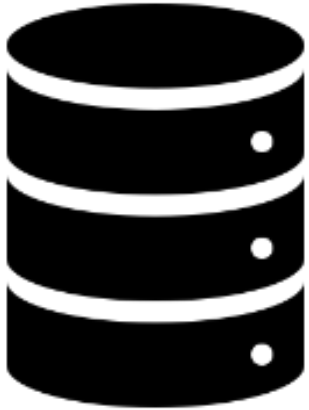
DATA SOLUTIONS

KEY FOCUS SEGMENTS

BECOME UNIQUE!

KEY FOCUS SEGMENTS!



01

DATA SOLUTIONS & ANALYTICS!

An advanced central data solution comprised of various in-depth segments that allow for custom & advanced analytical modelling!

02

COMMUNICATIONS SOLUTIONS!

Various cross media communication solutions & systems allowing for maximum exposure, reach & customer interaction & support.

03

STRATEGIES - GROWTH & RETENTION!

Driving turnkey solutions & strategies for data acquisition, customer satisfaction, insight & retentions models.

04

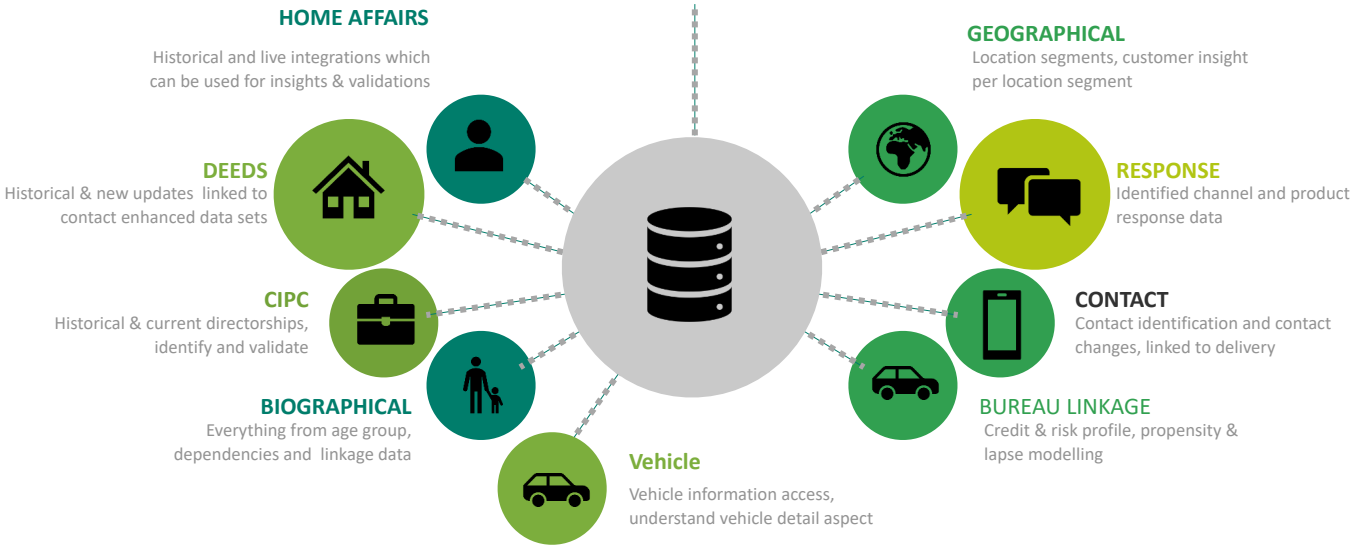
INDEPENDENT SELF-EXPANSION

Developing a central, internal data co solution to allow dedicated internal self modelling, acquisition & insights

DATA ASSETS & INTEGRATIONS

LIVE DATA FEEDS

CENTRAL DATABASE ESTABLISHMENT



USING DATA TO UNDERSTAND YOUR CUSTOMER

Mind Map

CURRENT LIFE PHASE

Is your consumer market married with a family? How does their family status affect product acquisition and channel response?

FINANCIAL WELLBEING

Do your consumers have secure financial forecasts? Are they likely to lapse under financial strain?

