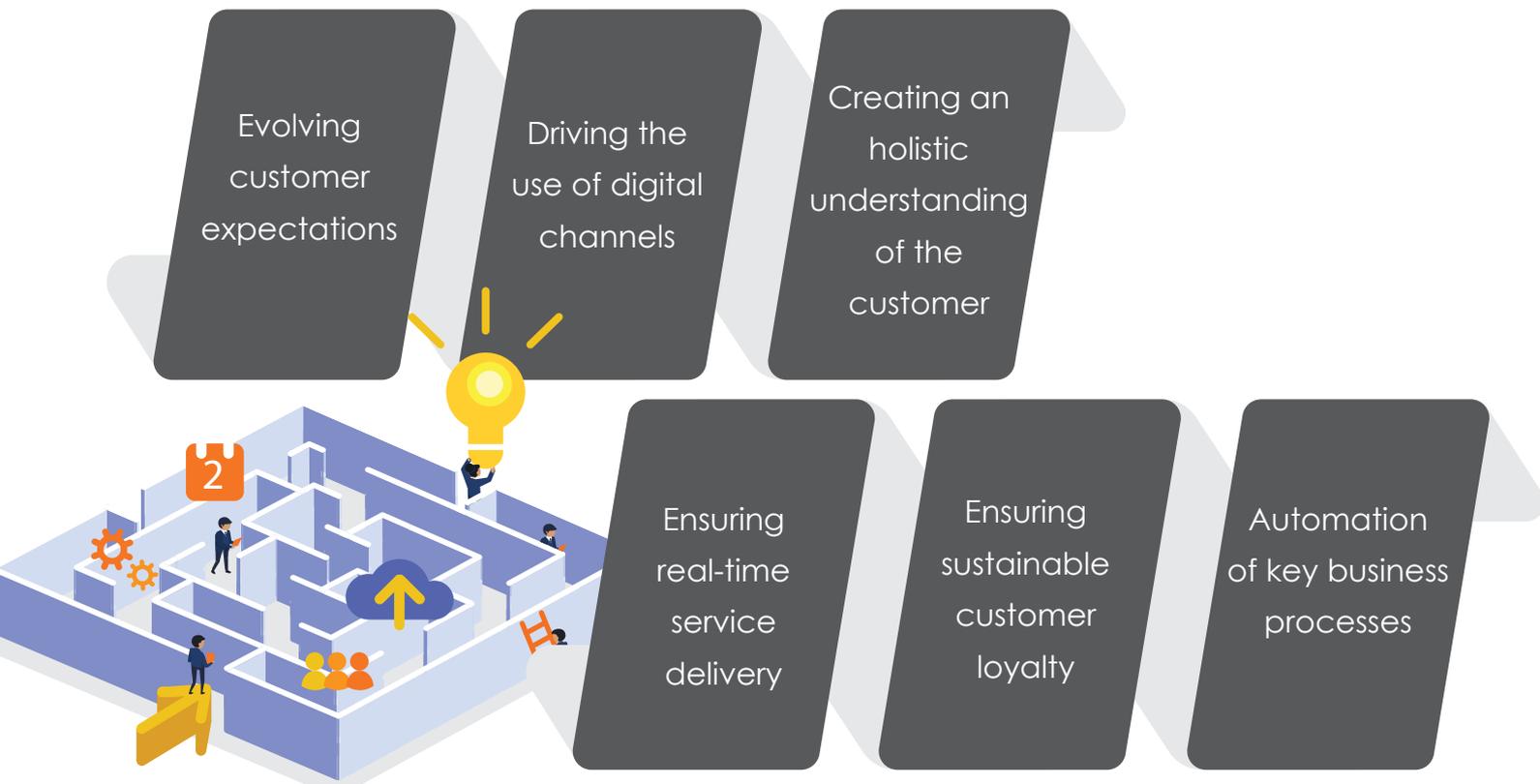


# MobiLytix™ Banking Customer Value Management

Advanced Machine Learning-driven Customer Value Management for Banking, Financial Services and Insurance



In an increasingly digital world, the Banking, Financial Services and Insurance (BFSI) sector faces multiple challenges



In this context, the bottom-line is offering personalized services in time, on time and at the right time

## **Mobilytix™ Banking Customer Value Management**

Supporting the BFSI sector, MobiLytix™ is a machine learning-driven real time marketing platform

