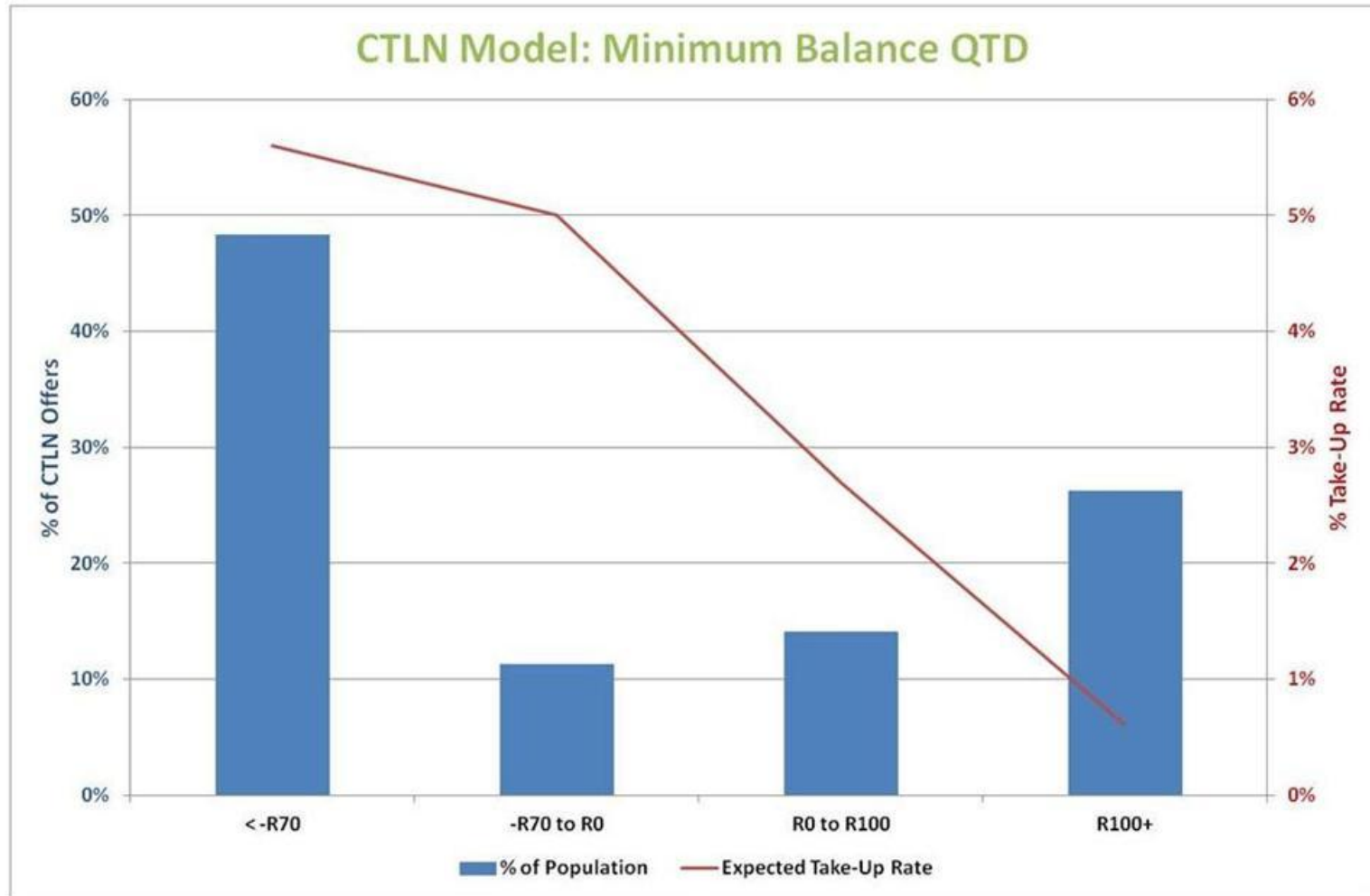
Digging a little deeper...



