

# Personalization & Lead Management

with **Databricks Data Intelligence Platform**



Banks and payments firms are under pressure to accelerate growth, elevate customer experiences, and outpace digital-native challengers. To compete, industry leaders are turning to data intelligence to generate new revenue, personalize experiences, and streamline operations.



**72%**

of banking customers say personalization influences their choice of bank<sup>1</sup>



**\$700B**

in new annual payments revenue by 2028, but growth is slowing, pushing banks to seek new revenue streams<sup>2</sup>



**14%**

of customers describe their financial institution as “extremely effective” at delivering contextually relevant experiences and offers<sup>3</sup>

## Personalization & Lead Management with Databricks Data Intelligence Platform

### Prospecting Campaigns Development

Identify and prioritize high-value prospects using data-driven segmentation and predictive analytics.

### Hyper-Personalized Banking

Deliver tailored offers, recommendations, and experiences in real time to boost engagement and loyalty.



### Cross-Sell and Up-Sell

Increase wallet share by surfacing relevant products and services based on customer behavior and needs.

### Churn Prediction and Segmentation

Detect at-risk customers early and deploy targeted retention strategies to reduce attrition and maximize lifetime value.

## Data Intelligence in Action

**NAVY FEDERAL Credit Union**

Automate data pipelines, cut deployment time by 90% and enable real-time member insights.

**6-week** time to market for a new real-time omnichannel application

**Discovery Bank**

Centralize machine learning and personalization to improve banking experiences for users.

**40% uplift** in the impact of customer engagement activities

**ABN•AMRO**

Modernized its platform to launch products faster

**10x faster** and accelerate customer insights for growth

**SCB ไทยพาณิชย์**

Unified data and AI to enable real-time personalization.

**2x increase** in digital loan approvals and rapid customer growth

BUSINESS IMPACT

● Prospecting Campaigns Development

● Cross-Sell & Up-Sell

● Hyper-Personalized Banking

● Churn Prediction & Segmentation

## Accelerate Growth Today

Unlock customer data for personalized experiences, smarter leads, and new revenue.

- Request a follow up with a Databricks account executive.
- Explore Databricks partners, like Deloitte, Wipro, or Tredence, for CRM, Adtech and banking solutions.
- Collaborate with Databricks to rapidly build and deploy proofs of concept.

Start transforming your customer journeys and lead management with **Databricks Data Intelligence Platform**.

DATA INTELLIGENCE FOR BANKING



<sup>1</sup> Accenture, Banking Consumer Study 2025

<sup>2</sup> BCG, Payments Industry Growth Slows as Cash-to-Digital Shift Reaches Peak

<sup>3</sup> TSYS, Banks need data-driven answers to improve hyper-personalization, 2025