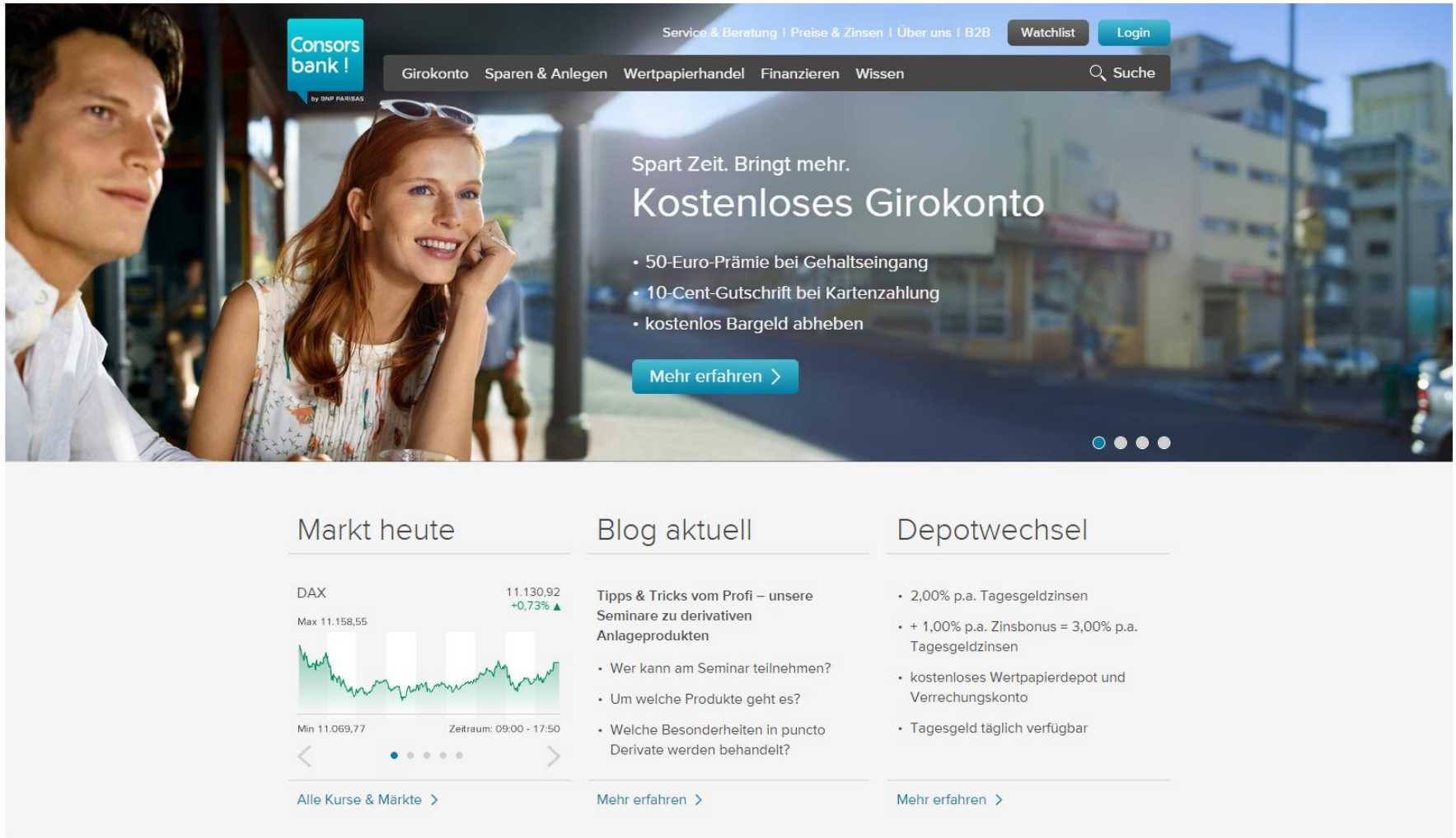
SUCCESSFUL CROSS-SELLING – AUTOMATED DATA MINING PROCESSES THAT DELIVER TARGET GROUP-SPECIFIC ONLINE OFFERS

KNIME User Meeting, Berlin 2015

business intelligence – jörg neumann

25.02.2015

CONSORSBANK



CONSORSBANK IN NÜRNBERG.

