Data Analytics as a Service (DAaaS)

High value, just-in-time analytics at low cost

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In an increasingly competitive market and facing pressure to grow margins, many banks struggle to collate and interpret data available to them from customer payment transactions.

Banks should see customer data for what it is – a strategic gold-mine.

That means they're missing out on strategic and tactical opportunities to improve the efficiency and profitability of their card business, increase transaction volumes and values and better serve different customer demographics, as well as creating new products.

Analytics path to value (data story)

Time and cost constraints mean most banks miss out on the benefits of data analytics – but DAaaS is here to help.

Banks should see customer data for what it is – a strategic gold-mine. Given how important data analysis is to success, they should approach it strategically, evaluating different data platforms and following new developments in Data Science, such as Machine Learning and Big Data techniques. They

should also maintain their data technologies at the highest level to remain competitive.

However, time and budget constraints mean most banks do not keep up with developments – or manage their data effectively. What's more, current data management tools used by banks are inflexible, and expensive to introduce and maintain. If managed and interpreted better, customer transaction data could lead to outstanding business performance, including cost/benefit analyses of card products, more targeted and effective marketing activities, the development of new products and a great understanding of how, when, where and why your customers use your payment products.

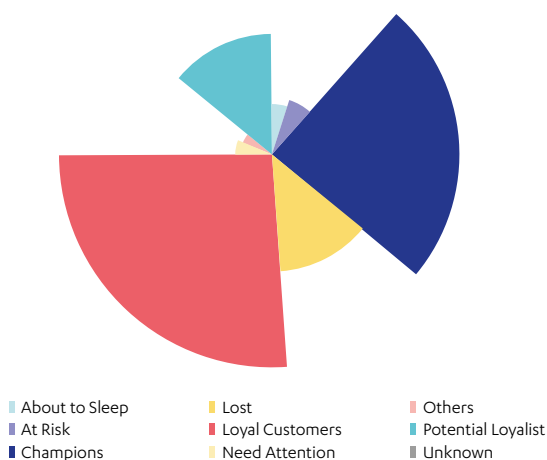## Power up your analytics with DAaaS

Nexi Croatia has developed a suite of data analytics tools that can be applied to your bank's card products – Data Analytics as a Service, or DAaaS. This product suite filters and aggregates customer transaction data and interprets it to deliver fully customised reports that group and visualise customer behaviours using RFM analysis.

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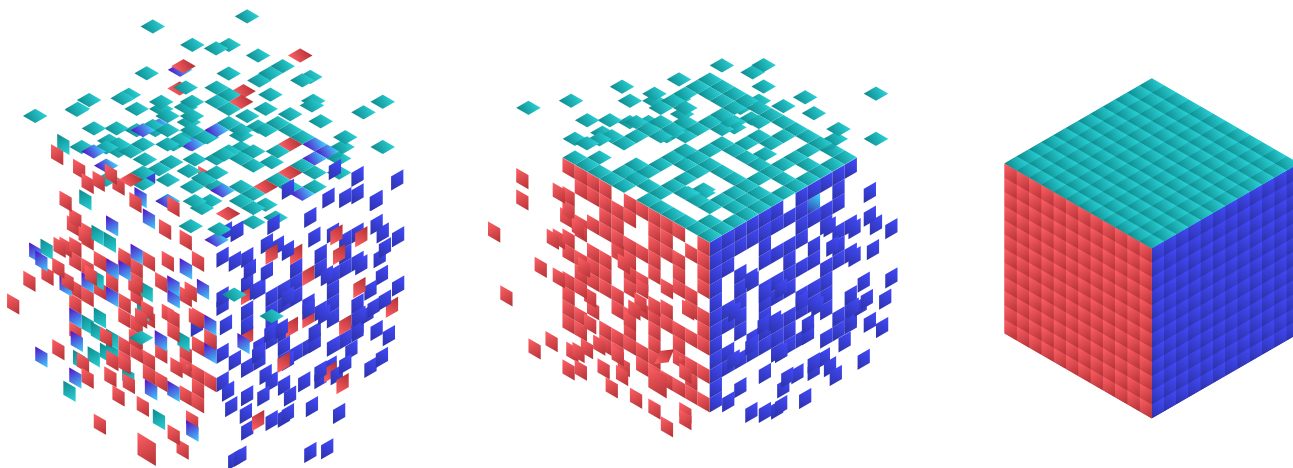
RFM analysis allows you to interpret customer behaviour by segment or card product. The basis of RFM analysis are: - How Recently did the customer use the product? - how Frequent was their use? - what was the Monetary value of this purchase?"

