

A new Lens on the Customers



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01 WHERE WE SIT

Bangkok Bank
One of Thailand's largest commercial banks

17M Clients

\$137B Assets

27K Employees

Our team

CREDIT CARD ANALYTICS

We support

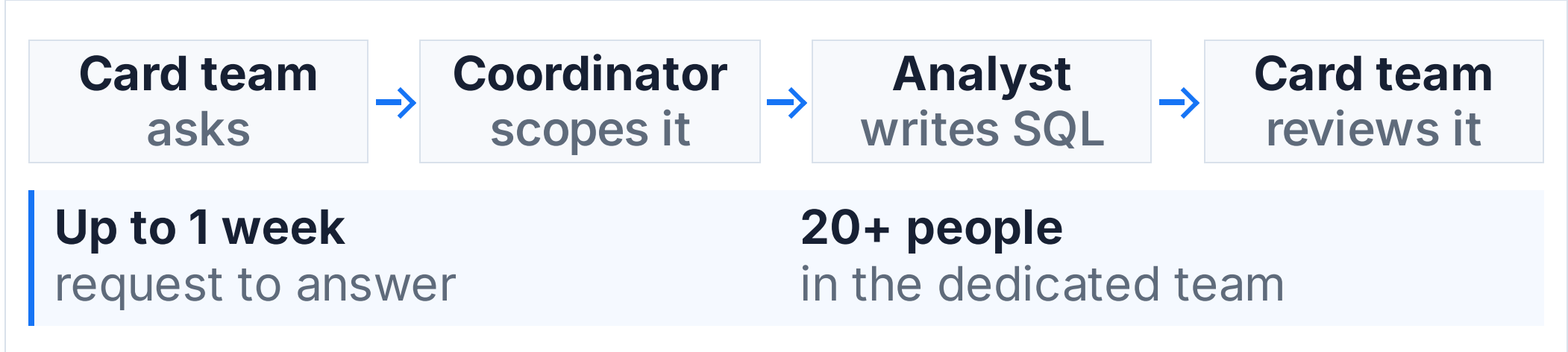
Credit Card Marketing

Portfolio Strategy

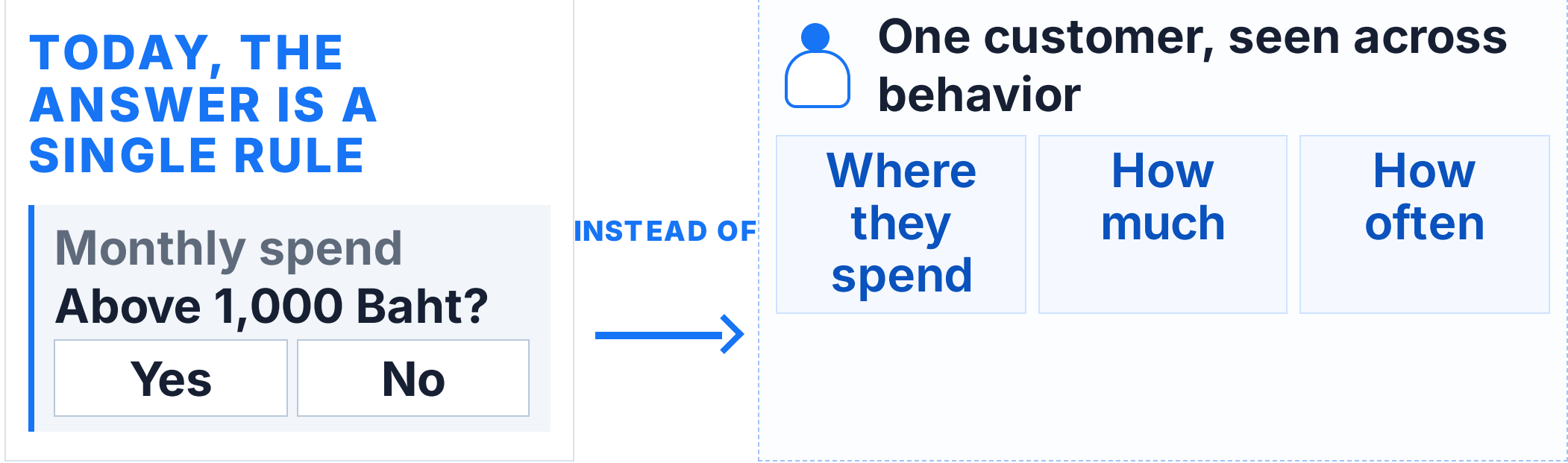
02 TWO CONNECTED BUSINESS PROBLEMS

BUSINESS QUESTION Who are the best customers for this campaign?

