



Churn, Recommendation and Cross Selling App!

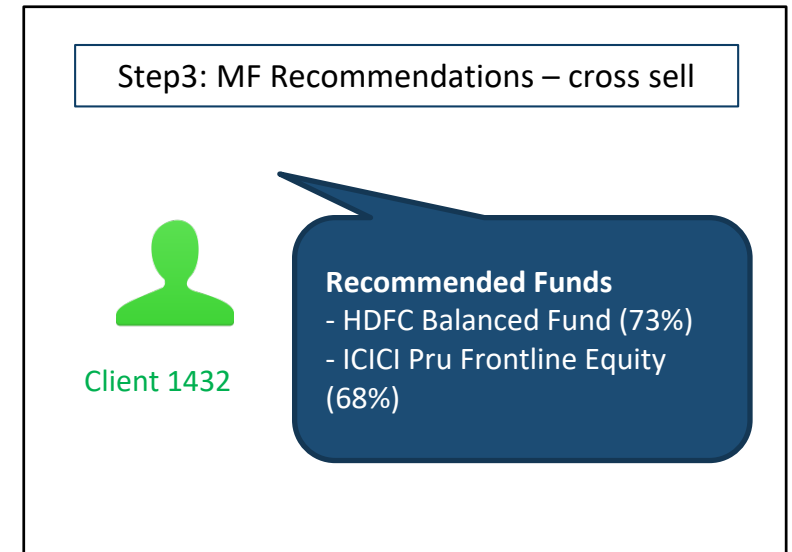
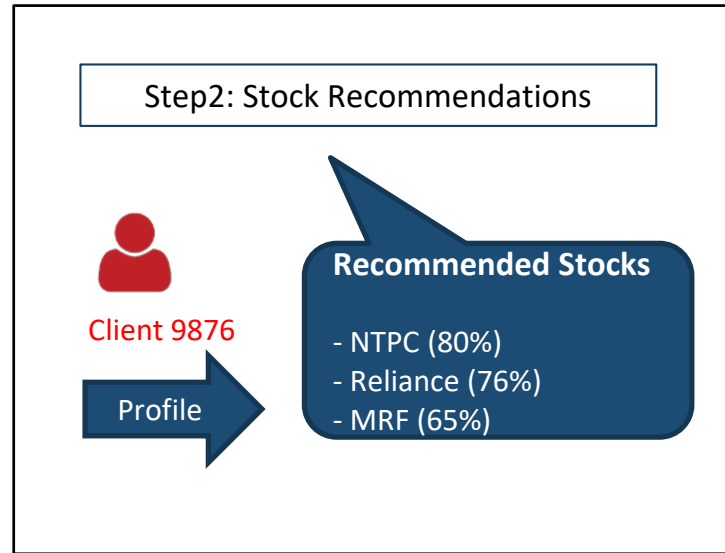
Management of Clients in Retail Financial System

The relationship manager connects with the predicted dormant clients with the recommendation on stocks and Mutual Funds real time on the existing Apps and devices.

RM's Dashboard

Step1: Dormancy Prediction Results

Customer ID	% of Dormancy
Client – 2546	27%
Client - 1432	31%
Client – 9876	85%
...	...



Patent for a system and method for management of clients in financial broking system

Integration with existing Applications on various devices



Mobile Apps



Web Applications



Real-Time Applications

Leveraging Our Experience for Other Banking and Financial Services Area

Dormancy Prediction

- Predict which customers will not renew the insurance policy

Recommendation System

- Which loans to offer to existing customers?
- Which insurance policy to offer to existing customers?

Cross Selling?

- What loan can be offered to existing credit card customer
- What insurance policy can be sold to the bank customer?

THANK YOU!