



A unified view of the customer

Our story

The one-size-fits-all approach to marketing messages has been substituted at UniCredit Bank Serbia by a customer-centric approach that doubled the number of products and services sold in its inaugural year.

UniCredit Bank Serbia sought to shift from a reactive to a proactive approach to marketing. Before adopting analytics, selection criteria was performed mainly on an eligibility basis (i.e., if eligible - then offer), resulting in large target group selections and a one-size-fits-all approach.

With help from SAS, UniCredit Bank Serbia integrated eight sales channels - direct marketing, branch, contact center, ATM, SMS, email, e-bank and mobile banking - to get a complete picture of each customer.

Analytical models have helped the bank execute more than 125 new inbound and outbound campaigns per year. Campaign conversion rates have risen to 12 percent, and 30 percent of all product sales are attributed to the new campaigns.

The bank can react to market changes, and quickly launch new campaigns to eligible clients.

"To use an analogy, analytical capability is like driving a fast, new sports car compared to an antique car," Dimić says. "There is a time and place to drive an antique, but it's certainly not in today's competitive market."

"We now have insight into how customers first interact with the bank, what the logical next-best offers should be and how to best retain customers moving forward."

Bojan Dimić, Head of Customer Relationship Management