Customer-centric Marketing



Predictive Variables



Right offer, right time, right channel

Customer A

New Credit Card 9.4%

Personal Loan 6.5%

Cheque Upgrade 5.9%

Prepaid Airtime 5.1%

Funeral Cover 4.8%

Money Market Account 3.4%

eBucks 2.4%

Customer B

Money Market Account 8.1%

Personal Loan 6.5%

eBucks 5.5%

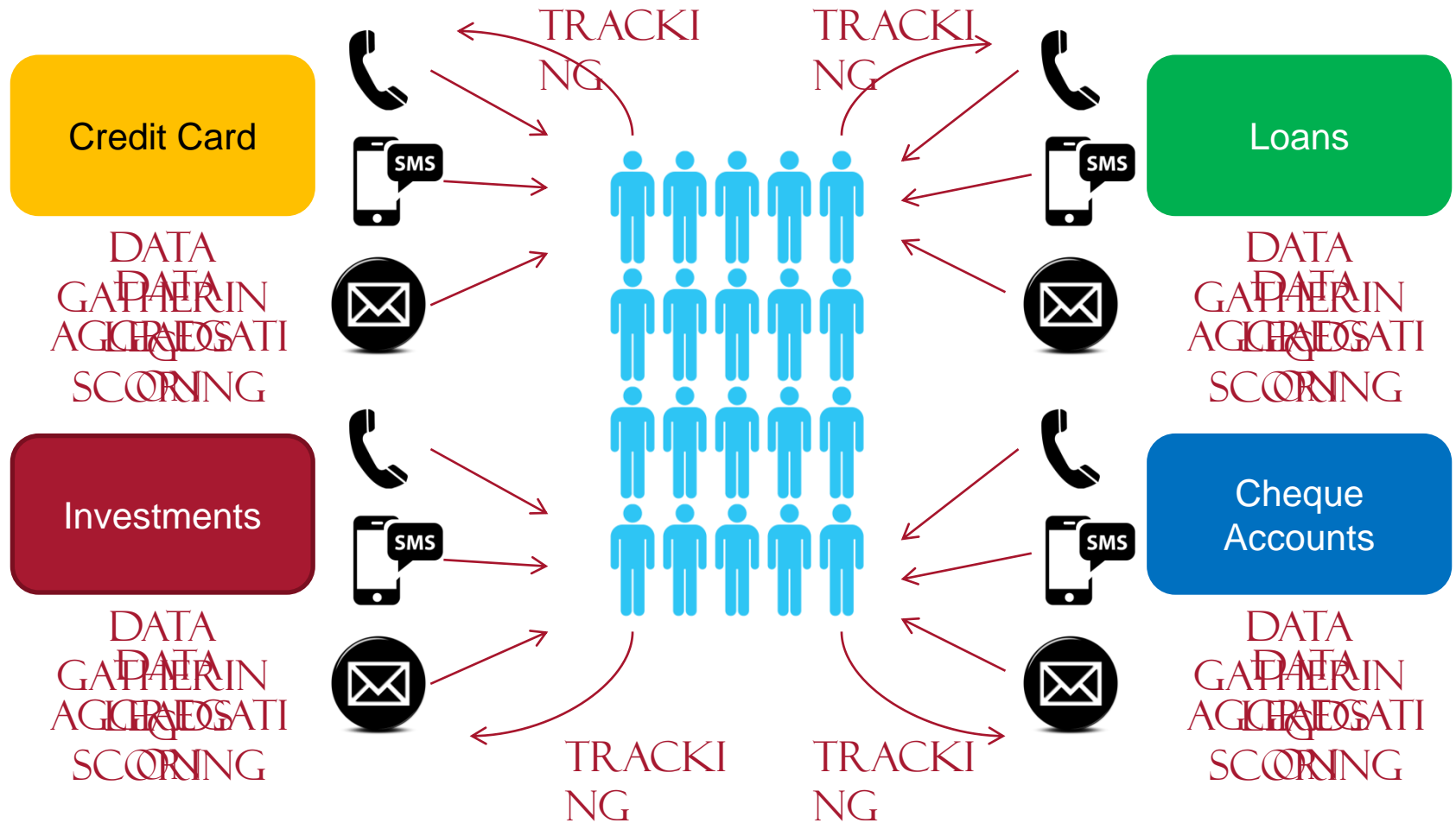
Cheque Upgrade 5.4%

Funeral Cover 4.8%

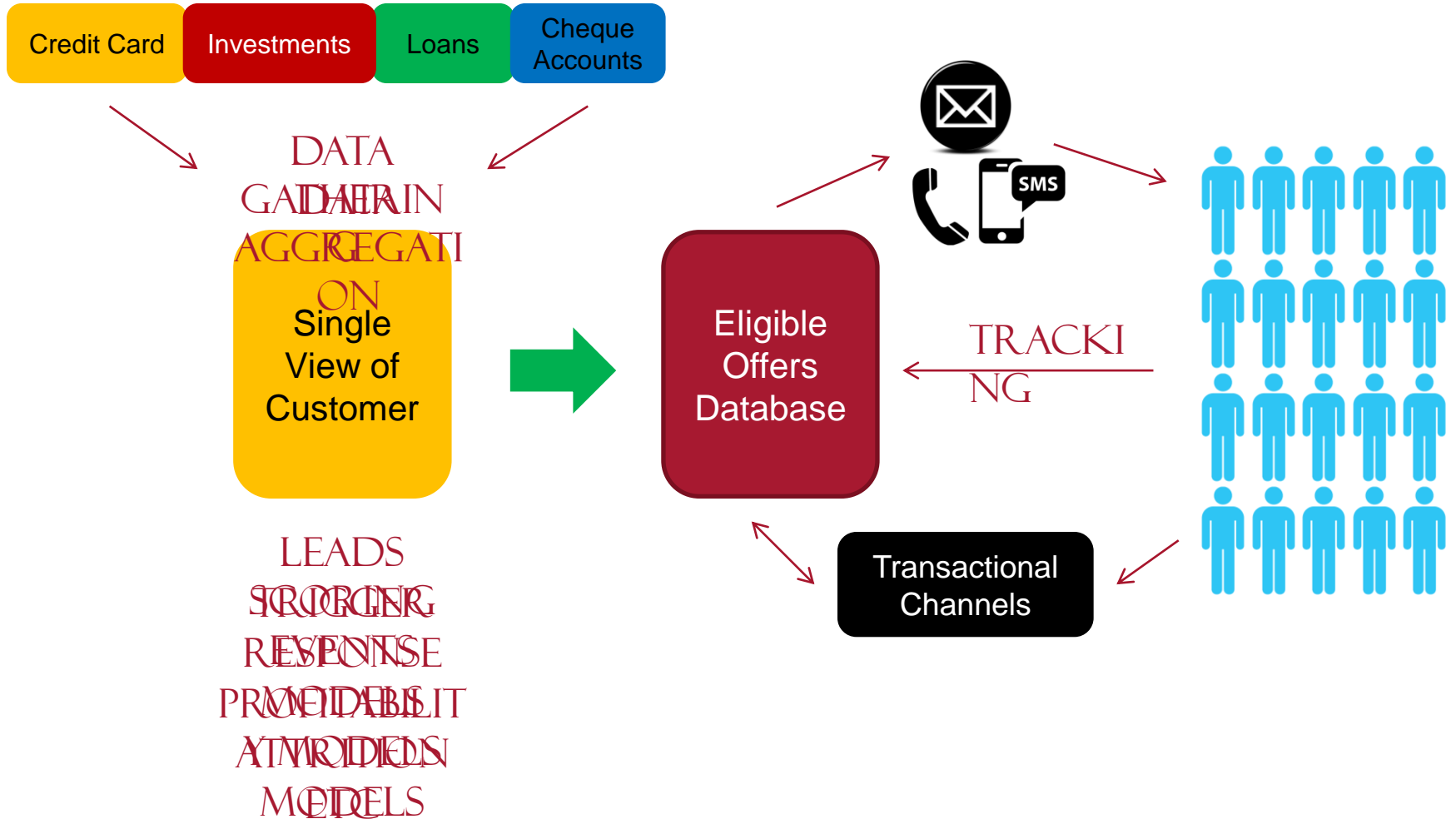
Prepaid Airtime 2.9%

New Credit Card 1.3%

The evolution of direct marketing



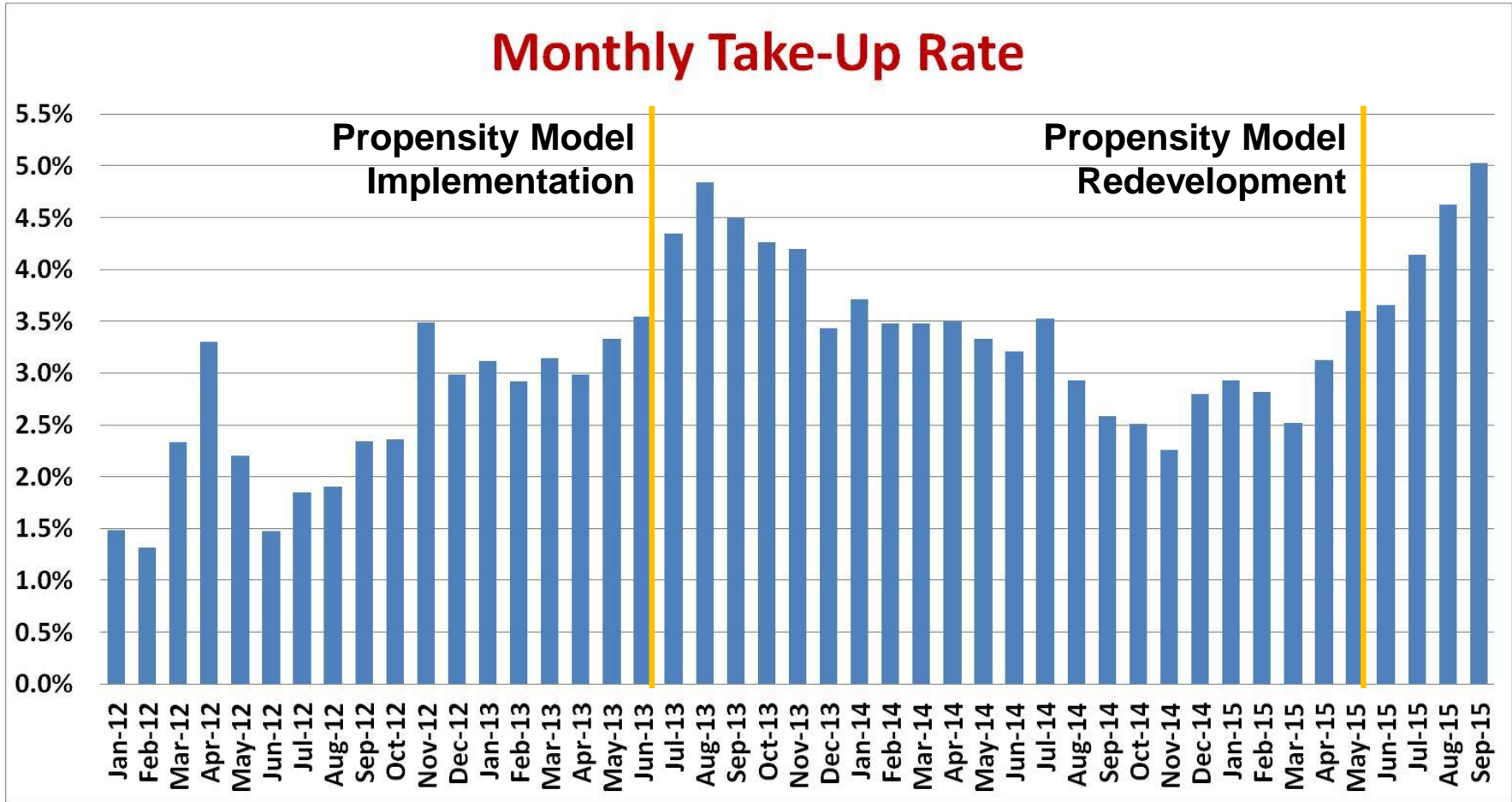
The evolution of direct marketing



Benefits

- Consistent “storyline” – no duplication/contradiction
- Customer-level relevance based on holistic data
- Centralised tracking and activity data
- Always on
- Integrated fulfillment
- Plug and play for new offers or channels

