FROM INFORMATION & ANALYSIS TO
MAXIMUM DECISION IMPACT

Discover how we enabled personal banking via Mobile app on different mobile platforms

About the Customer

The customer is a leading Leisure & Hospitality provider. Over the last decade, it has established itself as a market leader in the family holiday business. The company's objective is to rapidly increase its bouquet of resorts to provide more variety in holidaying options, enhance its service levels to its members and gradually improve customer acquisition for increased revenues. It gets over 17 million prospects annually through multiple channels of business enquiries – website, sales agents, promotional campaigns, outbound calling etc.

The client required a solution that would enable higher conversion rate from leads to sales, increase revenue potential, keep the cost low and improve operational planning and forecasting.

Challenges

- Conversion of leads to sales was very low at 0.09%, thereby significantly increasing the cost of acquisition and diminishing ROI

- Lead Prioritization: Leads for outbound calling were not prioritized based on likelihood of conversion.

SOLUTION APPROACH

The Tech Mahindra solution provides insights to customer acquisition teams in identifying the right customer segments to be targeted for acquisition. The solution aggregates data from multiple sources like prospect data and membership information and transforms the data to analytical KPIs.

- Advanced analytics algorithms and statistical techniques were applied on the transformed data to predict likelihood of each prospect to convert to a sales lead.
- The analysis of prospect data is aided by predefined reports and dashboards

Tech Mahindra was one the earliest service providers to embark on building an Analytical Platform that enables an Authoring environment for end consumers in the "Self Service Predictive Analytics" space

This solution facilitated and hosted by Tech Mahindra lessens the burden of planning, owning, and maintaining costly IT infrastructure & platform. The solution implemented for Leisure & Holiday service providers brings a state of the art AaaS (Analytics-as-a-Service) solution stack that uses best-in-class products.

Tech Mahindra brings in Frameworks/ IP, Best practices, assets & expertise around Business Intelligence, Data warehouse, Big Data & Business Analytics. In addition brings in extensive vertical knowledge base & Technology Platform partnerships.

Value Delivered

7%
Improved conversion rate

5,000,000
INR incremental revenue for the client

Benefits

Minimal OPEX:
Measured breakeven period for OPEX investments was as low as 7 Months

NO CAPEX:
The solution was built on PRISM- Predictive Insights from Tech Mahindra platform on Tech Mahindra premises. Only the data was transported between systems

Improved Conversions:
Opportunity conversion rate expected to improve from 7% to potentially 10% - 15%

ANALYTICS IN ACTION
The Solution Potpourri
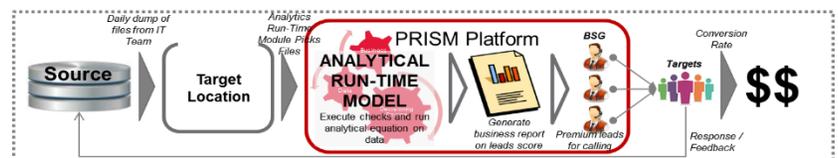
The diagram illustrates the solution stack for Lead Propensity scoring delivered to the customer. The solution was hosted on Tech Mahindra premises. Customer had provided the required leads data. Tech Mahindra's solution team including Data scientists agreed on attributes that were desired for effective analytics and the results were provided to the customer. The implementation of the simple, yet scalable solution, was completed in just 12 weeks and it brings to the table, quick provisioning that is centrally managed.

ABOUT TECH MAHINDRA
Tech Mahindra is a specialist in digital transformation, consulting and business re-engineering solutions. We are a USD 3.8 billion company with 103,600+ professionals across 90 countries. We provide services to 750+ global customers including Fortune 500 companies. Our innovative platforms and reusable assets connect across a number of technologies to deliver tangible business value to all our stakeholders. Tech Mahindra is also amongst the Fab 50 companies in Asia as per the Forbes 2014 List.

We are part of the USD 16.9 billion Mahindra Group that employs more than 200,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology, financial services and vacation ownership.

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**Connected World.
Connected Solutions.**