FINANCIAL ASSETS

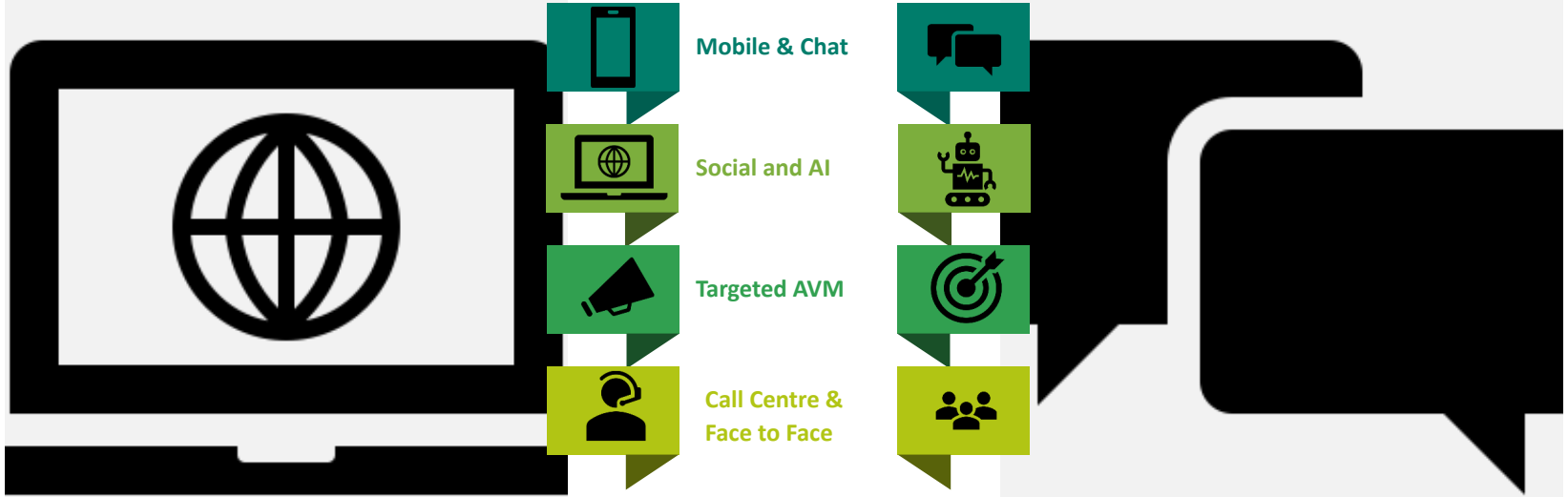
Does your consumer market have a loan and are they buying a house? Will they need product to accommodate their new requirements?

LINKAGE FOCUS

Who are consumers related to? Is there scope for products and services or client extension?

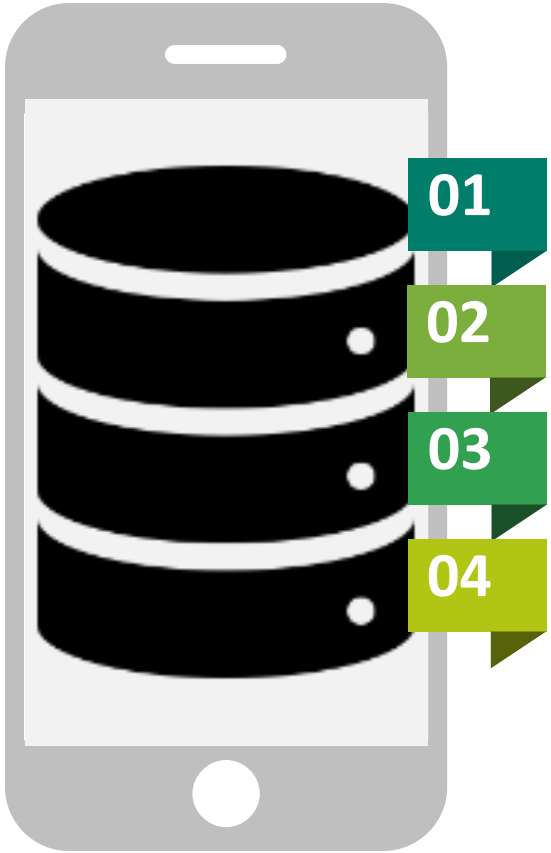
COMMUNICATION TOOLS

Multi-Channel



INTENSIFY MOBILE STRATEGIES

MOBILE DATA STRATEGY



TARGET SEGMENTED CLIENTS

Targeted age groups, location segments and status groups.

