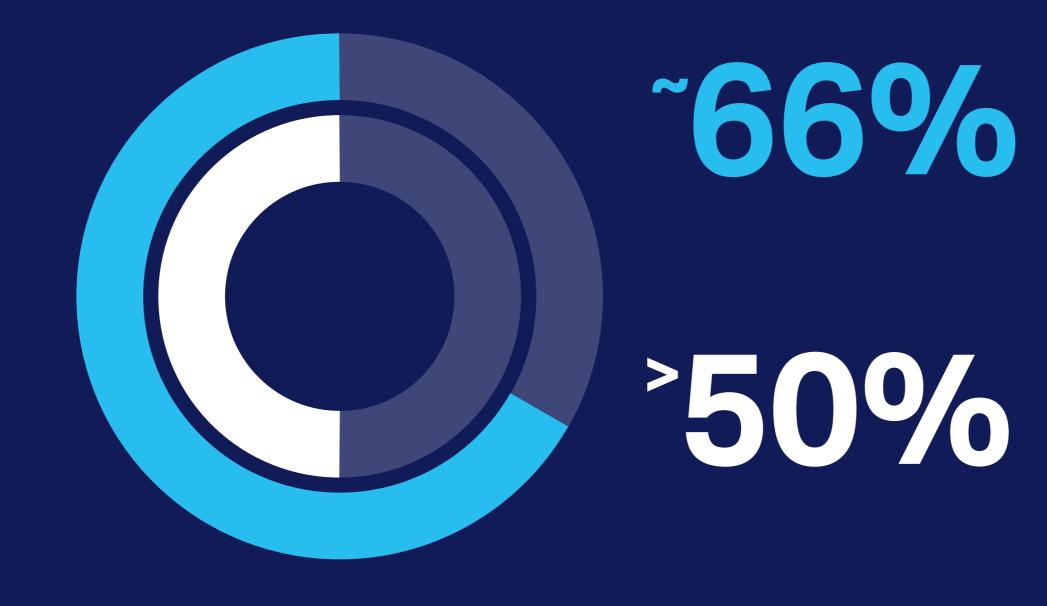


# Intelligent recommendations for Financial Services



Boost business with artificial intelligence (AI) by gaining insight into customer preferences and personalizing offers accordingly

**Consumers want personalized and relevant interactions** 



Nearly two-thirds say sharing data should result in personalized product and service advice

More than **half** say they would share more data for new benefits

Source: Accenture LLP: Financial Providers: Transforming Distribution Models for the Evolving Consumer (2017) https://www.accenture.com/t20170111T041601Z\_w\_/us-en/\_acnmedia/Accenture/next-gen-3/DandM-Global-Research-Study/Accenture-Financial-Services-Global-Distribution-Marketing-Consumer-Study.pdfla=en#zoom=50

### **Example** A retail bank wants to improve the hit rate of product offers:

## Step 1:

### **Collect data**

Gather structured and unstructured information from varied sources





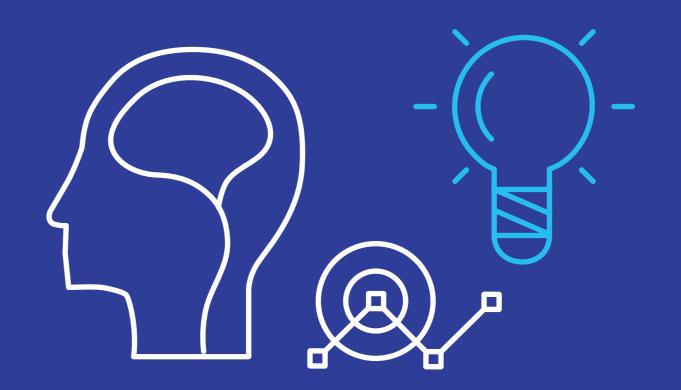


### **Analyze information**

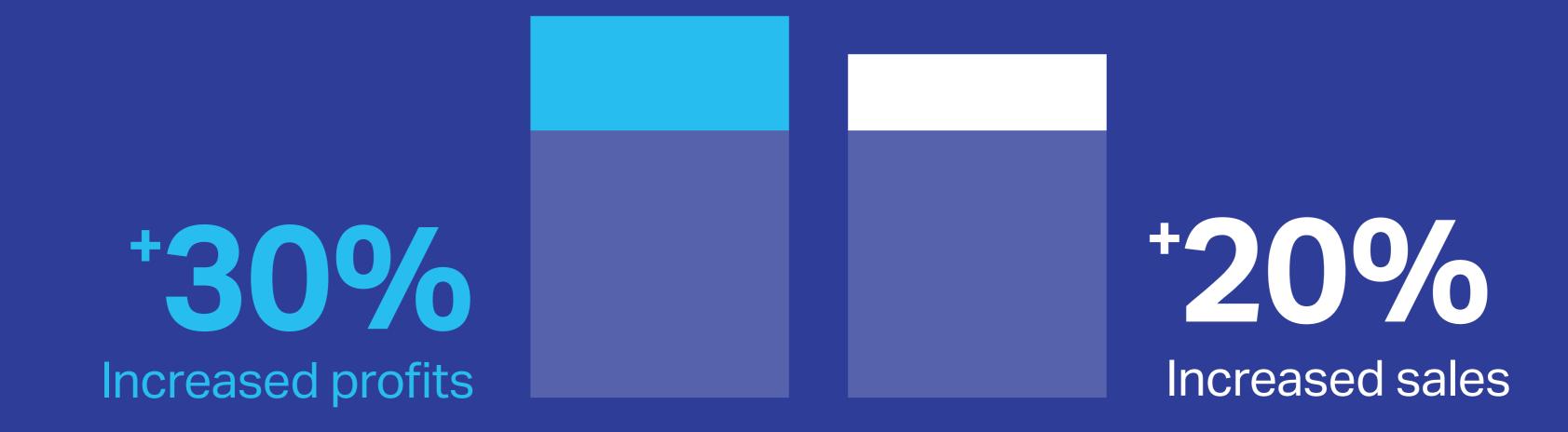
Leverage machine learning to understand preferences and habits

**Target customers** 

Use this deeper understanding to recommend the most relevant products



### **Typical benefits derived from intelligent recommendations:**



Source: https://www.cms-connected.com/News-Archive/January-2017/The-ROI-of-Recommendation-Engines

### With intelligent recommendations, Financial Services can:



Improve customer satisfaction

Reduce customer churn

Increase customer lifetime value

**Boost** revenue and reduce marketing costs

Learn more

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