Consorsbank is headquartered in Nürnberg
– including centrally and de-centrally organized IT-units, customer service, investment counselling as well as all bank formalities and securities settlement.

Consorsbank in Nürnberg has

- Over 800 employees
- Over 800.000 customers
- 7.5 million trades
- Over 25 billion Euro AuM

status on 31.12.2014

OUR COMMUNICATIONS CHANNELS – ALWAYS BY YOUR SIDE

Website

Main channel with over 50 million page views per month

Telephone

The most important channel for personal consultation

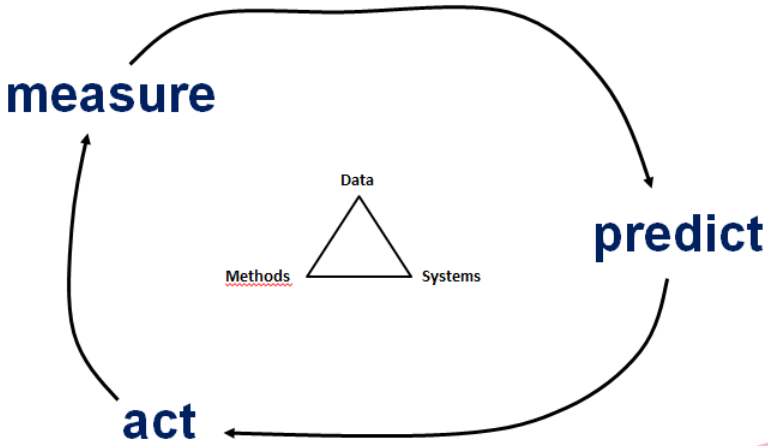
E-Mail

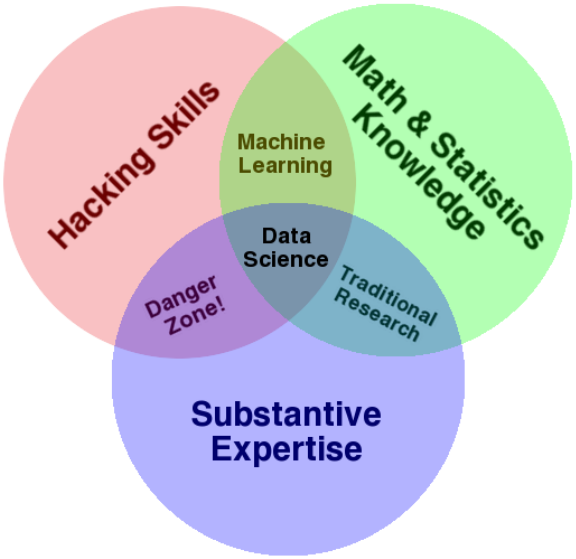
Is mainly used for Customer service

Finance Lounge

Face-to-face consulting on-site in Nürnberg

BUSINESS INTELLIGENCE





USAGE OF CUSTOMER CONTACTS FOR SALES OPPORTUNITIES

Website

Main channel with over 50 million page views per month

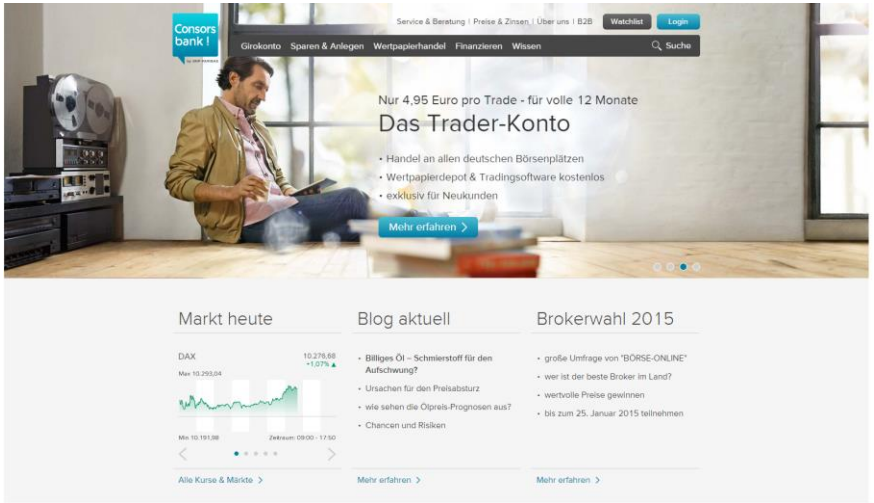
Telephone

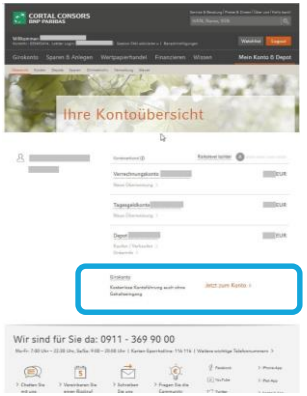
The most important channel for personal consultation

USE CUSTOMER CONTACTS T0 PROVIDE INTERESTING OFFFERS

THE APPROACH -- CHANNEL WEBSITE

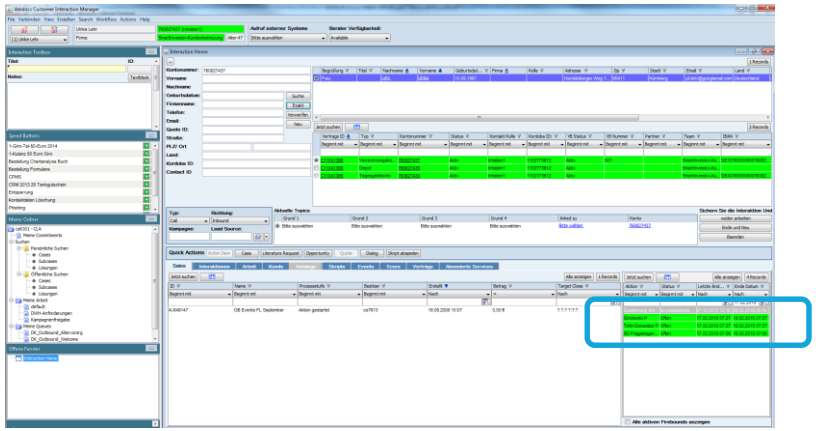
High sales potential because of massive traffic on the website.
Using analytics for targeting customers for their next best offer.



