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 bank¹



\$700B

in new annual payments revenue by 2028, but growth is slowing, pushing banks to seek new revenue streams²



14%

of customers describe their financial institution as "extremely effective" at delivering contextually relevant experiences and offers³

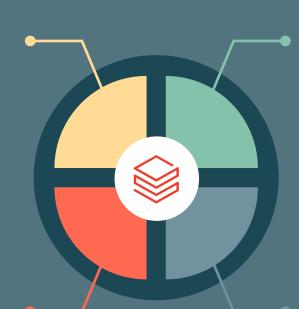
Personalization & Lead Management with Databricks Data Intelligence Platform

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



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



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

40% uplift in the impact of customer engagement activities



Modernized its platform to launch products faster

10x faster and accelerate customer

insights for growth



Unified data and AI to enable real-time personalization.

2x increase in digital loan approvals and rapid customer growth

- 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



