Utilizing Advanced AI Resources for HNI Customer Retention

Using AI to Retain High Value Customers

Challenges

In terms of their steadfastness in generating revenue for the banks, a portion of the banks' customer base is very significant. Via withdrawal/transfer, credit cards, home loans and other financial items, these clients regularly generate revenue. Simple churn analysis is the general practice based on standard rules based on the generic behavioral pattern of customers to detect potential churn risks. However, the usage of rule-based churns is not flexible and often raises false alarms. In that scenario, the bank or the financial organization is at risk of giving undue privileges to customers who would otherwise not leave their bank.

Opportunity

AI is a potential problem solver with its ability to handle complex data and its correlation with different customer behavior to filter out the most valuable customers from the entire customer database. That classification and filtering would be done with the help of an AI-based platform which would also identify the best customer offerings to prevent attrition. With AI, one can easily identify why a customer is at risk and allow the financial or banking institutions to take necessary steps against it.

What AI actually does in reality?

AI has certain capabilities which makes it a very sought-after platform in today's market. Unlike traditional software platforms, AI has the capacity to set a historical check of all the previous data sets and map them with the reciprocal gradation in terms of their value of concern to banks and financial institutions. This behavioral analysis by mapping the data with the predictions to find discrepancies and anomalies in the record to mitigate predictive errors for all future data makes AI special!

The ability to perform a historical search and segregate the flags appropriately against the relevant data sets helps to enhance future predictive capabilities. The historical checks of the past help to remove anomalies and recognize exceptions that have merged with previous forecasts. The beauty of AI lies in analyzing historical data sets and mining the entire data set. Once the anomalous data is removed from the data set, the next set of predictions is more accurate in terms of correlation to real-time behavior of the data. It helps to optimize predictive outcomes in the long term and to improve the accuracy of forecasts as well.

The Transformative role of AI in Life Insurance

In the world of life insurance, Artificial Intelligence plays a significant transformational role. A sharp response from the life insurance industry has been triggered by the latest trends in digitization and automation, resulting in the involvement of AI. If we take a slice out of a standard insurance market model, then we would find that the key to success in the insurance sector lies with finding and building strong customer relationships. In reality, harnessing the AI's power has actually transformed the very complexion of the insurance market with better customer retention, satisfaction and risk mitigation. The risks in the insurance system arise from potential customer frauds. In mitigating these frauds and safeguarding the client chain, AI has played a very important role. Businesses are using AI for a number of reasons such as risk management, fraud detection, optimized marketing and customer retention.

Some of the areas where AI has played a very important role in terms of:

- Fraud Mitigation – Locate and prevent fraud with AI driven authentication* (estimates suggest that the overall revenue lost due to insurance fraud in the US is $40 billion per year)

- Customer Retention – AI helps in identifying the risk group from the entire customer database and sends it across to the specialized retention panels

- Personalized rate management

- Personalized product bundling

- Claims Management

Sources

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ABOUT DIAMANTE BLOCKCHAIN

Diamante Blockchain is a global, decentralized finance platform successfully implementing and developing a competitive blockchain-enabled ecosystem for trade, payments, and financing. We proudly provide our consortium with payment and line of credit solutions built on our proprietary blockchain infrastructure.

The Diamante ecosystem will encompass individuals and enterprises throughout the entire global finance supply chain and will give members immediate access to i) PayCircle - PayCircle allows businesses and individual to Custody, Send & Receive multi-currency (USD/AUD/CAD/EUR/JPY) Fiat and Digital assets (BTC, ETH, ERC20 based tokens and stable coins like USDT) anytime & anywhere, 24/7 and 365 days, ii) CreditCircle - a decentralized finance application where individuals and businesses can opt for receiving loans and credit at a relatively low-interest rate compared to traditional financing, and iii) Diamante Net - a safe and secure blockchain network where participants can connect, interact and transact with each othe