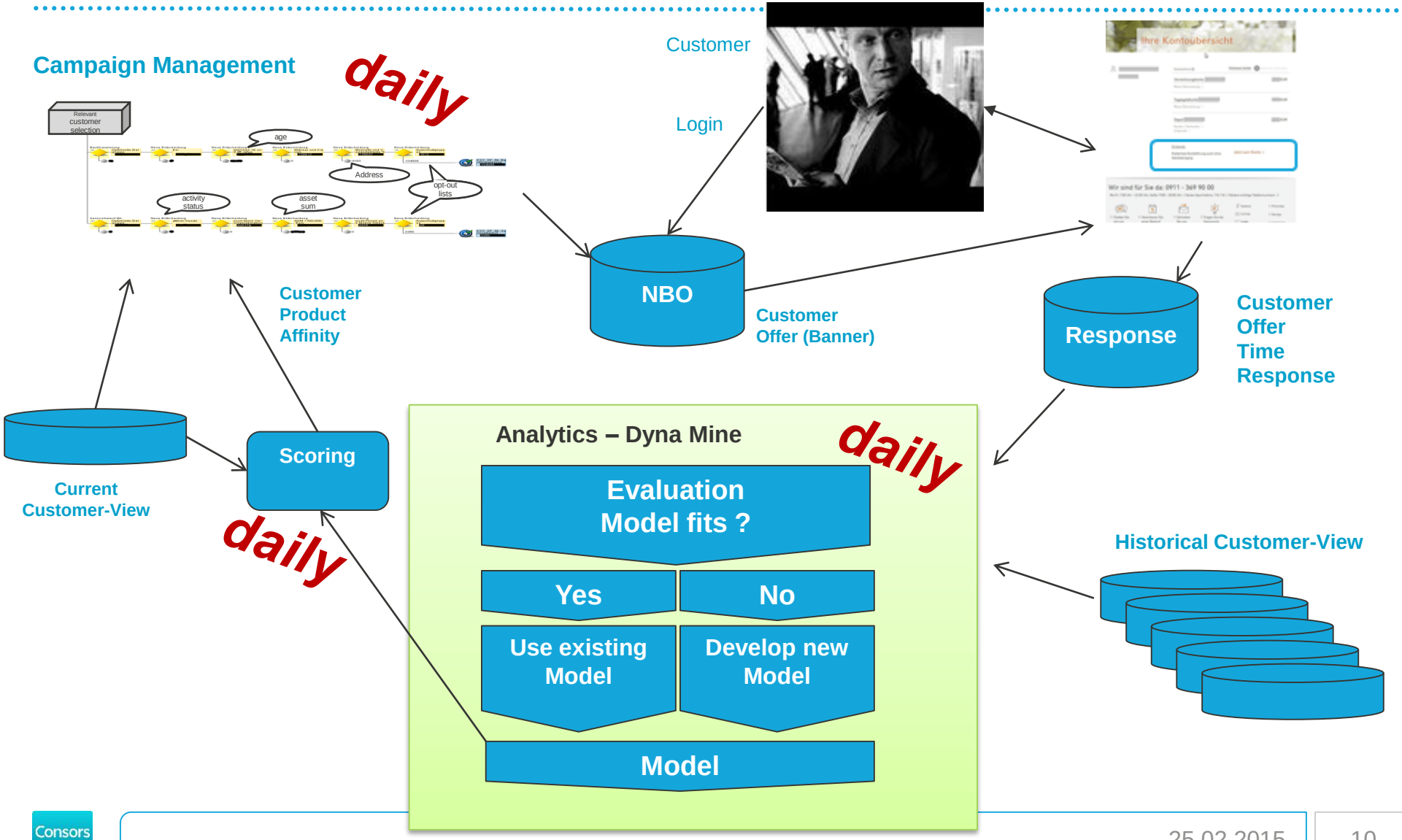


THE APPROACH -- CHANNEL PHONE

High sales potential because of many inbound calls.
Using analytics for targeting customers for their next best offer.



