Transforming Digital Data into Customer Information

November, 2015
Cory Narvaez, Scotiabank
Customer Expectations

**Know me.**
Customers expect The Bank to know them across all digital channels.

**Engage me.**
Customers demand a relevant, engaging customer experience.

**Lead me.**
Customers expect The Bank to proactively understand and meet their needs.
360° View for increased enterprise value

“Next Generation” Capabilities

- The “Intelligent Multi-Channel” Business
  - Multichannel integration
  - Real-time product offers
  - Personal digital advisory
  - Product offer optimization and scientific pricing

- “Socially Engaging” partner
  - Social media listening and monitoring
  - Social digital marketing
  - Data enrichment

- The “Digitally-Sophisticated” marketing
  - Mobile marketing and loyalty analytics
  - Mobile device personalization
Web analytics

- 1st Party Data
  - SOL/.com/
  - Mobile

- 2nd Party Data
  - Scene.ca

- 3rd Party data
  - DMP

Mobile data/geospatial analytics

- Cust & txn data

- Predictive Modeling & Decisioning
- Customer segmentation
- Optimization
- Text analytics
- Machine learning

Social media analytics

- Twitter, Facebook, LinkedIn, etc

  - Sentiment Analysis
  - Life event/stage analysis
  - Social network analysis

- Increased customer satisfaction
- Prospecting – new customer acquisition
- Anomaly/fraud detection (associations/networks with questionable group/people)
- Augmenting research – voice of the customer
- Anti-money laundering (affinity to certain illegal groups/trxns)

- Personalization – across devices
- Product Recommendation
- Improved real-time bidding

- Customer targeting/cross-sell
- Prospecting – new customer
- Geoanalytics – fraud detection
- Augmenting risk information and processes
- Linking mobile with bank trxns using their bankcards
Customer Attrition Modelling

Channels
- Mobile
- Web Data
- Internal Data

Attrition Analysis in Decision Sciences

Identify customers at high risk of attrition

Campaign offer
- Personalized Offers
- Promotions
- ...

Customers
Personalization (1:1 marketing)

Customers

Web + Mobile Web

SEO
Email
UX/UI
Mobile

Decision Sciences

Pages visited...
Products viewed...
Time per page...
Session length...

Internal Data

Account Manager
Project Manager
SEO Specialist
Developer
Content Specialist
Chief Strategist

Design Coordinator
Designer

Internal Data

www