

The AI partner for a leading retail bank in UAE (This project started in March 2020)

The bank was looking to address 3 key challenges

- Cross-sell personal finance to existing customers
- Cross-sell credits cards to existing customers
- Increase liability balances of customers

How Crayon helped

The bank chose maya.ai's Big Data platforms and AI capabilities to develop customized solutions in line with their business needs.

- Leveraged our AI Studio to identify creditworthy customers having high propensity to take personal finance and credit cards.
- Leveraged our AI Studio to identify customers who do not transfer their salary nor maintain sufficient balances in their accounts but show affluent characteristics through transactions.
- TasteGraph™ was then used to identify the right offer for each set of customers.

Results

Through personalized campaigns in 2021

Personal finance

> \$ **50** Mn
Incremental bookings

> \$ **3** Mn
Total revenue to bank

Credit cards

> **10** K
New acquisitions

Liability balances