HOW DOES IT WORK …

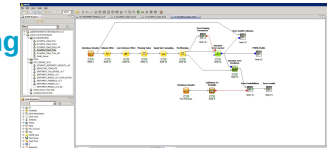


HOW TO GET A NEW MODEL

1 **Products**

Choose the target product

Generic data mining process

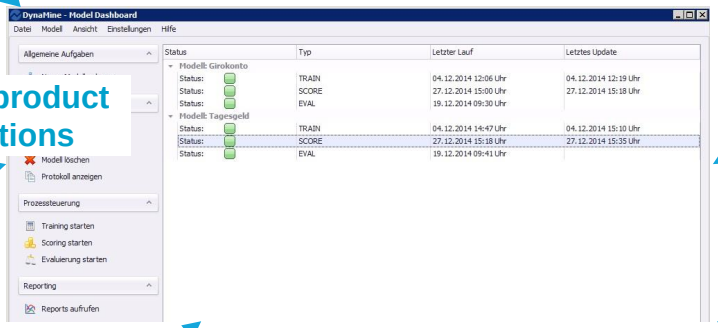


5 **Data Mining**

Train the model

2 **Product-subscriptions**

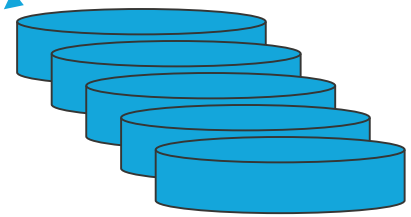
Select the product subscriptions



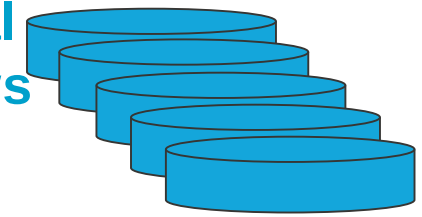
Customers-data from customers who don‘t subscribe*

