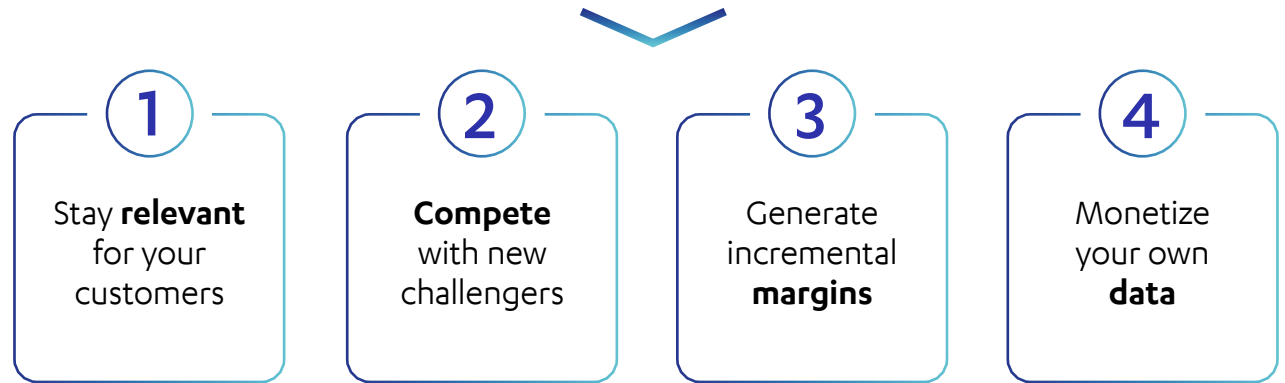




## Customer value management (CVM)

CVM is a data driven practice to increase customer's value-for-money and lifetime value at any stage of its lifecycle

## WHY IS CVM RELEVANT FOR A FINANCIAL PLAYER TODAY?



## 3 KEY SOLUTIONS TO MEET FINANCIAL PLAYERS' NEEDS

### SOLUTIONS

#### ENGAGEMENT PROGRAM



Create a long-term customer loyalty to increase lifetime value

#### CUSTOMER JOURNEYS

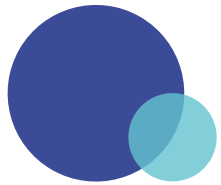


Manage customers' lifecycle with specific journeys to stimulate adoption and upselling

#### DATA SCIENCE



Use data to understand customers, target effectively and measure ROI



## WHY NEXI

### Digital payments are the key driver for customer engagement

Enabling high frequency interactions with customers, lots of insightful data to create value, real time and contextual cross/up sell opportunities



We have a **multi-year experience** in offering CVM solutions with **multiple financial players**



We have a track record of **proven results, enhancing customer lifetime value** on millions of customers



We have a **modular and scalable offering**, leveraging fully managed solutions which can be integrated in financial player digital channels with low **effort & risks**



**100+**  
Banks

**~30M**  
Cards

 CRÉDIT AGRICOLE

INTESA  SANPAOLO  Deutsche Bank



NPS **X2**



FREQUENCY **+11%**



SPEND **+10%** < **+100%**  
for engagement program members



CHURN **-2pp**



> **250** USE CASES



**40 M** CONTACTS/year



> **€ 15 M** VALUE to customers