

Improving Outcomes for Telemarketing Campaigns @ A Large Europeans Bank



BUSINESS CASE

- » Need improve outcomes for banks' telemarketing campaigns
- » Eliminate significant manual interventions in campaign list compilation
- » Create infrastructure platform to enable tailor made offers

SCOPE

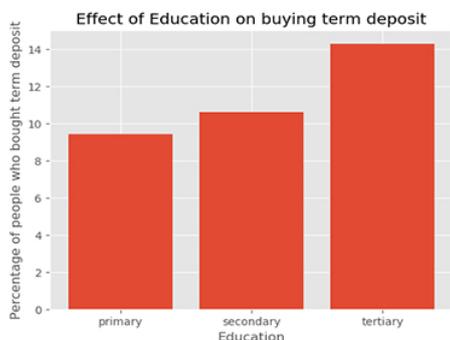
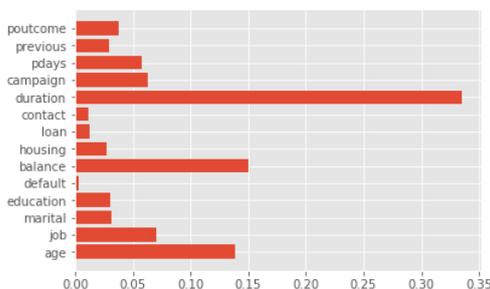
- » Analyse campaign marketing multivariate datasets for Term Deposits
- » Build & test predictive models for marketing offers
- » Optimize the selected model

BUSINESS BENEFITS

- » Improved ROI on telemarketing campaigns
- » Increased lead-to-opportunity rate enabled through customized calling lists
- » Reduced human interventions in campaign calling list compilation.

OUTCOME

Customers with the following attributes are more likely to accept offer for Term Deposit:



Housing Loan	Odds of accepting an offer for Term deposit is higher for those not having a housing loan compared to customers having one
Previous Campaign outcome	Customers responding positively to a campaign in past have higher odds to accept offer than who have not
Job Type	Students have higher Odds of accepting an offer for Term deposit than other individuals
Contact Type	Odds of accepting the offer is high when contacted on cell

SOLUTION

- » Attribute Identification - Analyze historical bank campaign data and determine the attributes that lead to customer accepting a term deposit offer
- » Build Prediction Model - Using identified attributes develop a Logistic Regression model to identify the probable customers who have more likelihood to accept a term deposit offer