3 **Historical Data views**

Customers-data from customers who subscribe

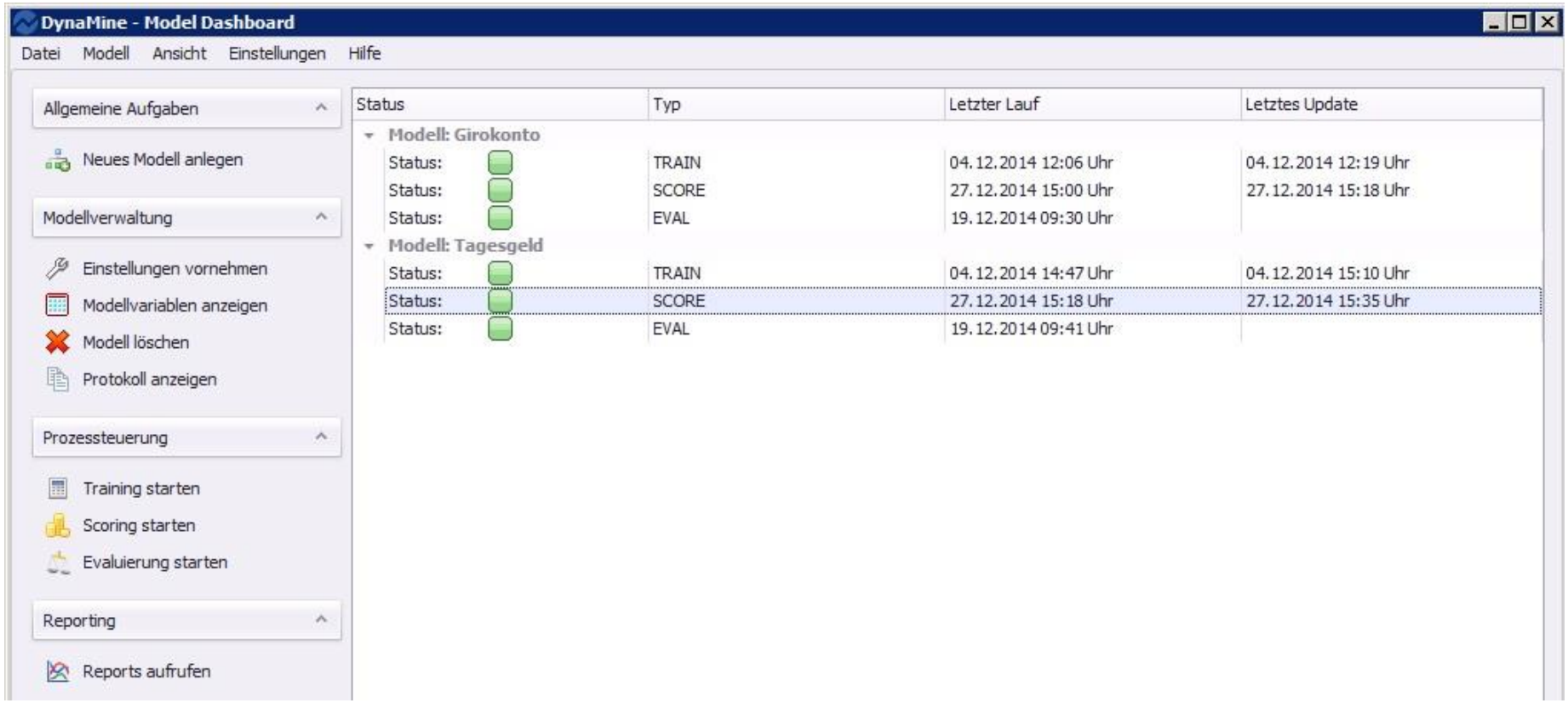


4 **Historical Data views**