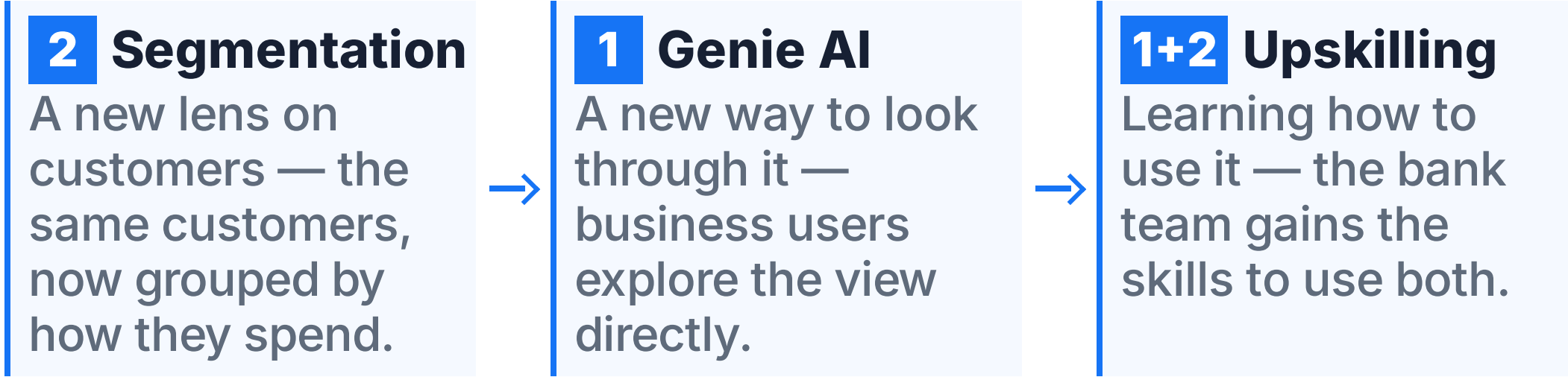
01 Getting an answer requires a long reporting process



