

Profiting in a Difficult Era

**“The key in business is to know something that
nobody else knows.”**

-Aristotle Onasis

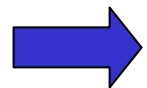
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Who we are.....

- Laiki Bank was founded in 1901 in Cyprus
- Merged with Egnatia Bank and Marfin Bank in 2006
- New Bank: Marfin Laiki Bank – member of MIG
- Strong International Presence in 11 Countries
- In Cyprus:
 - 115+ branches
 - 2600+ Employees
 - Offering a full range of banking services

The Problem.....

- Bad Economic Times
- Consumer Psychology
- Saturated Local Market
- Banking “Wars”
 - Deposit Interest Reached 7%
- Reduced Marketing Budget
 - 2009 Budget Reduced 40%



“You can't do today's job with yesterday's methods and be in business tomorrow”

Unknown Author

The Solution.....

- Lead Generation.....
 - Get to Know OUR Customer
 - Eliminate “Bad” Leads (More is NOT Best)
 - “Good” Leads Needed Quantitative Data
 - Used Metrics and Lead Tracking
 - Data Mining Using PASW Modeler
(formerly known as Clementine)

 *High Number of Small Targeted Campaigns*

The Applications.....

- Customer Segmentation
- Reduce Cards Churn Project
- Reactivate Dormant Card Holders
- Customer Value Project (RV + CV + FV)
- Product Sequence
 - Understand how customers buy products
- Next Best Offer Project
- Customer Data Enrichment (310 variables to describe a customer)
 - RFM
 - Cash Withdrawal
 - Cheques Issued
 - Merchant Card Categories Used
- Branch Analysis & Reporting

The Results.....

- Savings Campaign: 11 million Euros new deposits in 2 Weeks *(no ads, just utilized generated leads)*
- Cards Campaigns Sample Results

	Churners	Dormant
Targeted	5118	5319
Responded	1483 (29%)	372 (7%)
Activated (4trx per month past 6 months)	981 (66% or 19.2%)	145 (39% or 2.7%)
Transaction Value	109 Vs 62 Euro	102 Vs 0 Euro
Transaction Count	7 Vs 3	4.5 Vs 0
Gain Vs. Control Group	5x	7x

Thank You !!!

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