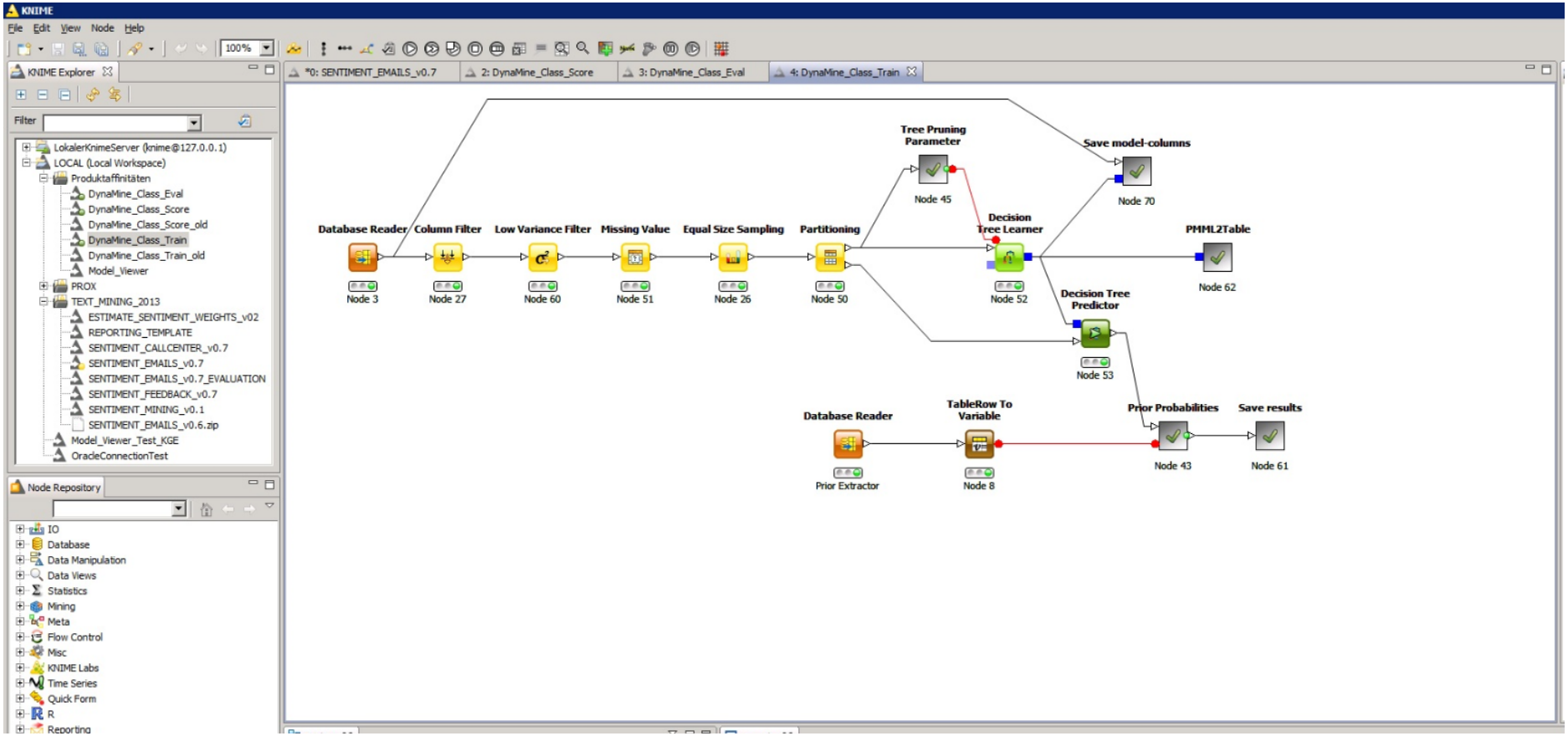


*Sample which fits to 3

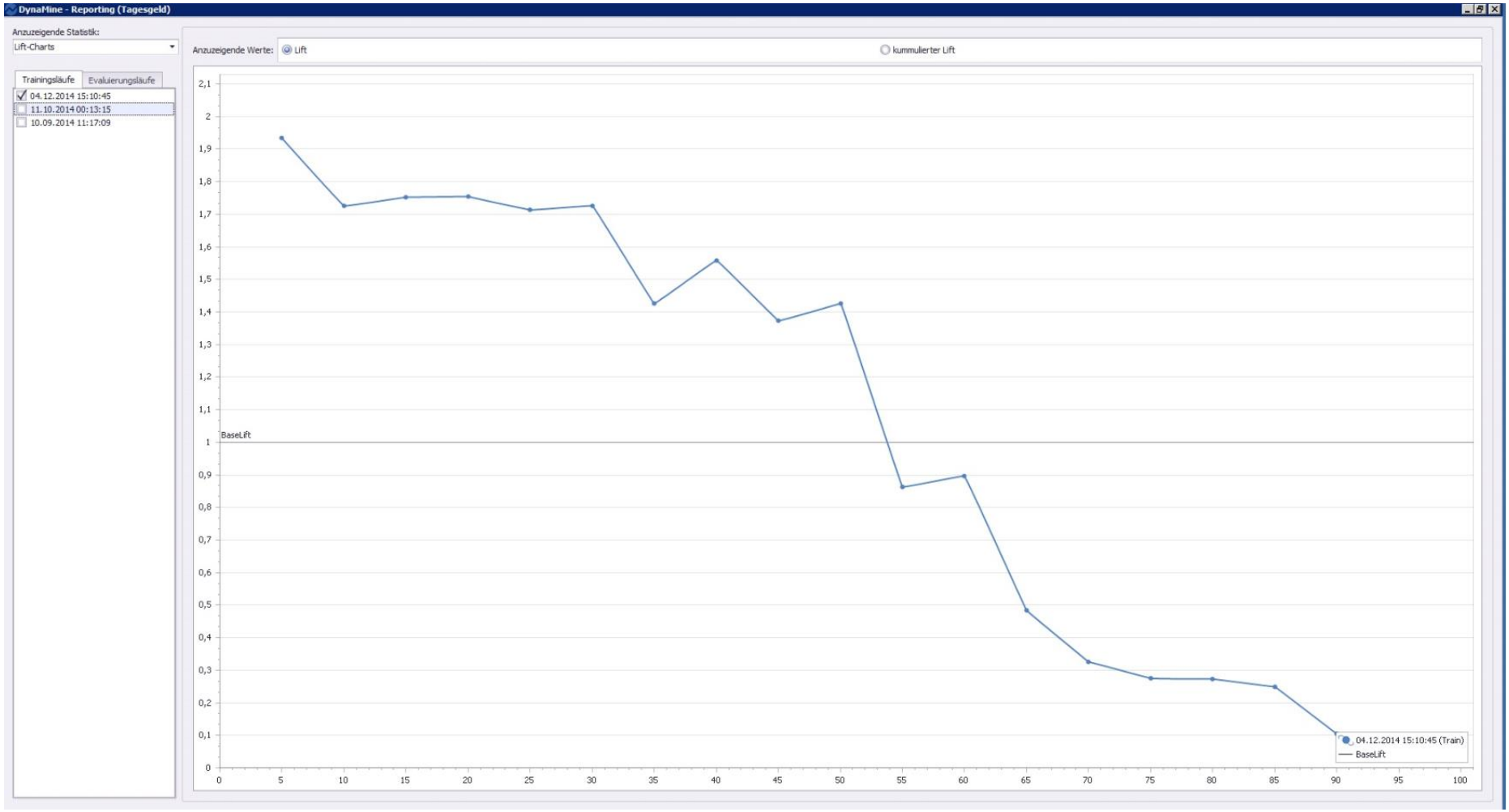
TOOL TO CREATE AND MAINTAIN THE MODELS

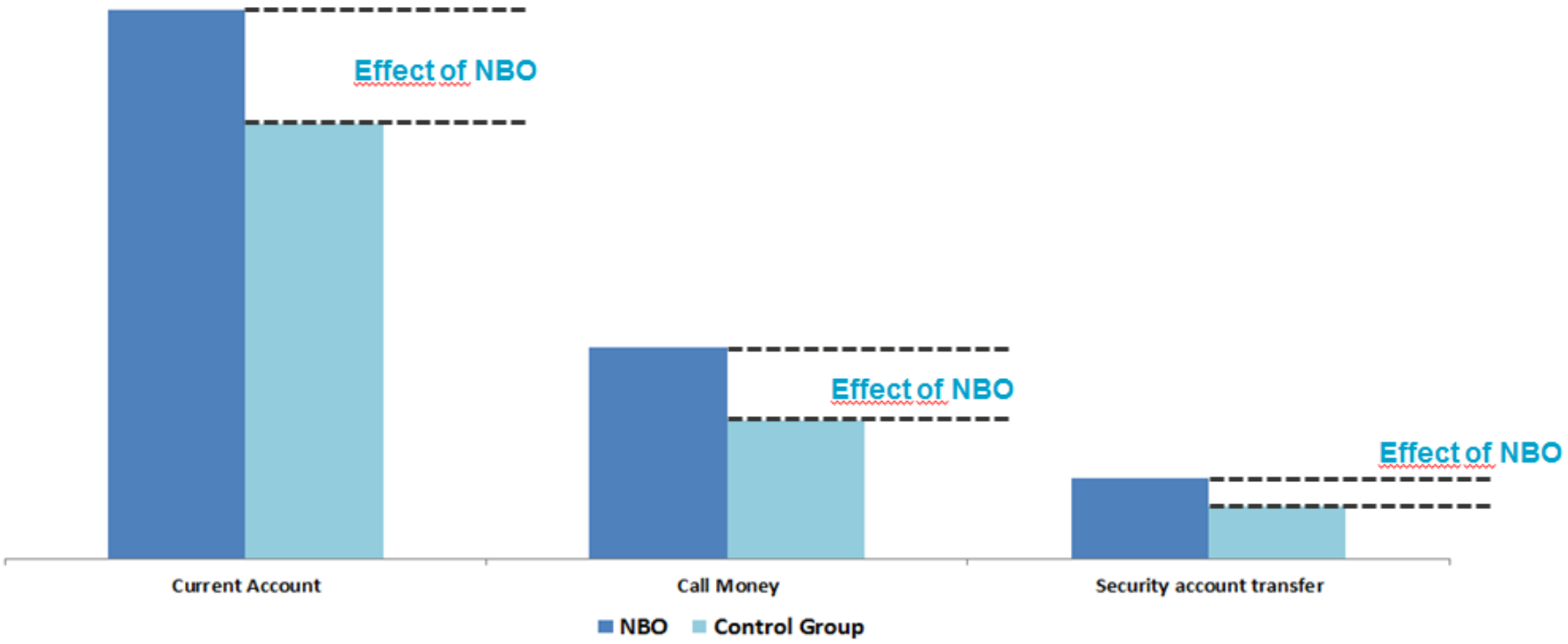


KNIME FOR THE DATA MINING PROCESS



THE TOOL TRAINS THE MODELS – WE CONTROL



WHAT IS THE EFFECT OF THIS APPROACH?

We are using the concept of control groups to measure the effect of Next Best Offer.
A representive sample of our customer base is excluded from NBO (these customers not getting any NBO-Banners)