

Micro-Segmentation



Individual Persona

p5

Banking back with the bank

Plumb5 ratifies how banking businesses can deliver critical outcomes like customer satisfaction and retention using a complete marketing infrastructure which helps marketers to derive insights such as Customer Persona & Journey Maps in order to execute result-oriented engagements

VERTICAL: BFSI



Problems

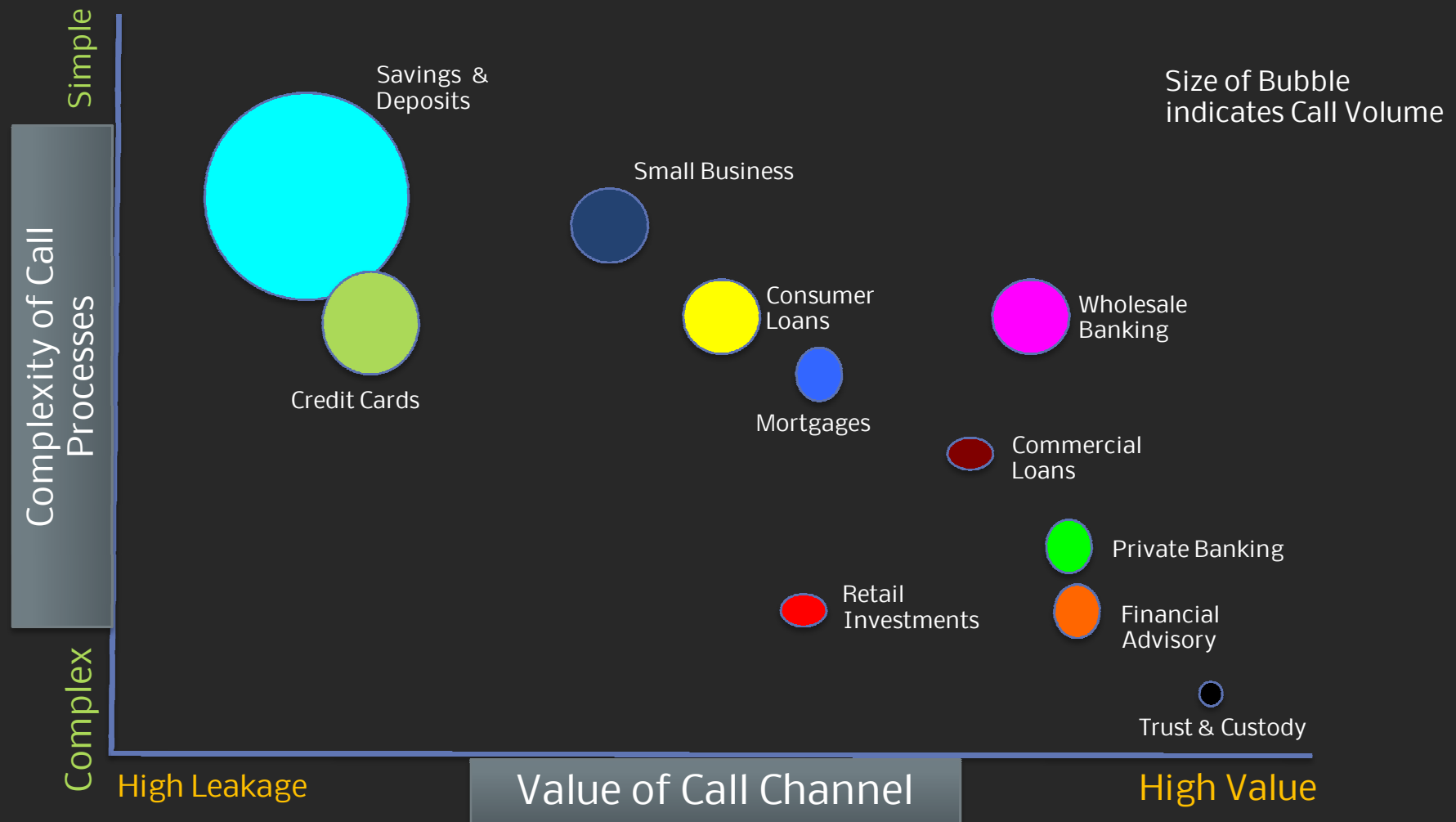
Problem

Businesses like Paypal & Square, who are looking to revolutionize personal online payments are making it easier for customers. With regulatory and compliance challenges, innovations are relatively slower. This might see a lot of customers moving away from banks

