

## CO-OPERATIVE FINANCIAL SERVICES DEPLOYS KXEN ANALYTICS

**San Francisco/London, December 14, 2005** - Co-operative Financial Services (CFS) - with more than seven million customers one of Britain's largest financial services organizations - is deploying KXEN analytics to sharpen its marketing.

At CFS, one of the first models built by the Customer Insight team with KXEN led to a significant increase in actual campaign performance - yet required much less time to build and apply than previous models. "We demonstrated that the model worked exactly as predicted, and it showed a good uplift and benefits as a result," says CFS Customer Insight manager Neil Pollitt.

The adoption of KXEN by CFS follows a detailed evaluation that proved it to be cost effective, fast and useable by staff immediately without any expensive training. "If what you want is robust models then KXEN is quick and business focused which improves productivity," says Pollitt. "We're a small team with a lot to deliver and for our purposes we felt we could get real value out of KXEN."

CFS is the latest organization in the UK to adopt next generation KXEN analytics. Other users include Legal & General, Powergen and Barclays Bank. In total there are more than 100 customer organisations worldwide in sectors from telecommunications and utilities to financial services and retail.

KXEN is a unique new-generation analytics tool. Unlike old-generation analytics, it doesn't need to be operated by skilled consultants. Using mathematical rather than traditional statistical techniques, KXEN boosts the speed and accuracy of analytical modelling and improves the response and take-up rate from direct, postal, email, Web and telephone campaigns.

### **About Co-operative Financial Services**

Co-operative Financial Services brings together The Co-operative Bank, Co-operative Insurance Society (CIS) and *smile*. It offers a complete range of financial products, from high street banking to Internet banking with *smile*, from current accounts, credit cards and loans to pensions, unit trusts and insurance. One of the largest financial services organisations in the UK; it has an annual income of £3.5 billion and assets under management of £31 billion.

Both The Co-operative Bank and CIS were first in their respective sectors to introduce CSR programmes with fully audited triple bottom line (social, environmental & financial) reports in the UK. The Co-operative Bank has a well-established Ethical Policy, which reached its 10th Anniversary in 2002. The policy reflects customers' views about how their money should and shouldn't be invested. CIS is a recognised leader in the field of Socially Responsible Investment, and in 2002 was the first UK institutional investor to publish its entire voting record on its website.