



Salient Solutions

for Financial Services

Balancing Risk, Growth and Profits by Optimizing Customer Relationships

*“What is our business?” is not determined by producer
but by the customer.”*

-Peter Drucker

The Challenge

Changing from revenue focused customer relationship models where marketing is focused on characteristics that “may” represent customer behavior to one that identifies consumer segments not only by products that “will” attract their revenue, but also reduce risk and increase profit.

In today’s financial market, profitable customer relationships require balancing the institution’s value to the customer with improving the customer’s value to the institution.

How?

Get a holistic view of both customer segments and of every important customer:

- connect marketing efforts directly to customer behavior and profitability
- give customer facing associates speed of thought access to information that allows them to match the customer to the product to the institution’s profit goals
- measure the value of marketing programming that *may* attract to those that *will* attract the most profitable customer segments
- make data from on-site, direct mail, virtual marketing and sales coherent
- redefine market segments to focus on “lifetime” relationships
- get customer insights – which may leave and which may have value for a lifetime
- identify products each segment will buy and which of those will produce the most profit



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Salient Corporation offers a comprehensive technology for activity based measurement of value added by every customer, employee and marketing event.

The technology has two parts:

***Salient's UXT®** in-memory analytical processing engine for full automatic scoring of value creation, i.e., the ratios of investments to net value created by them, down to the individual customer relationship and up to all higher responsibilities.

***Salient Interactive Miner™ (SIM)** integrated user software, which enables non-technical persons to perform interactive value source interrogation and analysis without technical support. SIM is the knowledge transfer device, a way to institutionalize the understanding of value sources and, at the same time, make responsibility for value creation both personal and transparent.

Salient Technology will show the way to providing greater benefits to customer segments while improving profits and reducing risk by making visible:

- wallet share by segment and customer
- on demand demo and psycho demographic detail by customer segments
- cross-selling opportunities
- virtual competition

About Salient

Salient Corporation makes very large scale in-memory intelligence technology for ad hoc data interrogation, visualization and root cause analysis. The company provides continuous audit, performance monitoring and forensic applications for business, health care, education and government.