UNDERSTAND CHANNEL RESPONSE

Understand which clients reach out through what channels and how they interact.

FOCUS ON VALUABLE CLIENT ASSETS

Using propensity modelled solutions & bureau integrations, have a full analytical overview of the data market

CUSTOMISE COMMUNICATION

Use data insights to drive focused communication initiatives. I.e. Birthday messaging, market insights, consumer feedback and government support

INTEGRATING DIRECT & SOCIAL STRATEGIES

Monitor

ALIGN DIRECT & SOCIAL CAMPAINGS

IDENTIFY DIFFERENCES IN RESPONSE

CUSTOMISE FUTURE MODELLING

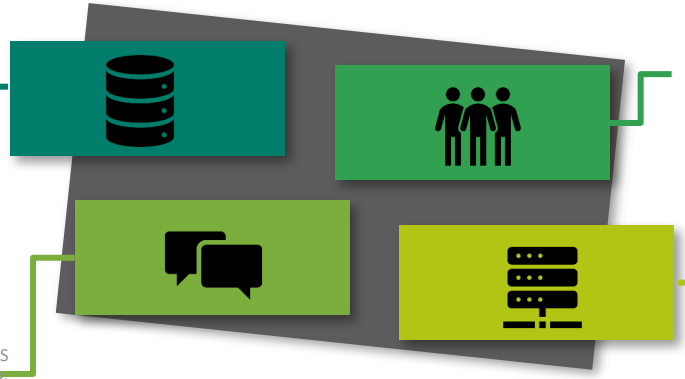
By using direct communication tools & data strategies, you are able to drive social interaction and growth to a verified focus group.

DATA CO INITIALIZATION

BECOME SELF DEPENDENT

DATA CONSOLIDATION

CENTRAL DATABASE CONSOLIDATION FOR CUSTOM DRIVEN CAMPAIGNS , IMMEDIATE RESPONSE, LIVE REPORTS & PERFORMANCE REVIEWS



DEDICATED TEAM

INTERNAL DEDICATED TEAM TO MANAGE DATA, COMMUNICATION ROLLOUT AND STRATEGIES

COMMUNICATION TOOLS

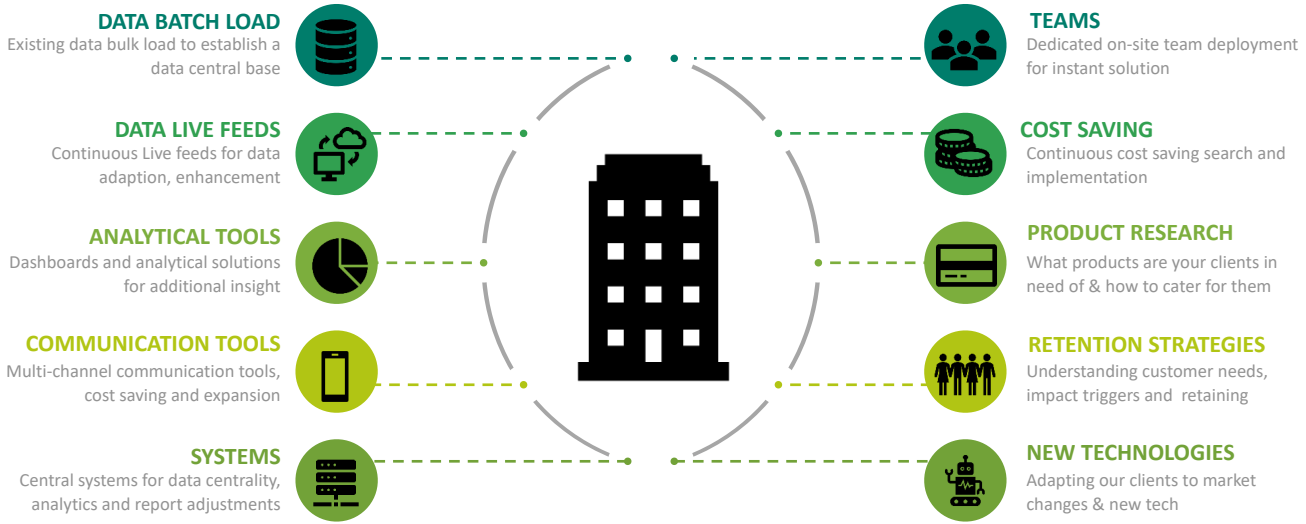
INTERNAL COMMUNICATION TOOLS ROLLED OUT TO CUSTOMISE & ALTERNATE CUSTOMER &NEW CONSUMER SOLUTIONS

