**CASE STUDY**

**CustomerEye™ Implementation: For a Leading Bank in India**

### Business Challenge

The Relationship Managers in Banks faced the following challenges prior to the implementation of CustomerEye:

1. Was not equipped with enough customer level information and hence failed to have a natural conversation with the customers who walked into the branch.
2. Randomly tried to cross-sell and up-sell all products to all customers which resulted in customer fatigue.
3. No 360 degree view of the customer.

### Data Used

Data from the following systems was used for the implementation:

1. Transactions information – Both savings and current account
2. Loans
3. Credit card
4. Investments
5. Insurance
6. Custom products

### Program Approach

Following is a snapshot of the approach followed by NettPositive during the implementation.

1. Worked with the business team to identify the information that needs to be available to RM’s.
2. Information is shown as graphs, tables, scrolling side bars etc for visual appeal and interpretation.
3. Identified data source systems for each of the data points on Customer Eye.
4. Used Oracle SQL and Stored Procedures for data sourcing and manipulation.
5. Used PHP programming for dynamic web pages along with HTML and CSS.

### Business Impact

Following was the impact on business post implementation of CustomerEye:

1. 40% increase in Customer Cross Holding.
2. 65% increase in front desk productivity as all relevant customer data is available.
3. Significant increase in Customer experience and hence loyalty.
4. Lower Customer fatigue due to lower intrusive calling/mailing.
5. Customer level info easily accessible to all teams in the bank.

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