



Initiative	Measurement	Expected Result
Financial Intelligence	<i>Reduce operational cost by 15%</i>	<i>Significant 15% savings</i>
Human Capital Intelligence	<i>Reduce attrition by 50%. Predict who is going to leave: 80%</i>	<i>Increase employee retention by 15%</i>
Advanced Marketing Analytics	<i>Automated execution of customer intelligence. Manage sophisticated, timely, customized personal communication strategies (including multi-channel and multi-stage campaigns). Manage entire campaign lifecycle—from initial analysis of customer information, to development and execution of campaigns, to campaign results measurement</i>	<i>Increase customer spending 30% – 50% annually</i>
Video Analytics	<i>Collect data at all customer visual touch points and with analytics turn visual data into knowledge. Understand and anticipate customer behavior. Meet customer needs and build more profitable customer relationships. Gain a holistic view of a customer's lifetime value. Increased customer up-sell by 15%.</i>	<i>increase customer up-sell by more than 15 percent</i>
Web Analytics	<i>Understand and predict customer behavior on website to increase response rates and better identify profitable customers. Increased customer cross-sell by 15%.</i>	<i>Wallet share from 36% to 40%</i>
SMS Marketing	<i>Establish bi-directional communications with patrons and staff using SMS. Increased customer cross-sell by 15%.</i>	<i>Wallet share from 40% to 45%</i>
Risk –AML Accelerator	<i>Identify potential fraudulent transactions or high risk patrons (terrorism, etc)</i>	<i>Comply with regulations. Avoid high risk situations.</i>