

How categorisation can underpin every KPI

Affordability

Use case 1

It can enrich the insight to know what is income or expenditure even from small deposits - especially helpful for the self-employed.



Use case 2

Where credit bureau data is 'thin', for example new to credit, new to country, categorised transactional data can enhance the decisioning process.

Use case 3

In the case of a customer needing to send more information, categorisation can automate the underwriting/referral process.

Enhancing customer growth

Use case 1

By understanding behaviours in a person's data you can hyper-personalise products and services through the signals the engine provides from understanding the data, helping you cross-sell, upsell and retain.



Use case 2

By connecting additional data sources, the platform can be used to connect and integrate it, giving a much broader and specific view of the most suitable products for the customer.

Underwriting

Use case 1

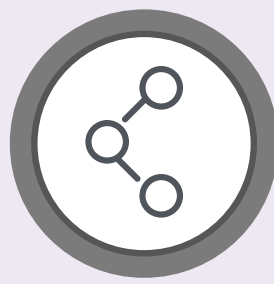
Manual underwriting is time consuming and 40% is achieved through subjective decision making. With categorisation, you can automatically see the net disposable income to inform risk, reducing underwriting time to just a few minutes.



Use case 2

Identify short term risks vs. long term. By understanding the data, you can understand discrepancies better, such as gaps in income due to changing jobs, going on holiday, short-term sick leave and so on.

Connecting markets



Use case 1

By having a more granular interpretation of a person's data there are more opportunities for cross-sector partnerships, such as offering incentives for switching retailers through cash back, and broadening propositions to connect things like insurance.

The benefits of categorisation far surpass that of a single task. In the big data economy, it can enable you to:

1 Fully digitise the process
no longer are paper statements necessary

2 Enhances the customer experience
as you can make decisions at speed, and at scale

3 Ingest new data
creating an architecture appropriate for multiple data feeds

6 Reduce the cost to serve
by automating decisions and reducing the time to administer, or manage

5 Build a value exchange
hyper-personalisation that enables you to have a conversation that's relevant and valuable to all

4 Make informed decisions
using rich analysis from the depth of understanding that's available