Our solution saves business analysts time by aggregating transaction data and comparing it to customer profiles. More than this, it also provides novel analytics through segmentation. Business analysts can group transactions by product, customer demographic, time series, location and a host of other options. Results can be compared against targets for that payment product, customer segment or other criteria, enabling the rapid development of an accurate, effective business strategy.

Customer Segmentation by RFM Analysis.

▫ About to Sleep	▫ Lost	▫ Others
▫ At Risk	▫ Loyal Customers	▫ Potential Loyalist
▪ Champions	▫ Need Attention	▫ Unknown

CREDIT = Nexi Group

Modules included in the Nexi Croatia DAaaS package include:

- **Customer segmentation** - identify and understand key areas of customer behaviour
- **Issuing/Acquiring profitability** - calculate net margin of each card product and merchant based on costs and revenue
- **Marketing campaigns** - Fast and accurate data delivery to enable the creation of targeted, effective marketing campaigns.
- **Sandbox/ Customized Business Intelligence** - learning and "practice analytics" module

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The benefits of DAaaS:

Save time and money
– the time and cost of compiling data for analysis are reduced thanks to outsourcing your requirement to experts. Costly implementations of in-house solutions are also eliminated.

Product development
– based on current customer behaviour using RFM analysis, identify and exploit gaps in the market to create new products that respond to your customer's current and future needs.

Accurate, effective product marketing –
assess changes in customer behaviour based on your marketing campaigns. Assess effectiveness of these campaigns and identify opportunities for future marketing efforts.

Puzzle Principle:
customize your analytics –add new data sets easily, create new visualizations, make your decisions rapidly and with confidence.

Cost/benefit analyses – segment overall transaction volumes and values by product, market segment, product type and demographic. Create cost/benefit analyses for each product based on this analysis and alter product portfolio, improving the overall efficiency and profitability of your business.

Just-in-Time analytics based on aggregated transaction data with fully customisable segmentation. No more waiting for weekly reports: management can access analytics according to variables and criteria they set 24/7, 365 days a year. This makes your analytics – and your strategy – more nimble and effective.

Use outputs to compare product/ business unit performance against targets and amend strategy accordingly. No more impressions or "gut feel" – Nexi's DAaaS delivers hard performance numbers against targets you select, enabling you to assess the effectiveness of current approaches and identify optimal strategies.

About Nexi Croatia

Nexi Croatia d.o.o. is part of the Nexi Group, a European PayTech operating in high-growth, attractive European markets and technologically advanced countries. We specialize in cutting-edge technological infrastructure and services for financial institutions, central banks, companies, and public bodies in the field of payments, cards, network services, and capital markets.

At Nexi Croatia we are dedicated to developing and managing payment business at the international level. This global mindset is reflected in our customers, staff and locations, while we make every effort to provide our clients with services and solutions that fit their specific needs, local particularities, cultural differences and regional complexities.

Our growing team includes more than 300 professionals, whose combined knowledge, creativity and enthusiasm aid in delivering quality service and value to our clients.

For more information please visit: www.nexi.hr or www.nexigroup.com

For more information about how your bank can benefit from outsourcing your data aggregation, management and analysis to the Nexi Croatia DAaaS package, get in touch with:
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