

IMPROVING LEAD FUNNEL USING MACHINE LEARNING



Challenges faced by banks



The ATL/BTL Lead list is mostly unusable with high non contact ability



Lead Conversion is extremely difficult as most data points are incomplete/incorrect



Significant productivity loss at the tele calling and other engagement channels



Limited to no knowledge about a customer prior to contact

Solution characteristics (Machine Learning)

Customer segmentation



Collate and curate data – Create a long term asset

- Integrate data sources based on customer analytics, Demographic, Psychographic, & their Behavioral patterns

Improved Productivity



Prioritize and Engage

- Better Segmentation, targeting, ability to create segment of 1

Significant Productivity Improvements



UNSPAM

- Eliminate false positive – Focus on Usable
- Improve contact ratio
- Content / scripts designed for customer leading to better conversion

Solution Benefits

Customizable



The solution can match to your existing segments

Efficient



Use spocto Marketing as your Level 1 Lead Qualifier. Results within 24 hrs

Cost-savings



Agent Productivity
Media Spends

Case study

Context: A leading bank in India was looking for a solution to help them improve their lead conversion ratio. They have been working of various strategies to improve contact and conversion ratios.

Recommended configuration:

- Using a machine learning software , alternate data and predictive algorithms, 48% of data was identified as non usable
- With continuous sharing of leads, spocto results and campaign outcomes, models were rebuild over a period of 24 weeks
- 2 Old segments were eliminated and 3 new segments were created
 - Down side protection
 - *Hybrid & asset allocation funds*
 - Safety First
 - *SIP/Health Insurance*
 - *International education goals (funds)*

CLIENT IMPACT:

- Digital Channel Based recommendation – media spend low by 18% - engagement increased by 12%
- Number of Tele calling Agents reduced by 27%
- Appointments on First Call – 3x Increase
- Not Interested – Reduction of 4x
- Non Contactable – 0.07%
- Non Usable Data – Identified at 48%

Contact us

For more details contact us on

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