

# Customer Management

End-to-end customer  
management solution



## What is CRIF Customer Management?

The CRIF **Customer Management** system is an end-to-end Portfolio Management solution which, based on the ability to retrieve internal and external data from open banking and other sources, provides effective early warnings and enables the design of business development strategies.

The solution comprises the CRIF decision engine plus a platform that allows best-in-class customer transaction data analytics, exploiting an insight-driven UI to create personalized engagement for the user. This uses a new approach and a more effective early warning system, maximizing cross-selling opportunities.

## Main Features of CRIF Customer Management?

- **Data enrichment** and validation including non-traditional data sources
- **Supports Basel II model**, propensity models, pre-delinquency models, risk & business data
- **Boosted by credit** behavior data and highly accurate transaction analytics
- **AI-based models** and machine learning
- **Omnichannel** and customer engagement

## Key Performance Indicators



## Why use CRIF Customer Management?

