Avanade Customer Analytics and Insights Solution

The Next Best Action to Becoming an Indispensable Digital Banking Partner for your Customers

The case for personalized interactions »

How can we help you achieve greater personalization »

Here's more about our solution »

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Avanade's focus: personalized and unified customer interactions

As banking behavior evolves in a digital world, customers are more willing to look at alternatives to traditional banks, placing greater pressure on firms to grow revenue. Banks must therefore look for innovative ways to attract new customers and improve customer loyalty. One way to do so is for banks to become indispensable partners to their customers. Customers want their bank to be a partner in their everyday lives and business activities offering the relevant products, services and support they need to thrive.

What is Personalization?

Personalization is a way for banks to become better partners to their customer by offering solutions they need rather than what the institution wants to sell. Personalization also means the bank has the capabilities to present unified experiences so they can offer customers more relevant, tailored solutions and actions during any interaction across any channel.

The Reality

Many customers are still presented with experiences that are disjointed and incomplete. Activity from one channel is not understood by another channel. Advisors may not have the information to make personalized recommendations to customers. This reality creates the opportunity for customers to seek alternatives.

The challenge facing most banks, however, is not whether or not they have enough data or the right channels. Rather, it is the task of integrating all customer data in order to create a complete and actionable view of the customer journey. This is critical for banks to deliver a consistent omnichannel experience and the relevant and timely support and advice customers desire.

The Solution

Avanade, with our partners Accenture and Microsoft, are ready to help banks solve this challenge. Our solution brings **next best action** capabilities and **unified customer interactions** to any banking environment so banks can provide greater personalization.

Market share is at risk!

35% of full service banks could lose their market share by 2020 due to new banking alternatives.

Relationships are not happening!

75% of customers consider their banking relationship merely transactional, rather than driven by a broader relationship.

Customers Want Advice!

51% of customers want their bank to proactively recommend products and services for their financial needs.

Source: Accenture Research

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Personalizing interactions across the customer journey

The Avanade Customer Analytics and Insights (ACAI) solution helps banks deliver the personalized, relevant, and unified experiences customers want. Banks can rely on ACAI to recommend next best offers, campaigns, web content, account changes, and more – personalized to the history and predicted needs of each customer across the customer journey.

Developed on the Microsoft platform, ACAI is an interaction management hub that brings together innovative analytics capabilities and interaction technologies to enable personalization across channels. A patented financial services customer analytics record (CAR) provides a complete omnichannel view of customer activity in a format optimized for real-time decision-making. ACAI then uses machine learning to analyze customer history and execute robust analytical models that predict customer behavior and recommend next best actions and conversations. An omnichannel execution capability enables next best actions to be presented and executed in any distribution and channel system. The result is a solution that enables the real-time decision-making and recommendations that personalize any inbound or outbound customer interaction.

Avanade Customer Analytics & Insights (ACAI) Solution

Customer Analytics Record	Predictive Analysis	Next Best Action Rules	Next Best Action Matrix & API	Distribution and Channel Systems
Analytical data model for gathering and optimizing customer data from any source. Contains more than 6,000 variables specific to the Financial Services industry.	Predictive models, executed using machine learning, calculate customer propensity for needs and behavior such as churn, cross-sell, and customer satisfaction.	Rules and tools enabling marketers to define actions that are executed against models. Robust weighting and filtering enable refining of audience and priorities. Marketers can further define marketing support for actions such as call scripts, banners, etc.	A high-performance database of relevant actions for each customer and APIs for communicating how to render actions and conversations in any customer facing or digital system.	Supports presentation and execution of next best actions across any distribution, branch, sales or digital channel involved in inbound or outbound customer interactions.

ACAI Services:	Discovery	Design	Implementation & Integration	Managed Services

How ACAI helps

Turns data into insights.
Assembles a comprehensive view of customer history and transactions across channels and product lines, enabling rich analysis.

Turns insights into action.
Analyzes customer insight, predicts customer needs and behavior, and recommends next best actions and conversations to engage customers.

Makes actions "actionable."
Presents next best actions for execution during any type of inbound or outbound customer interaction across any channel.
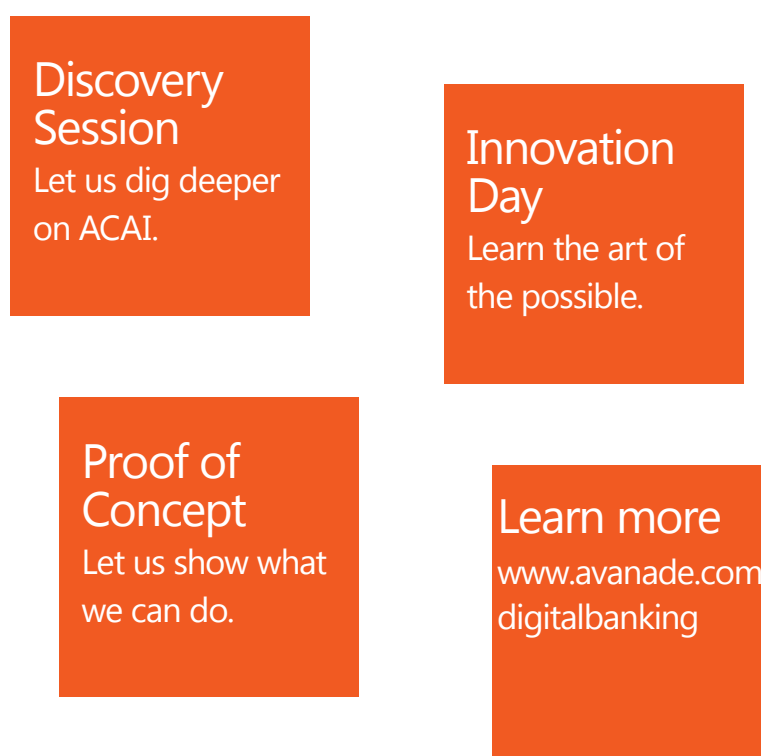
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Why Consider ACAI?

The Right Expertise	The Right Industry Fit	The Right Approach
3000+ Financial Services Consultants	Purpose-built for the financial services industry including patented customer analytics record.	User-focused design simplifies the specification and execution of next best actions to improve time to market.
3000+ Analytics Experts & Data Scientists	Developed from joint Accenture-Avanade-Microsoft banking project experience.	Modular design considers the integration and process needed to "fit" the solution with existing environments.
900+ CRM Consultants	Continuous research and innovation in financial systems and analytics keeps ahead of market.	Uses the latest Microsoft technologies to make solution relevant and valuable today and well into the future.

Who is Avanade?

Avanade is the leading provider of innovative digital and cloud-enabling services, business solutions and design-led experiences, delivered through the power of people and the Microsoft ecosystem. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation and has 29,000 professionals in 23 countries.

Visit us at www.avanade.com

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Here's how to engage with us:

Discovery Session
Let us dig deeper on ACAI.

Innovation Day
Learn the art of the possible.

Proof of Concept
Let us show what we can do.

Learn more
www.avanade.com/digitalbanking

ACAI can help your bank improve:

- Customer lifetime value
- Customer retention and loyalty
- New customer acquisition
- Net promoter score
- Advisor productivity and effectiveness