



latentView

Actionable Insights • Accurate Decisions

Behavioral Segmentation to Arrest Revenue Leakage

Client

Leading SMB Financial
Software & Payments
Processing Company



The Problem

In the payments business, delays in responding to changes in customer behavior can lead to significant revenue loss.

The Before State

Client and LatentView team maintaining the business performance dashboards noticed revenue leakage to the tune of \$2.09 million but were unaware of the reasons for the sudden monthly revenue drop.

The After State

Merchant behavior shift (keyed to swiped) was identified as the key reason for revenue leak and rate slabs were instituted for keyed and swiped volumes separately which **addressed \$1.73 million (~83%) of the revenue leak.**

The LatentView Solution

Behavioral segmentation based rapid diagnostic analysis was performed to identify the source(s) of revenue leak along with the reasons through structured data driven root-cause analysis.

About LatentView Analytics

LatentView Analytics is a leading global data and analytics service provider helping companies turn data into actionable insights to gain competitive advantage. As a trusted analytics partner to the world's most recognized brands, LatentView solutions provide a 360-degree view of the digital consumer, fuel machine learning capabilities and support artificial intelligence initiatives. LatentView's success is driven by a commitment to deliver unrivalled analytics solutions that enable Fortune 500 companies in the retail, CPG, BFSI, high tech, healthcare and other sectors to predict new revenue streams, anticipate product trends, improve customer retention, optimize investment decisions and turn unstructured data into a valuable business asset. LatentView has offices in Princeton, N.J., San Jose, Calif., London, Singapore and Chennai, India with more than 600 employees globally.

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