



# THE QUANT MARKETING COMPANY

## Key Contacts:

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## Banking – Developing powerful propositions from data

**The problem:** Our client is a major international retail bank. Its objective is to increase the size of the UK customer base. To achieve this needed a robust analysis of the potential market from a customer perspective, using customer transactional data and market research, and then to use the insight to develop an exciting customer, channel and product marketing programme.

**The solution:** Quant created an initial segmentation based on existing customer behaviours identified from transactional data. Key groups of customers were established and more analysis carried out to gain insight into their behaviours and to generate propositions that would attract new customers. A series of these were then tested in market research, and the results used to refine the customer propositions and develop a detailed new customer acquisition programme including product and branch design, service improvements and marketing communications.

**Outcome:** The data and research led approach led to a segmented marketing programme that is able to attract a wider range of prospective customers through being more relevant to more people. The programme is now being implemented across the organisation.

Our client has been delighted with our contribution and said:

*“ Quant has been able to contribute a huge amount of customer insight to the project through its data analysis and research skills. They have also helped us to develop a powerful customer acquisition programme based on a well thought through strategy” Head of Customer Development*

