
USE CUSTOMER TRANSACTION DATA TO GENERATE POWERFUL INSIGHTS AND NEW BUSINESS OPPORTUNITIES



Introducing data insight solutions that use AI and ML technologies along with advanced analytics to extract value from customer transaction data.

CRIF CATEGORISATION SOLUTIONS

Leverage CRIF Categorisation capabilities to categorise unstructured customer transaction data along with advanced analytics to assign scores and calculate KPIs. Use these KPIs to profile customers, define credit risk avoidance plans, and identify effective cross-sell strategies. Further enrich the analysis with bureau or subject matter data to build custom KPIs and enable monitoring of KPIs.



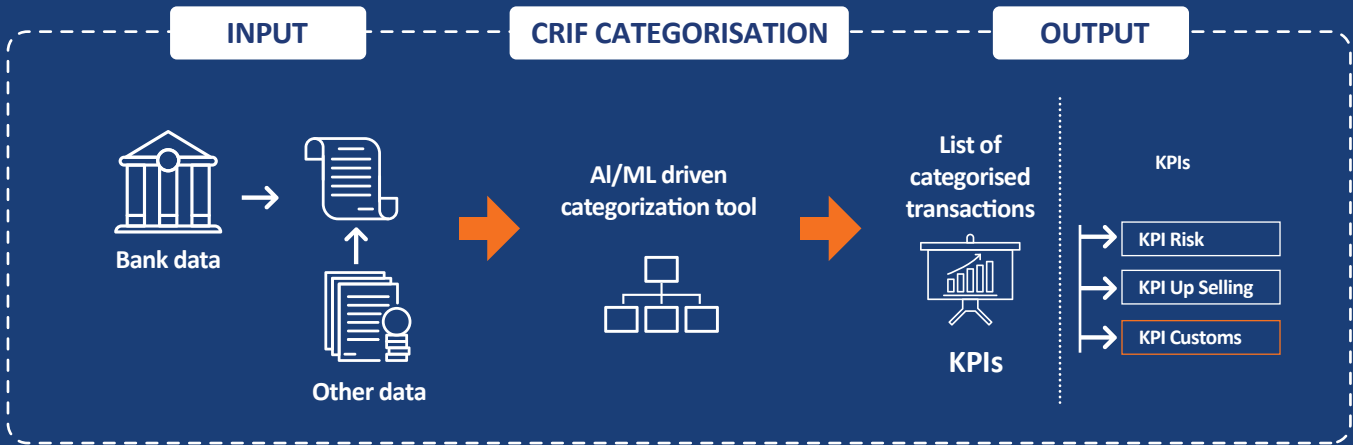
: Real time analysis, used with Account Aggregator or open banking data



: Batch mode analysis, used with existing stock data

HOW DOES CRIF CATEGORISATION WORK?

CRIF Categorisation solutions are available as an on-premise installation or SaaS offering, assuring best in class data confidentiality.



HOW CAN CRIF CATEGORISATION HELP YOU ENHANCE YOUR BUSINESS

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1. Identify customer cohorts for relevant products and service offerings and build effective cross-sell, up-sell, and retention strategies
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2. Assign and monitor predefined or custom KPIs across credit worthiness, cash flow and risk assessment for precise customer evaluation
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3. Build and automate triggers around high/low balance, loan performance, and transaction patterns for safeguarding business revenue and customer growth
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4. Optimize costs of your best performing customers, perfecting your digital campaign by targeting and optimizing your paid marketing



Contact us on 022-71712962 or k.talwar@crif.com for amplifying your business performance today.