CUSTOM TOOLS

REPORTING & ANALYTICAL DASHBOARDS TO FOCUS LIVE CAMPAIGN FEEDBACK & ADAPT FUTURE ROLLOUTS

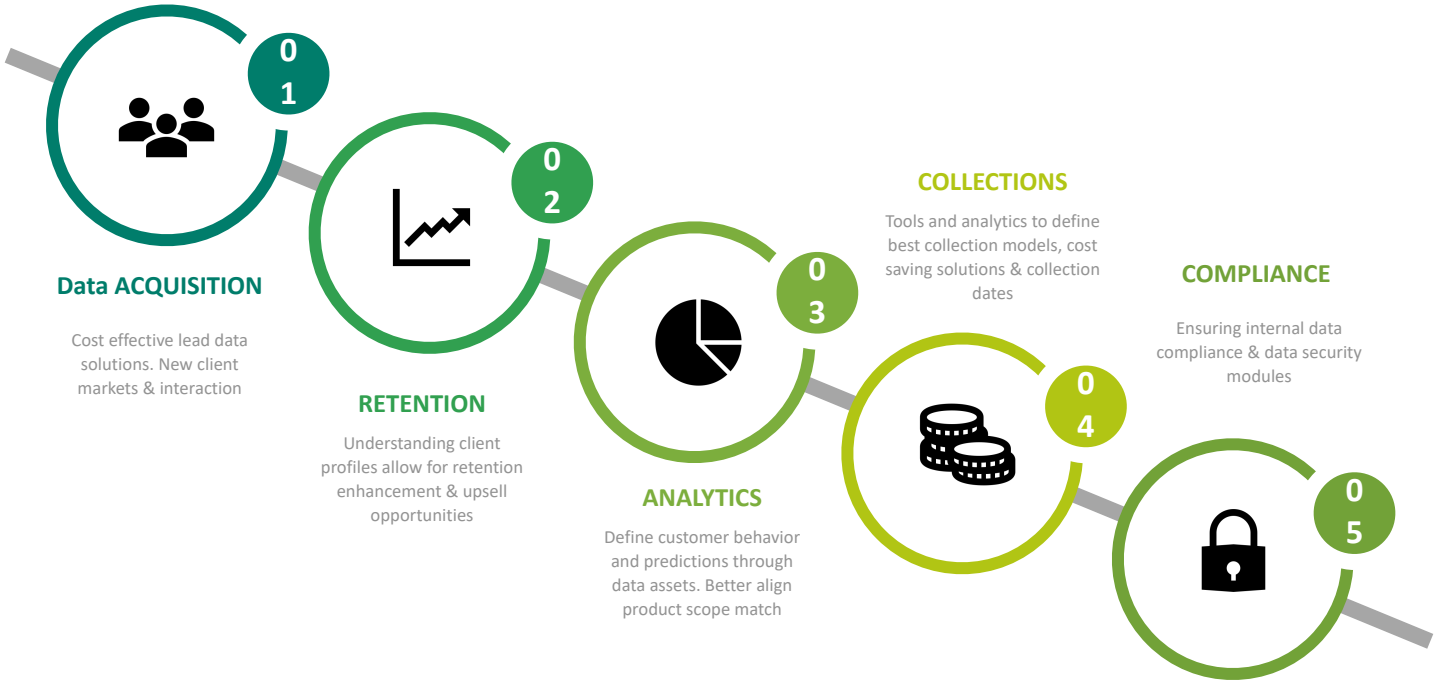
WHAT DO WE BRING TO OUR CLIENTS

TURNKEY SOLUTIONS



WHAT WE ENABLE

Awesome Features



CUSTOMER RETENTION

BENEFIT OPTIONS

DATA INSIGHT FOR ADAPTION

Understanding a customer allows for product interaction and adaption for extended retention

