

AT A GLANCE ...

- 400 financial products and services
- 10 million customer and prospect contacts per year
- 130 direct marketing campaigns annually
- 160 analytical models built annually with KXEN
- Response rate doubled in first campaign alone
- seamless integration with legacy systems

LCL Le Credit Lyonnais deploys KXEN to deliver value-added services

With a portfolio encompassing banking, asset management, insurance and estate management, LCL le Crédit Lyonnais depends on effective marketing to promote its 400 products and services.

The bank runs more than 130 national marketing campaigns a year, targeting some 10 million customers and prospects through email, direct mail, text messaging and other channels.

The route to faster, more effective marketing

Previously LCL's direct marketing teams ran campaigns using ten basic customer score models for multiple product lines including "Make Your Capital Grow", "Generate Revenues" and "Insure Your Everyday". However, marketing staff felt that more targeted – and more easily changed – score models were needed based on the specific features of each core product line.

The modeling methods then available meant it could take as long as five days to build those scores, a timescale that LCL targeting and results analysis manager Marc Lavielle felt was too long. In addition there was no allowance for subsequent changes.

In a move to significantly enhance the whole process, the bank began a full-scale pilot project to assess a selection of alternative modeling solutions. A campaign for a

comprehensive home insurance policy was used to assess the various solutions, including KXEN's Analytic Framework.

With the marketing team having created an operational likelihood score model with KXEN's software, this was tested against the dedicated score model used for products in the "Insure Your Everyday" line.

The results speak for themselves: the response from the campaign based on the KXEN score model was 2.5 times higher across a representative target group of 250,000 customers.

KXEN solutions – seamless integration and ease-of-use

Employed by a growing number of organizations for their marketing campaigns, the KXEN solution was chosen by LCL for its ability to mine massive volumes of data and integrate seamlessly with the bank's legacy

“ **A month later we followed up with a campaign for Property Insurance using the same KXEN score model for another group of 250,000 customers. The result this time was even better with KXEN attaining a 2.75 times higher purchase rate than the control group.** ”
Marc Lavielle, LCL targeting and results analysis manager

With KXEN the LCL marketing team had more than doubled the response rate of its direct marketing in just the first campaign.

decision-support system. Once users have been trained on KXEN they find it easy to prepare data directly in their usual UNIX environment without having to perform laborious data transfers to their desktop.

KXEN makes marketing campaign targets easier to pinpoint and understand. The scorecards obtained can be given direct to the marketing campaign project managers and to the product managers involved in target definition. Furthermore, campaign results are generated in a readily understood graphical format, providing at-a-glance intelligence for a wider business audience.

Robust software and productivity gains win over marketing teams

"We had very positive feedback from marketing teams at target meetings. In fact, our end-users are the ones most likely to initiate a new score model. They really appreciate the KXEN tool's performance" adds Marc Lavielle.

Some 160 score models are now built annually – up from around ten previously – for 130 direct marketing campaigns. Deploying KXEN software has also allowed the bank to drive up response rates to its campaigns, leading ultimately to the availability of yet more value-added services for LCL customers.

"This alone was a key factor in our final choice. KXEN has enabled us to generate significant productivity gains" concludes Marc Lavielle.

Results

- Around 160 score models now built annually – compared to around ten previously – for 130 direct marketing campaigns.

- KXEN software has allowed LCL to drive up campaign response rates, leading to more value-added services for LCL customers.



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About KXEN

KXEN provides next generation business analytics software to drive better corporate decisions. KXEN's unmatched speed, ease of use and scalability enable leading companies around the world to expand the use of predictive analytics and enhance corporate performance. Based on breakthrough mathematical theory, KXEN's products offer reliable predictions and deep insight for achieving critical business goals. The company partners with leading

systems integrators and software vendors to integrate advanced analytics into enterprise applications and business processes. Founded in 1998, KXEN is headquartered in San Francisco, California, with offices in the USA, UK, and France, and distributors throughout the world.

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