lemnisk

CROSS-SELL AND UPSELL IN FINANCIAL SERVICES

A CDP-Powered Playbook

Turning fragmented customer data into revenue-ready moments

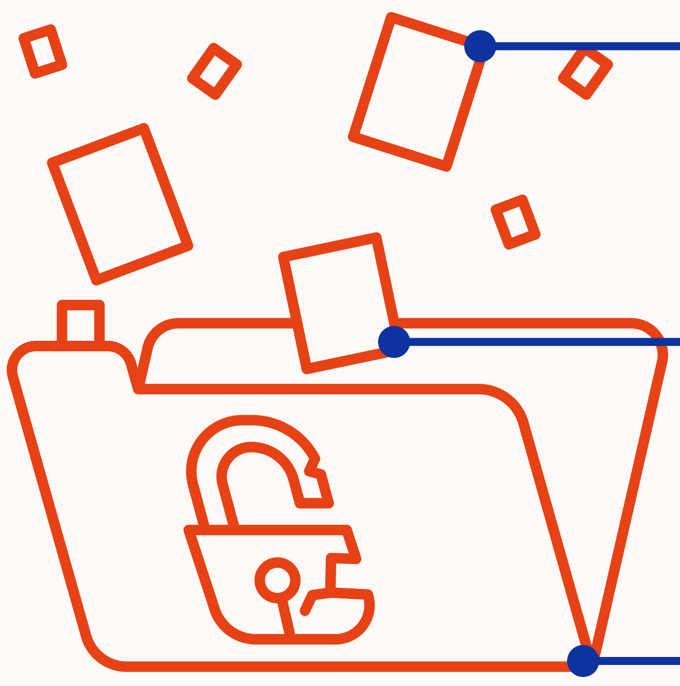
5x
Cost of acquiring a new customer vs. retaining onex

60–70 %
Higher likelihood of selling to an existing customer vs a new one

3.4x
Average revenue lift from AI-driven next-best-offer models

40%
Financial institutions citing fragmented data as top barrier to cross-sell

The Problem



- Customer data scattered across core banking, CRM, and channel systems
- Generic offers reduce trust and response rates
- Static segments miss real-time intent

The Shift

Product-led offers	Behavior-led offers
Quarterly campaigns	Real-time triggers
Broad segments	Individual propensity scores
Channel-siloed data	Unified customer profile

The CDP-Powered Cross-Sell Engine

01 UNIFY
Merge transaction, behavioral & demographic data

02 SCORE
Rank next-best product per customer

UNIFIED CUSTOMER PROFILE

03 TRIGGER
Activate on real-time event signals

04 ACTIVATE
Deliver via preferred channel

Case - Savings

Savings to Investment

SIGNAL
Rising savings balance, no investment product held

ACTION
Mutual fund / SIP offer via in-app nudge

Case - Credit

Credit Card to Personal Loan

SIGNAL
High utilization with on-time repayment history

ACTION
Pre-approved loan offer at point of need

Case - Deposits

Term Deposit to Wealth Management

SIGNAL
High-value maturity approaching

ACTION
RM-triggered wealth consultation call

Right offer
Based on real signals, not guesswork

Right channel
Matched to individual preference

Right frequency
Governed to avoid offer fatigue

Right time
Triggered by behavioe, not calendar

Lemnisk CDP unifies fragmented financial data into a single customer view powering cross-sell & upsell decisions in real time.

Explore Lemnisk's CDP