Problem

Customer Data is in silos. Marketers are still working on incomplete customer data due to which wrong contexts are built leading to ineffective engagements and automation.

Possibility of “Customer Leakages” in Banks



Towards the top of the diagram are lines of business with high propensity of calls which could be easily automated. Towards the bottom are more complex calls that require human interaction. The bottom axis shows the degree of likely leakage...i.e. they add no value by nature of call channel and would be largely automated in future. There is an order of magnitude of savings of \$15 to \$1 in human-assisted vs. Digital Automation

Most problems are customer-centric



Mostly because **customer data** is available in different silos in an **unstructured** fashion & **accurate** timely insight generation has been the biggest challenge

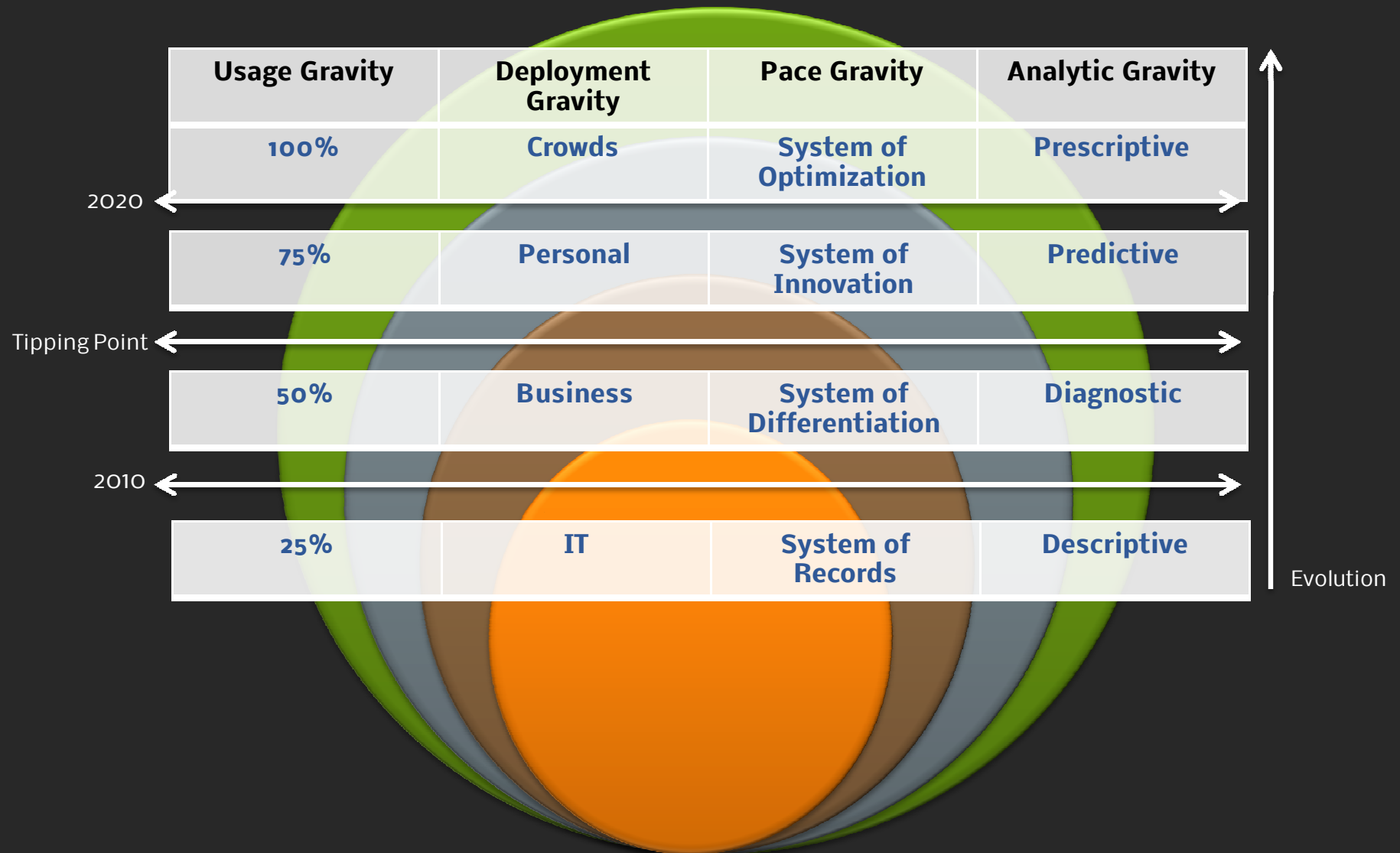
The need for a marketing ecosystem

Banks need a marketing infrastructure
capable of building real-time
experiences to increase customer
delight through relevance and value;

For optimized customer
acquisition and retention

Gravity Shift in Marketing - Tipping Point 2015

Gartner predicts the evolution of marketing environment as businesses align to raise the bar in customer satisfaction



Aligning to the future of Marketing Infrastructure

	Usage Gravity	Deployment Gravity	Pace Gravity	Analytic Gravity
	100%	Crowds	System of Optimization	Prescriptive
2020 ←				
	75%	Personal	System of Innovation	Predictive

CMO Objective

The Marketing team should be working on “Segment-of-one” or 1:1 customer data to be able to innovate around customer experiences with synthesized customer data

A monitor system that helps in diagnosis, predictions and prescriptions and help make more accurate decisions

CIO Objective

Provide the CMO with a marketing ecosystem that helps the entire marketing team to work seamlessly across customer touch-points

Provide systems for real-time insight delivery with no compromise on performance

