



ROLE OF ANALYTICS IN CUSTOMER RELATIONSHIP MANAGEMENT

Singapore, June 2014

As part of its Campus Connect program, Aureus Analytics collaborated with NUS Singapore to bring business use case of the role of advanced analytics in customer relationship management.

Kamal Kishore Das from Aureus Analytics was an invited guest lecturer for the Customer Relationship Management module of the Master of Technology (Enterprise Business Analytics) degree at the Institute of Systems Science at the National University Singapore (NUS). 'Kamal's presentation, "Predictive Modeling in Life Insurance: Persistency- a case study" was well received by the full-time and part-time students. The case study illustrated the key areas in Life Insurance where predictive modeling is used. Persistency Management being one of them. The Persistency Framework with customer interaction analysis and the related challenges was illustrated in the case study. The session was interactive with good involvement from the students', said Dr. Carol Hargreaves, Chief, Business Analytics Practice at NUS-ISS (National University Singapore, Institute of Systems Science)

"Aureus Analytics is committed to help develop talent across the Big Data and Analytics value chain. Our focus on bringing real world business problems into our training programs ensures that there are no gaps between theory and application. We are excited to see the extremely warm response from NUS faculty and about 100 students who attended the sessions over 2 days", said Ashish Tanna, who leads the Aureus Campus Connect program in his role as the COO, Aureus Analytics.

Campus Connect is a fully immersive programme run by Aureus Analytics in association with its technology partners that aims to up skills students to solve business challenges.

About Aureus

Aureus Analytics is a provider of industry specific Big Data Analytics platform and product and is headquartered in Singapore with development arm in Mumbai, India.

Read more at www.aureusanalytics.com

About NUS

A leading global university centred in Asia, the National University of Singapore (NUS) is Singapore's flagship university which offers a global approach to education and research with a focus on Asian perspectives and expertise.

<http://www.nus.edu.sg/>