



Relativity6™

CASE STUDY

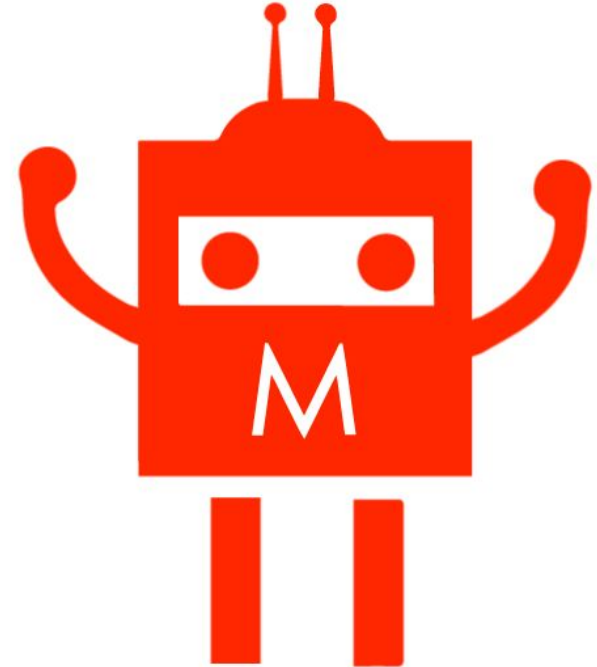
# Predicting churn for SME's *with Machine Learning*

# Meet **Marvin**. Your friendly customer retention robot, created by **Relativity6**.

Built at MIT, **Marvin** is Relativity6's scalable platform for maximizing customer retention.

Out of the box, Marvin is trained to predict which of your customers will churn and how to keep them.

- ✓ **External knowledge Graph** is a massive data store used to contextualize customer behavior, outside of your internal data.
- ✓ **Always learning** and getting stronger. Every interaction and prediction is stored for future use, improving accuracy and recommendations as it goes.
- ✓ **AI that's easy to understand**, so brokers can take action quickly.
- ✓ **No Black Boxes**. **Marvin** is an open platform designed to make it easy to collaborate with your data team and augment their work.



## Goal: Increase Retention

Relativity6 attacked retention of SME clients with a multi-pronged approach: predict clients most likely to churn, recommend additional products, and match the right broker to the right opportunity.

## Results: 85% Predictive Accuracy

In Q4 of 2018 we identified lapsed customers with **85% accuracy**, and reactivated approximately **1% of the clients** overall book of business.

The platform also segmented churn risk across several client dimensions: business unit, department, occupation, and more.

We also ranked brokers based on historical performance, matching the best broker to the best retention and cross-sell opportunity.

## Next Step: Operationalize the AI

Relativity6 algorithms will progress out of the sandbox pilot environment and become an integrated tool for executives and brokers to make business decisions.

With a constant connection to data we'll learn even faster, better able to maximize revenue and retention opportunities.

