

**Step Three -  
BUSINESS CASE**



**7 STEPS TO A SUCCESSFUL  
DECISIONING PROGRAMME**



**HOW CAN ADQURA HELP?**

Team of on-demand customer decisioning experts, with over 12 years experience and knowledge gained across 15+ projects

Unique blend of experience from working across business, channel and technical areas, in project & bau mode

Case studies demonstrating significant financial returns and shared learnings

Assessment approach which will help you to identify what you need, the range of options that are relevant to you and to choose a capability that best meets your needs

Strategic development tools which will help you to define your strategy, business case, roadmap, delivery and ongoing support

Sophisticated toolkit with modules which will be tailored to your needs, enabling successful delivery of your own programme

A consultative approach, helping businesses across a range of areas including decisioning and strategy consulting, architecture and delivery services



To access a full white paper on 'Business Case' email: [annette.kerlin@adqura.com](mailto:annette.kerlin@adqura.com)

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The scale of your vision and strategy for the customer decisioning programme, will dictate the factors needed to devise your business case. It is not just about the revenue it can generate, it can also present significant cost savings and efficiencies, provide robust means for risk mitigation and can help to boost employee engagement.



### ACQUISITION, CROSS SELL AND UPSELL

Significantly uplift the volume of customers you acquire, and volume and value of products sold to your customer base, by creating a highly sophisticated approach to choosing the 'next best action'. Create a contact strategy that builds trust with your customers, positioning the sales offer in exactly the right context according to their needs.



### CUSTOMER LOYALTY & RETENTION

The increased sophistication of targeting capability means that your proactive and reactive retention strategy can be taken to a new level. Create highly personalized interactions with many more 'segments' of your customer base, maximising in-life 'stickiness' and limiting the often costlier and challenging customer exit process.



### CUSTOMER SATISFACTION

Create an engaging and rewarding experience for your customers, through an optimal mix of proactive and reactive communications. Keep the customer at the heart of your strategy, focusing on timeliness and relevance, and the optimal 'offer'. By creating consistency in what you say, and what you do, your customers and your business will reap the rewards.



### COSTS

Consider all the different costs associated with customer interactions, and identify those that can be targeted. These can include marketing communication spend, retention activity, cost of customer facing staff, supporting processes, tools and capabilities. It is likely there will be significant potential cost reduction opportunities in many of these areas.



### RISK

Customer decisioning can help to manage and mitigate risk in many different ways. Enhanced targeting and engagement capability can help to predict new trends and behaviours, drive more consistent customer interactions and create more tailored and appropriate customer treatment. It is also possible to provide a robust audit trail to capture essential interaction information.



### EMPLOYEE ENGAGEMENT

Engaged and fulfilled employees are a well known factor in creating enhanced business performance. Enable your employees to 'put the customer at the heart of the business', by providing them with superior customer intelligence, and the ability to focus not just on the admin but a successful conversation!

Customer decisioning capabilities can create benefits you may have never experienced before. Get expert help to shape the business case, it will be the yard stick for your success and ongoing programme investment so it is important to get it right!