How does a segment-of-one marketing platform solve customer centered problems?

Segment-of-one marketing is all about 1:1 marketing which is the ability to personalize and target messages and campaigns based on past experiences and behavior for every single customer

Segment-of-one marketing platforms creates rich 360 single view of a customer, assisting in accurate decision making for effective conversions and engagements

The Unified stack used in Segment-of-one marketing are data aware systems that store past data and new data of a customer into a single stack, maintaining unified intelligence of an individual customer.



Going from micro-segmentation to individual customer digital persona

Linking customer journeys to key outcomes

The Segment-of-one Approach



← Data of a single customer for **one on-one** communication

Successfully integrating digital channels requires analyzing customer utilization & preference providing cross-channel consistency & encouraging the use of lower cost channels

Mass Customization to Massive Customization

Multi-Channel Banking

A **bank-centric** view

Allowing clients to transact with the bank via multiple channels

Understand **what clients need** through mass analytics over structured and unstructured data

Based on **customer system of records**

Relying on SOA: **integration of applications** with messaging



Omni-channel Banking

A **client-centric** view

Allowing clients to interact and transact with the bank via multiple channels

Try to understand **what client(s) want through analytics over data specific to the client**

Based on data aware **system of engagements**

Relying on Big Data: **integration of customer context**

Omni channel Banking is much more than just providing multiple ways for customers to transact. It is about a seamless and consistent interaction between customers and their financial institutions across multiple channels

Advantages

Agents empowered by insight where customer engagement and advocacy is addressed instantly with informed decisions

