



CUSTOMER LEAD GENERATION USING BIG DATA



Better insights
Into customer activity



Ability to
View larger & Complex Data Sets



Source New Clients
Using existing customer transactions



Competitive
Acquire Insights Rapidly

The Client

A leading corporate bank in Asia

Industry

Banking

Overview

Every business needs to generate new leads that match its target customers. A cost-effective way is to reach out to your existing customers. Our client, a leading corporate bank in middle-east, approached Quadratyx to identify available options to acquire new customers.

Business Challenge

Client wanted to identify the parties, that their key customer accounts are transacting high value transactions with. The rationale behind this activity is to identify such parties and approach them as potential leads. This will help the bank expand their assets base. However, there is limited data about the third parties.

Our Approach:

Used Hadoop technology for information augmentation and Neo4j for graph-based analytics to:

- Model transaction data as a graph, for discovery of new key accounts.
- Visualizes customer data as a graph & then displays entity information (size of company, company description etc.).

Outcomes

- ✓ Efficient usage of existing data assets.
- ✓ Use of enhanced visualization techniques.
- ✓ Low cost of customer acquisition.
- ✓ Operational necessity.