### Key Features

Enables revenue growth by monetizing micro moments of customer interaction

Utilizes predictive and prescriptive analytics to gain actionable insights

Delivers personalized customer engagement



## Real Time Platform



- Real time event detectors to identify events and trigger launch of marketing campaigns
- Real time sub-second decisioning
- Comprehensive workflow management to manage the customer engagement
- Insightful visualization and reporting



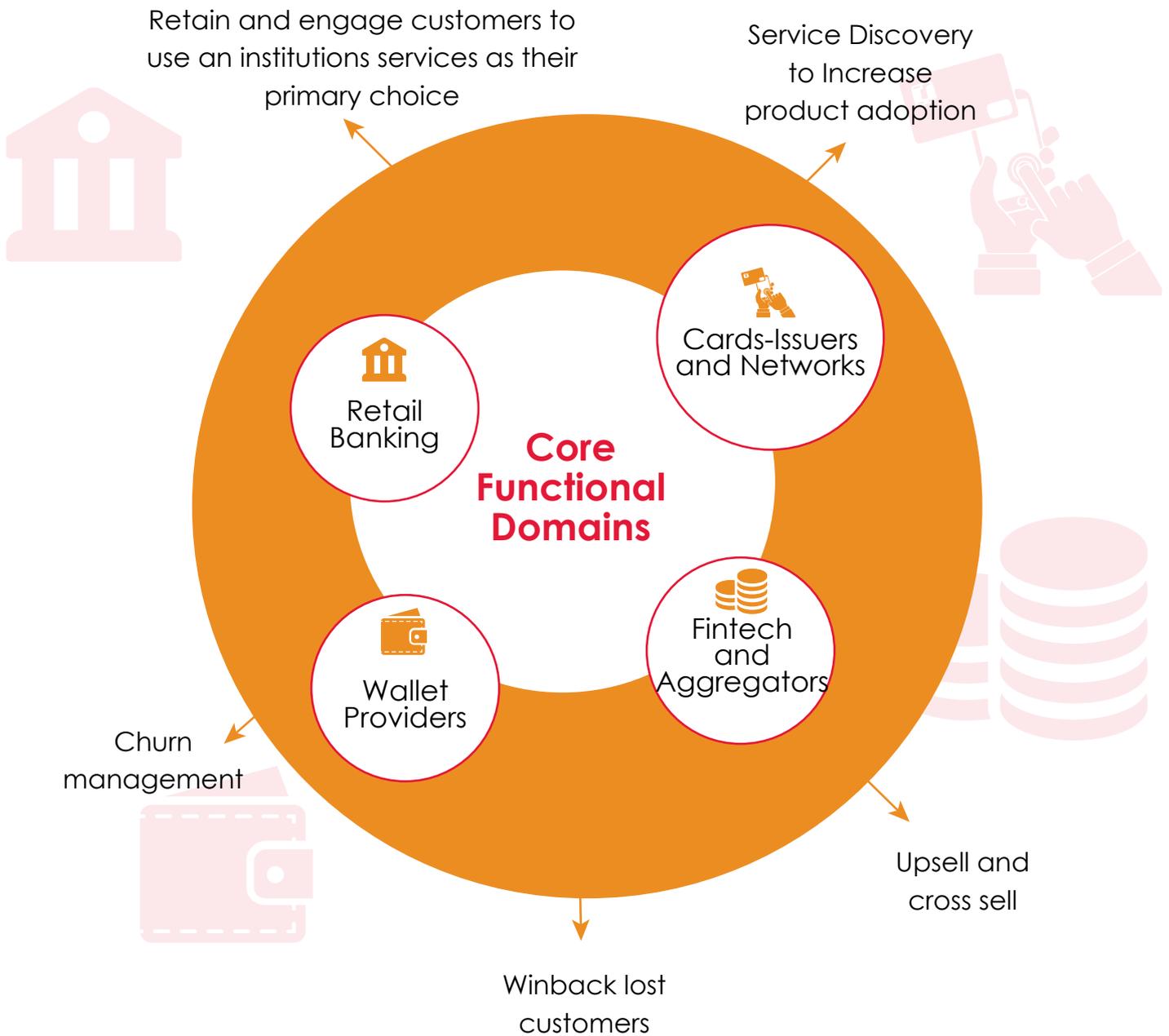
## AI at Scale Platform\*

- Enables faster Data Monetization
- Improved business gains through self-learning models
- Accelerated model building processing by 10x
- Reduction in time and cost of modelling due to Automation at Scale
- Combines historical and real time data to derive superior insights in real time



*\*Powered by Number Theory*

# Domains and Usecases



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