Customized Dynamic Digital & non-digital offers high chance of acceptance

Feedback loops continuously boost channel performance

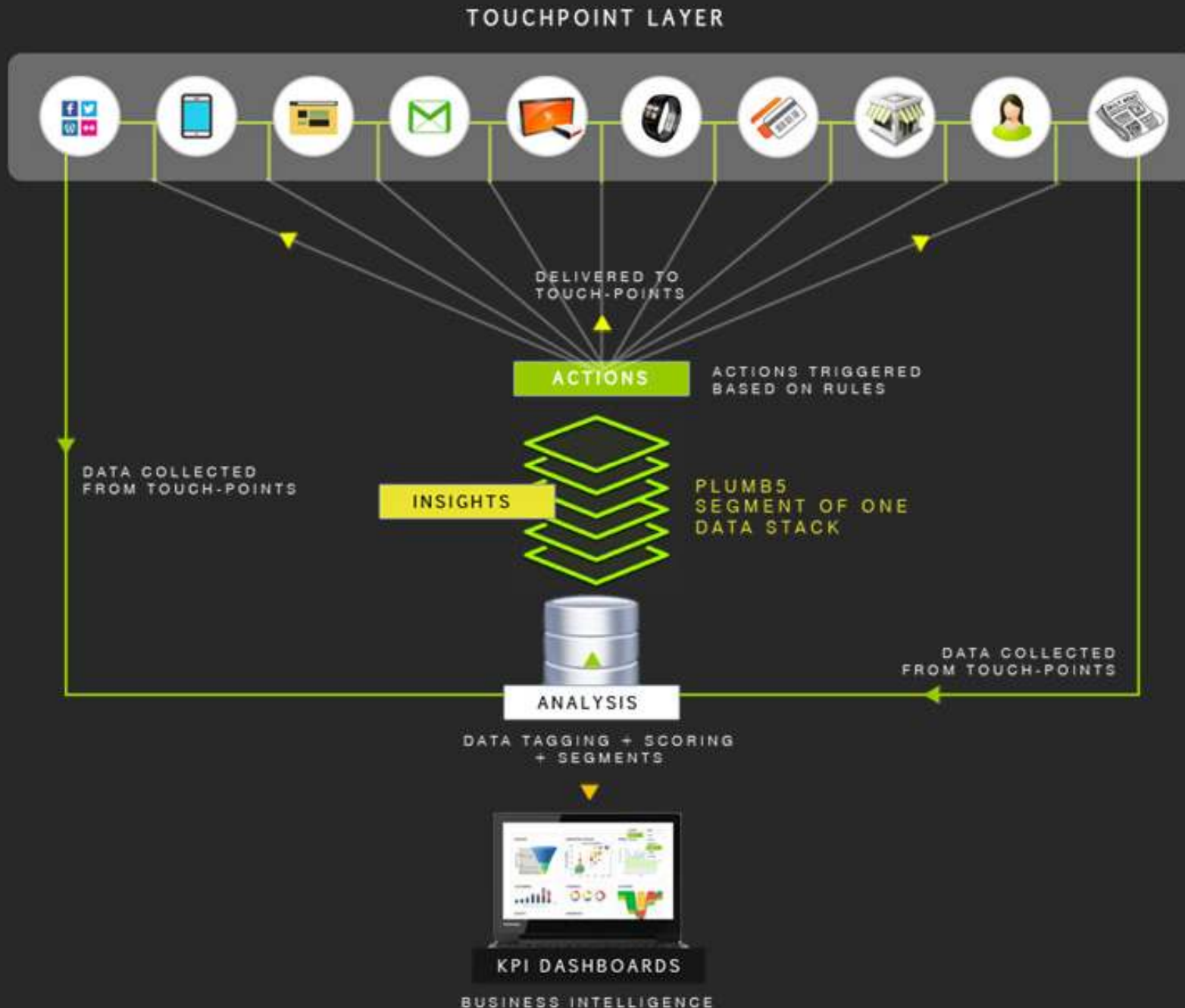
Segment-of-one marketing ecosystem

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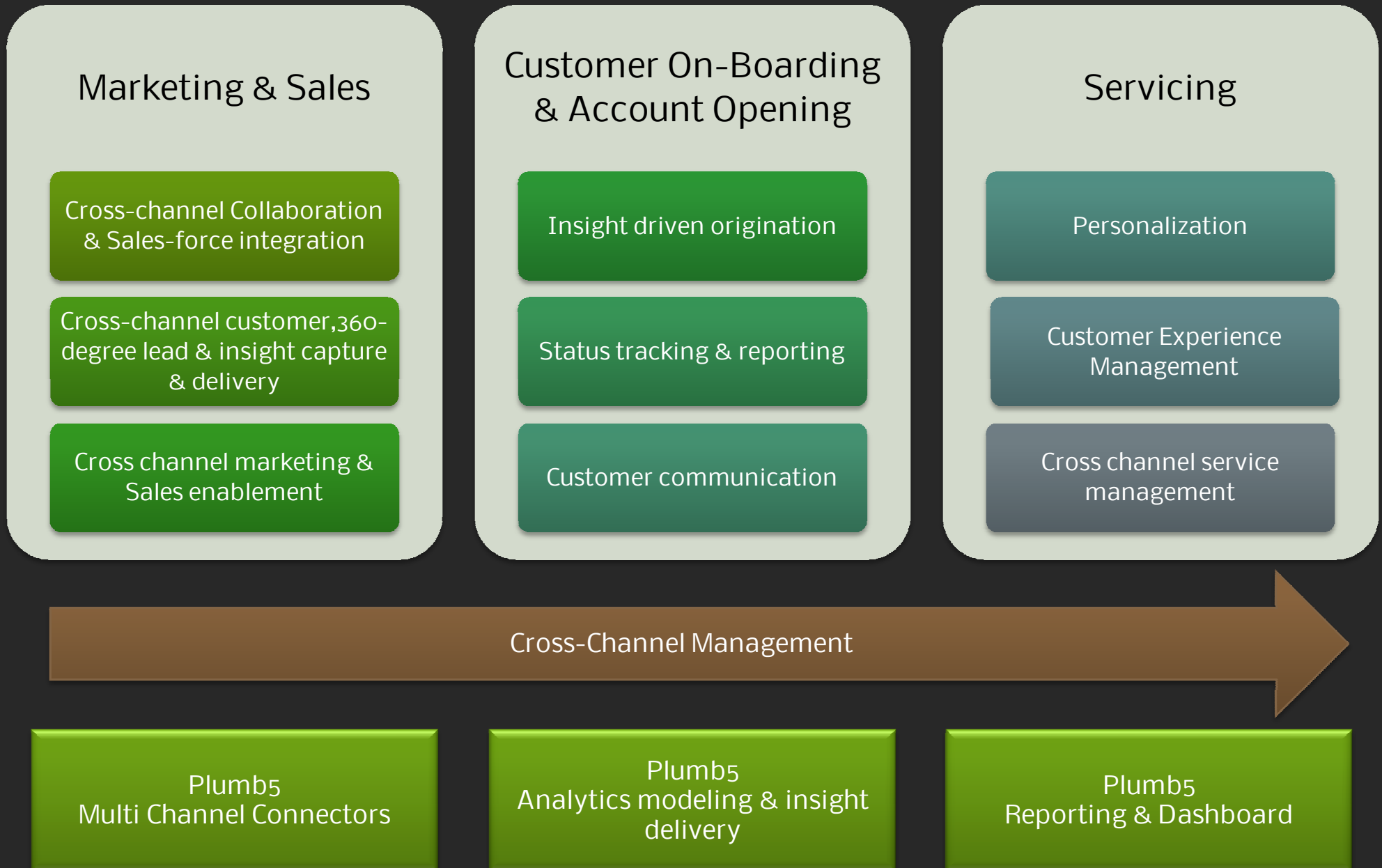
Plumb5 is a segment of one marketing platform which combines marketing, sales and support functions on to a single platform in order to maintain a single customer identity stack to gather intelligence and serve next actions in real-time, across all touch-points



