



Case Study

Financial Services

Using Behavioral Analytics to Increase Client Engagement and Retention for a Large Wealth Management Firm



How OSG helped its client, one of the largest wealth management companies in the UK, to increase client engagement and improve retention.

"OSG's team is incredibly professional and hard working. Their knowledge, combined with OSG's products, helped us understand our customers and devise strategies to increase engagement and profitability. Our policy lapse rate has gone down by 8%, which is a brilliant outcome."

VP, Consumer Insights

Executive Summary

OSG's **AI-driven big data & analytics platform** was employed to measure client expectations precisely and help our client develop smart engagement programs to target the right clients. Client inactivity was reduced by personalizing client experience and introducing touchpoints in the client journey. All this was combined to provide real-time analytics results using Dynamo.

Objectives

The client wanted to use real-time analytics to develop models that measure probability of lapse and design client engagement programs to improve client experience and increase retention.

Strategy

We developed a behavior-based client segmentation model and analytics-driven solutions to assist our client in improving portfolio profitability by reducing inactivity and increasing retention. The process followed is shown in the table below, broken down into three stages:

Data Audit and Customer Dataset Build

Audit data sets across multiple sources

- Data sources include: Backend Systems, Social Media, Mobile App Integration
- Automate the collection and storage of client data using Dynamo
- Understand context and objectives of different marketing activities.

This step helped us gather and combine client data into a single view for the client, mitigate gaps, and define the ideal data set for modeling

Analysis of Data and Customer Segmentation

Analyze unified data set, create client segments/cohorts and further stratify by Client Lifetime Value (CLTV)

- Analyze the unified dataset and share observations for model building
- Build a robust client segmentation model by leveraging ASEMAP™ and secondary client data
- Combination of demographic, transactional, and behavior-based segmentation led to unparalleled insights into our client's customers.

This step provided insight into customers that add long-term value, with the ability for our client to proactively manage their portfolio and develop differentiated interventions for different customer segments

Model Creation and Intervention Design

- Develop models to score existing customers on overall value, product fit, and upsell potential, and develop a methodology for CLTV
- Conduct propensity modeling to predict the likelihood of retention -Retention propensity model to help monitor revenue streams over time
- Develop a model for calculating client lifetime value
- Overlay with benchmarks on the competitive landscape for services and products
- Develop a predictive scoring model for portfolio management differentiated by customer segment, lifetime value, and retention
- Develop recommendations to drive intervention design and client strategy differentiated by segments through a single view using the Dynamo platform



Results

OSG identified key variables predictive of customer lapse behavior and calculated a lapse score by various customer segments.



Different prescriptive intervention programs were launched based on customer lapse propensity and lifetime value (CLTV).

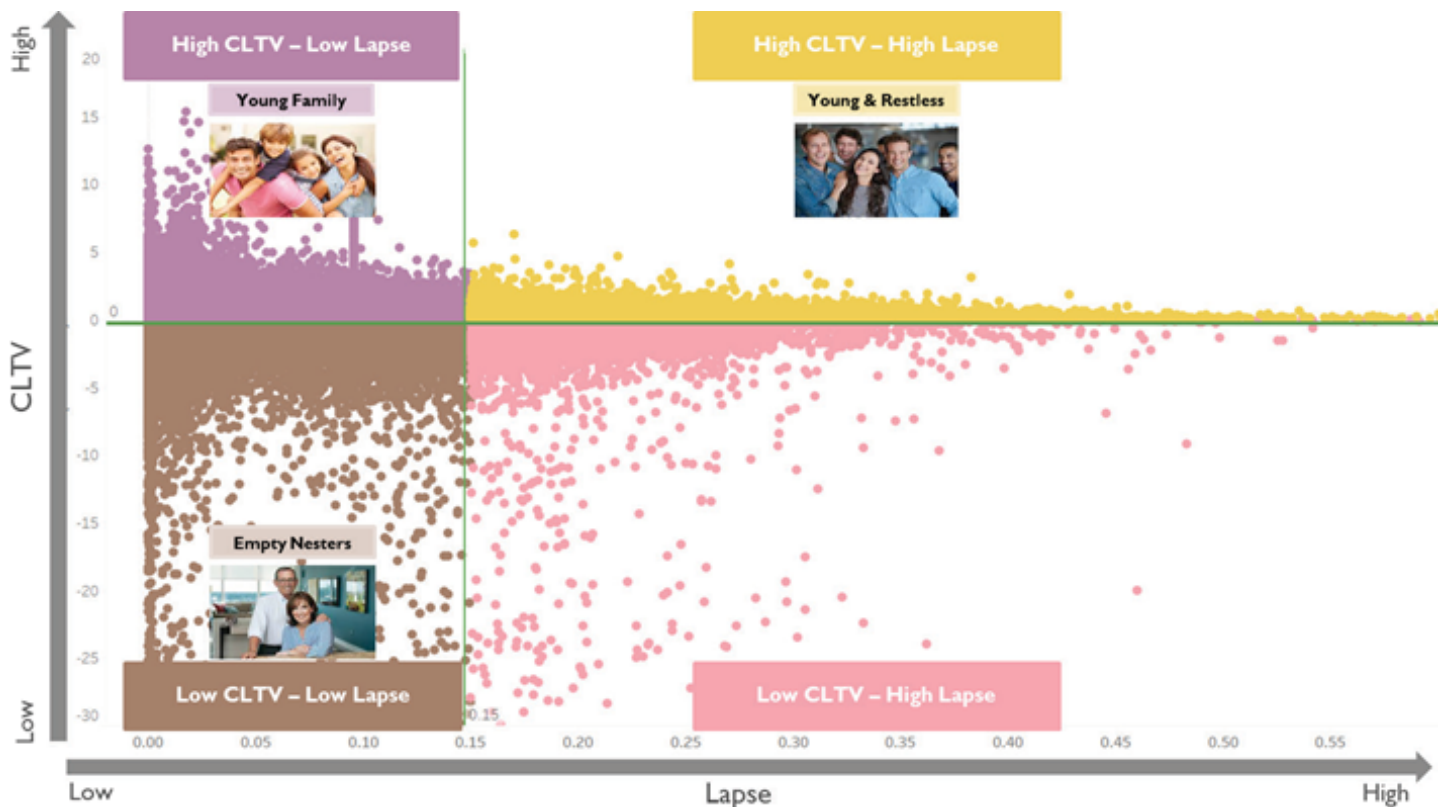


Lapse rate decreased by 8% due to increased member engagement and satisfaction.



Rules-based engine and digital integration have accelerated customer retention and various cross-sell/up-sell activities by 5%.

Dynamic risk assessment helped in appropriate pricing and targeted product development:



Product Highlight



Tech-Enabled Services combines our powerful technology and analytics capabilities with our industry expertise to make a difference for our clients. By using the flexibility of our technology to tackle any business challenge, we can help customers in any industry shift to a customer-centric mindset and show them the impact of gathering, digesting, and implementing customer data in their strategy and practices.

The Power of OSG Analytics

OSG is a **global technology and analytics provider** that delivers outcomes on customer engagement to Fortune 500 clients with the help of leading analytical technologies and world-class global resources. OSG uniquely combines historical data with the future needs of patients, physicians, consumers, or customers of our clients by going beyond the “who” and the “what” and understanding the **“how” and “why” behind their decision-making**. OSG focuses on the 3E’s, Behavioral Expectations, Superior Experiences, Guaranteed Engagement, to help drive growth through **customer-centricity**.

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