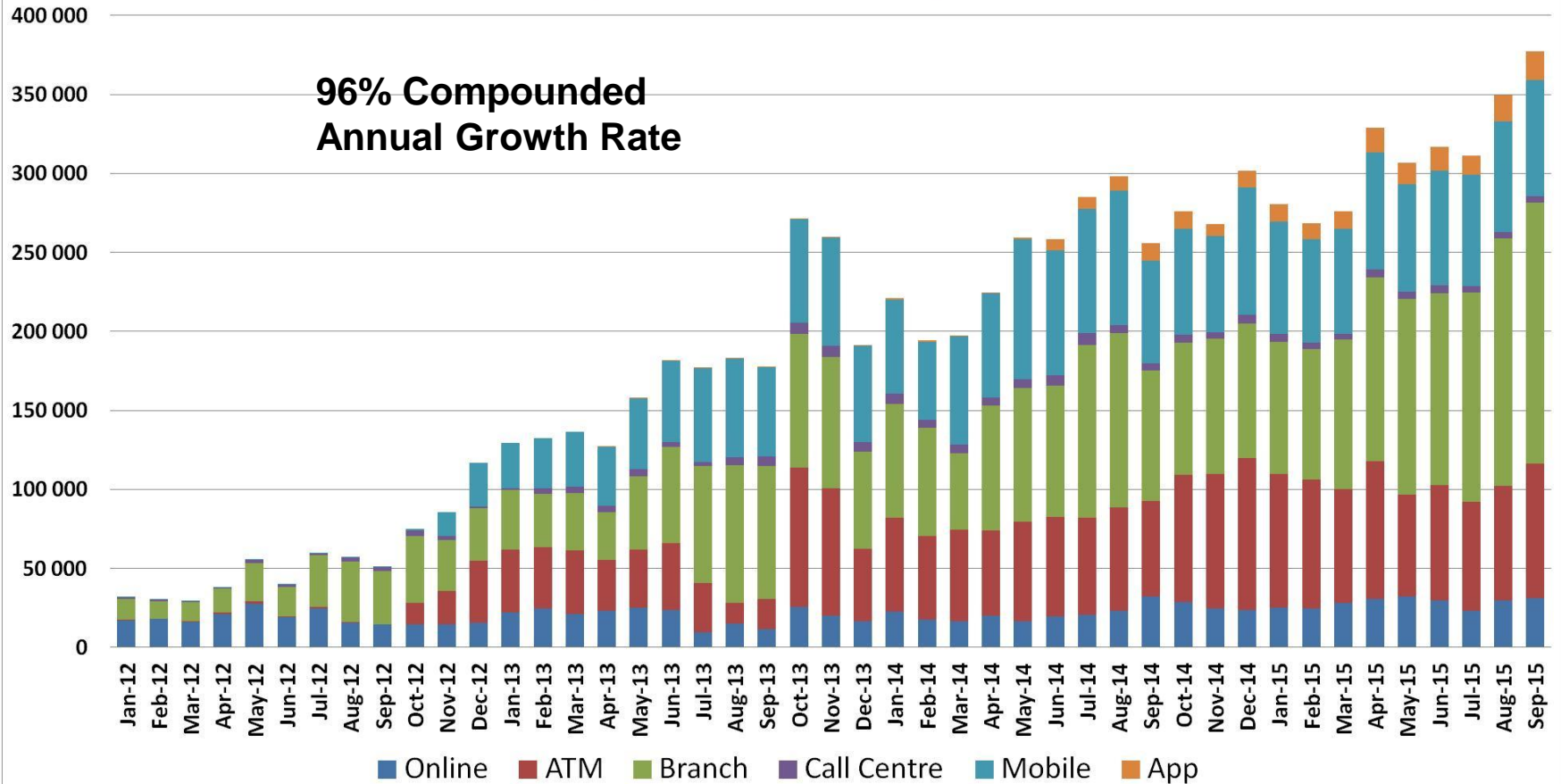
Right offer, right time, right channel



The power of integrated systems

Monthly Fulfilled Sales by Channel

96% Compounded Annual Growth Rate



Further improvements

- Real-time execution
- Dynamic reprioritisation
- Customer lifetime value
- Behavioural Messaging

In conclusion...