VAS INTEGRATION

Both VAS & product integration for additional customer value, customer insight and safeguards.

EASE TO COMMUNICATE

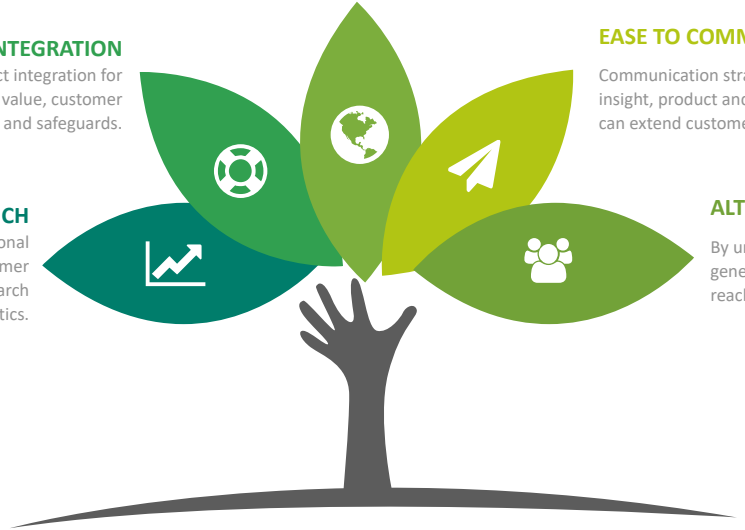
Communication strategies for ongoing insight, product and services feedback can extend customer retention.

ADDITIONAL PRODUCT LAUNCH

Use insights to allow for additional product scopes. Customer engagement with live research analytics.

ALTERNATIVE CUSTOMER

By understanding customers outside the general target market increases services reach and adds additional product scope.



INDEPENDENT COMPLIANCE

SEPARATE COMPLIANCE STRUCTURES

NEW TECHNOLOGY COMPLIANCE

INDEPENDENT DATA FOCUS

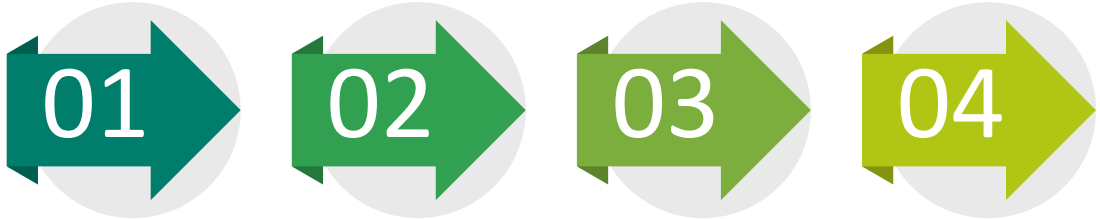
DATA COMPLIANCE STRATEGY

MARKET & PRODUCT INSIGHTS

100%

DATA DRIVEN INSIGHTS

Key Performance



IDENTIFTY DATA SEGMENTS

Internal profiling capabilities enable our client to enhance their customer growth with segmented client focus

REMOVE EXISITING OVERLAP

Removing existing clients on book to separate strategies for new and existing clients.

STRATEGIC COMMUNICATION

Identify communication tools that give you an edge over competitors.

ENHANCE MODELS

Use customer behavior to adapt and alter conversion rates and new market focus segments

LIVE ID VERIFICATION

Direct Integration

ID API or Fingerprint API

Return Information linked to ID / Fingerprint authentication

Photo Return

Marital & Deceased Verification