Plumb5: Unified Architecture



Plumb5 Digital Banking Enterprise Roadmap



Plumb5 Business Capabilities

360 Customer
View including
external data
sources

Customer tailored
product
recommendations

Customer
Lifecycle Event
Triggers

External Event
Trigger activities

Ability to work at
household level

Online
Collaboration with
Customers

Advisory
Automation based
on customer
preferences

Advisory across
multiple channels

Data to leverage
CRM

Co-browsing

Customer Chat

Customer
Lifecycle
Automation

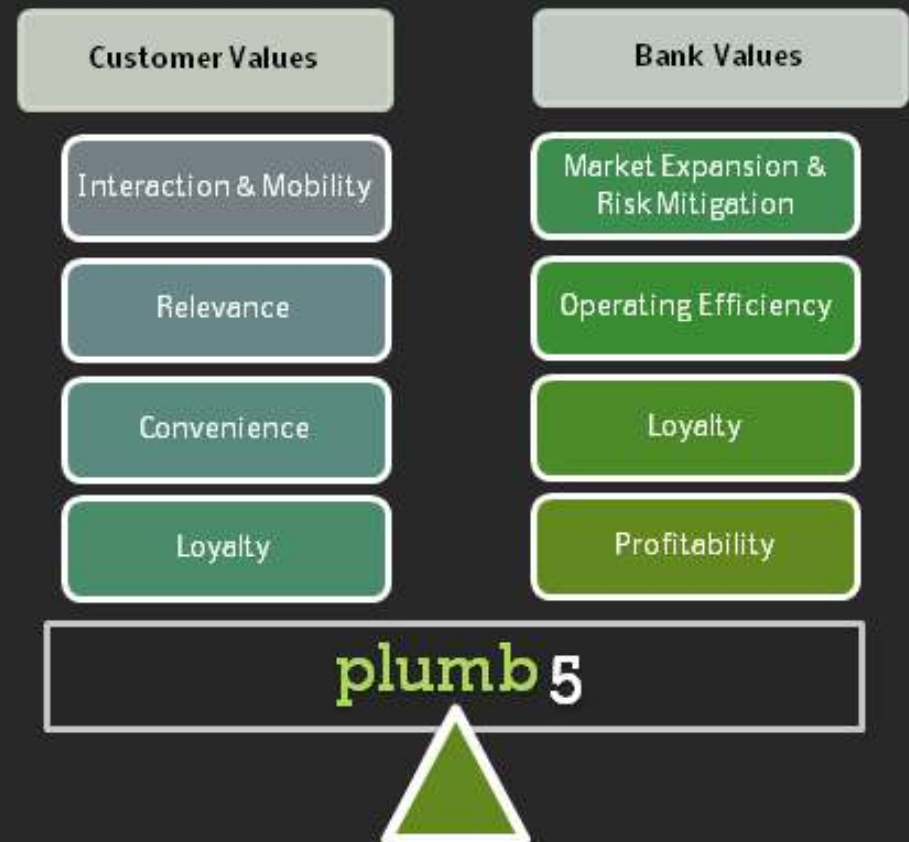


**Why Plumb5
is the
chosen one?**

SO1 Model for Banks

Plumb5 Platform has the potential to balance traditional bank values with the new informed customer values

- **Smart management of information is vital:** Unique Virtual identity for each individual would be required for personal attention
- **Provide cohesive cross channel experience**
- **Although ROI of digital banking is substantial, the costs are steep for not adopting SO1.**
Costs involve
 - Cost of lost opportunity
 - Cost of customer attrition
 - Cost of Stagnation in sales & Customer acquisition
- Enterprise wide platform is a pre-requisite for a implementing digital banking roadmap.



Segment-of-one marketing ecosystem

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Available as On-Premise and On-Demand Cloud Services