02 The bank reduces a customer to a single threshold



03 OUR SOLUTION IN ONE VIEW



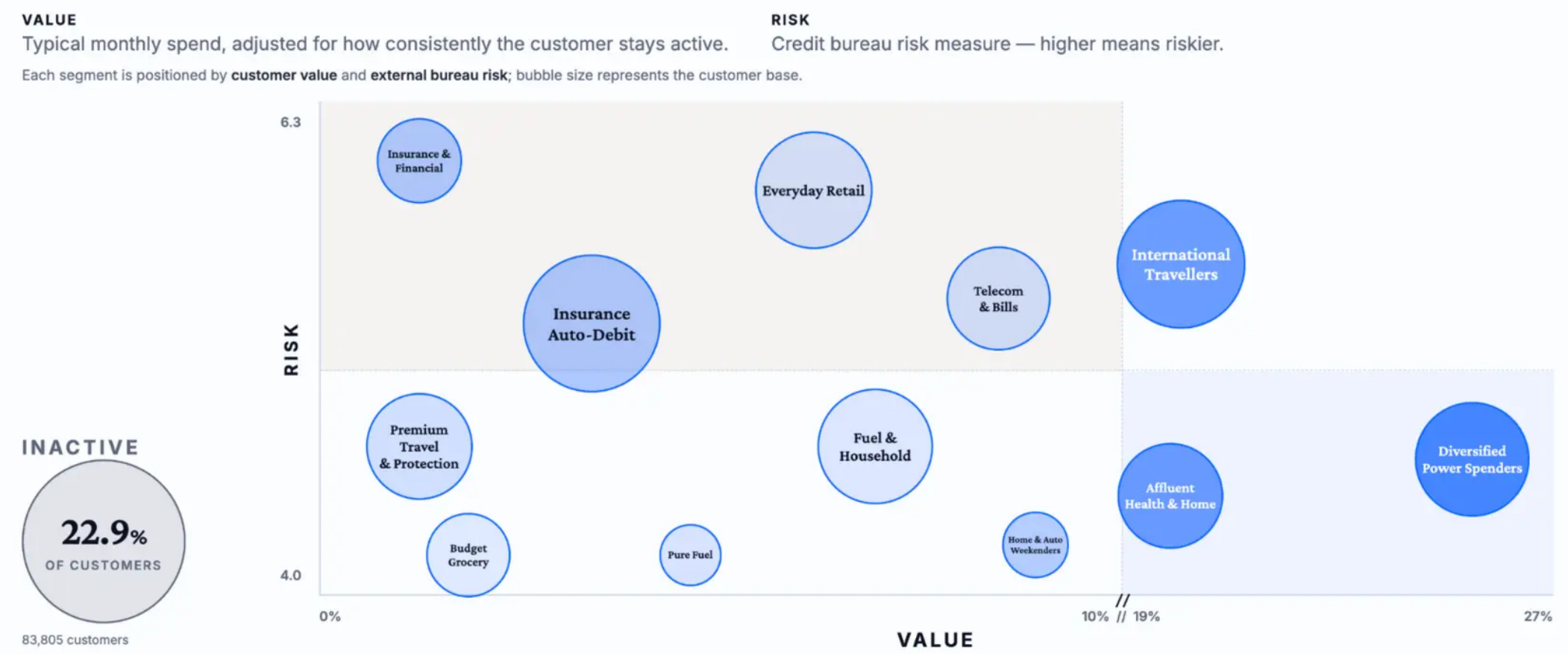
04 OUR SEGMENTS

WHAT WE LOOK AT
Where they spend
How much they spend
How often they spend
Premium or budget

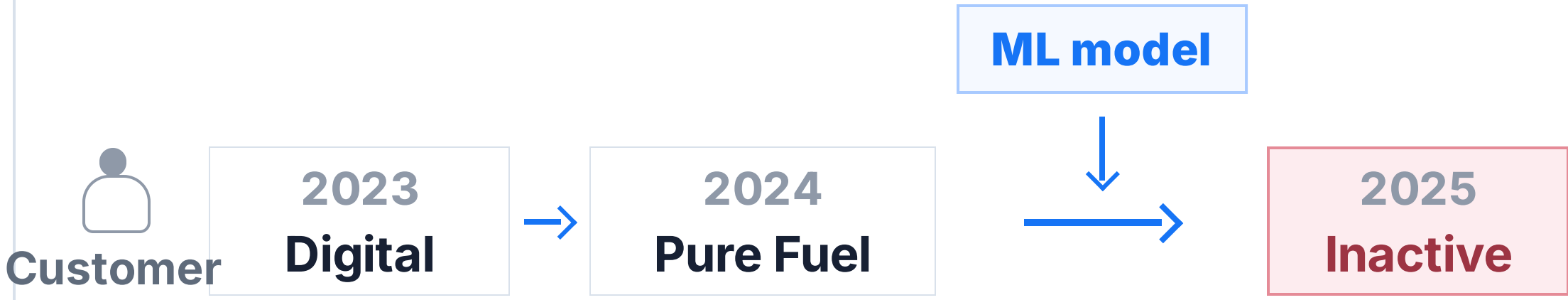
283K active customers

→

12 behavioral segments



05 WE FOLLOW HOW CUSTOMER BEHAVIOUR CHANGES

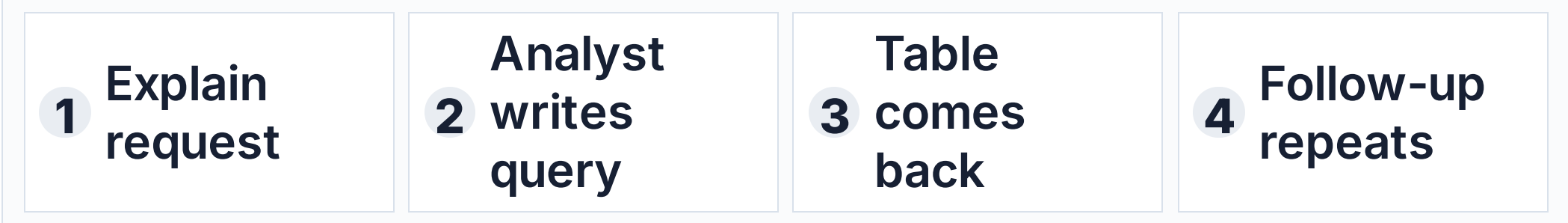


We track how customers move across segments over time—and **predict when a customer is likely to become inactive.**

68% of at-risk customers flagged in advance.

06 A NEW WAY TO QUERY THE DATA

Before



After

Genie AI
How are our main retail spending segments performing?

~2 minutes for a tested question

300+ total queries run	20 users onboarded
~2 min to the correct answer	85% accuracy Gold-standard benchmark.

07 UPSKILLING THE WORKFORCE

4 completed initiatives

Live demo
Showcased tool capabilities.

Promptathons
Organized a live competition among employees around AI usage.

AI Classes
Held classes about what AI can do and how to use it.

Handover guides
Prepared transition materials and identified owners for each workstreams.

08 BUSINESS IMPACT

Impact of AI Tool
3.2–6.4 analyst-years freed / year
Estimated from the workflow acceleration enabled by Genie AI.

Impact of Retention Model
USD 600K / year annual revenue exposure identified
Interest income and annual-fee revenue that could be protected by retaining customers flagged as at risk.