

Predictive Analytics — Financial

SIGMA employed its predictive model expertise to help a bank's telemarketing effort increase annual revenue by 1.8 million.

Objective:

Increase leads through a telemarketing program by supplementing it with data-driven information to better understand the person being contacted.



Approach:

Our approach included profiling Phone Bank and D&B data, and developing predictive models of that would maximize the telemarketers' success. A pilot program was implemented to evaluate performance of models and provide further data. The final product was an ongoing scoring of telemarketers' leads



Outcome:

Our client saw a substantial increase in revenue and we enabled the telemarketers to have many more successful calls. We estimated a \$1.8 million increase in annual revenue over 12 months as a result of our efforts!



Insights:

Two models were built to help increase leads of phone bank activity —

Key predictors for contact model:

- Legal status: corporation, partnership, etc.
- Credit code: low risk, moderate risk, high risk
- Customer penetration: percentage of customers by geographic groups
- Market segment: 22 D&B demographic based classifications

Key predictors for conversion model:

- Credit code
- Contact likelihood (SIGMA-modeled variable)
- Legal status
- Market cluster

Conversion Model Lift: 50% of the attempted records represent 75% of the desired targets. The models provided a 28% improvement in referral rate and a 9% improvement in conversion.



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