# GEMINI

Gemini Explore for Customer 360
Connect the dots to increase conversions, reduce churn, and prevent fraud.

In today's complex and interconnected business environment, it's critical for companies to have a comprehensive understanding of their customers, their transactions, and their financial behaviors. This requires the ability to gather, analyze, and connect data from multiple sources. To address this challenge, companies are turning to customer 360, fraud detection, and anti-money laundering (AML) software solutions. These powerful tools provide a holistic view of customer behavior and help mitigate risk, improve compliance, and protect the bottom line.

Gemini Explore for Customer 360 shows customer profile information, watchlists, transactional data, and marketing, sales, and support data as a collection of nodes and relationships. This enables teams to better investigate and prevent fraud, reduce churn, and comply with anti-money laundering regulations. Explore connects to CRM, sales, marketing, support, and other critical systems so workers can see a full picture of each customer, recommend the next best action, and mitigate risks.
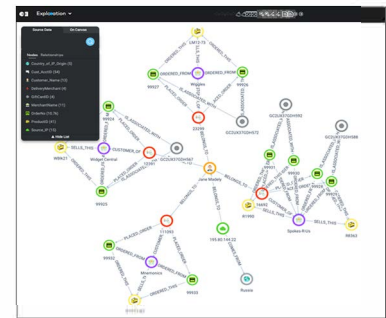
USE CASES

| CUSTOMER 360 | FRAUD DETECTION | ANTI-MONEY LAUNDERING | KNOW YOUR CUSTOMER |

Fraud Detection and Investigation

The sophistication of fraud activities has grown and so have the solutions used to identify and prevent them. Advances in machine learning, the use of biometrics, and the availability of large amounts of data are transforming the field of fraud detection. With these advanced techniques, analysts can answer questions like:

» What is the connection between seemingly unrelated activities that may indicate collusion or organized crime?

» How has the behavior of fraudsters changed over time, and how can these changes be detected and prevented?

» What patterns and trends in historical data can be used to predict and prevent future fraudulent activities?

As fraudsters continue to evolve their methods, it is essential that organizations stay ahead of the curve, Gemini Explore helps fraud teams protect themselves from financial losses and reputational damage.

Anti-Money Laundering Prevention and Compliance

Detection, compliance, and reporting are critical to any organization's commitment to following anti-money laundering (AML) regulations. By mapping the connections and relationships between people, companies, and transactions, AML teams can get a comprehensive picture to identify, investigate, and prevent criminal individuals and organizations from using financial systems to launder their finances.
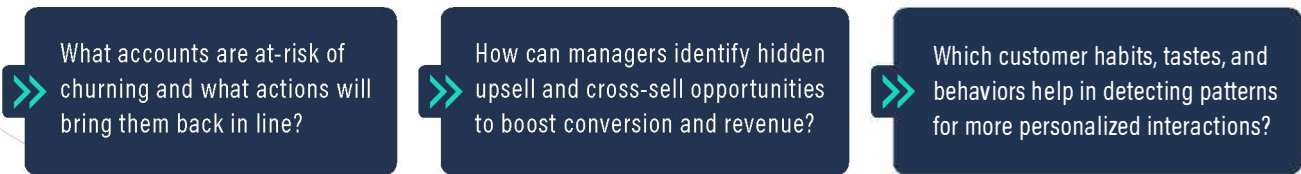
Explore provides an interface anyone can use to visualize, illustrate, and collaborate to maintain AML compliance, and so they can determine:

» Is this customer subject to sanctions or restrictions, or is an otherwise politically exposed person (PEP)?

» Are these transactions in compliance with AML regulations for the countries involved in the relevant line of business?

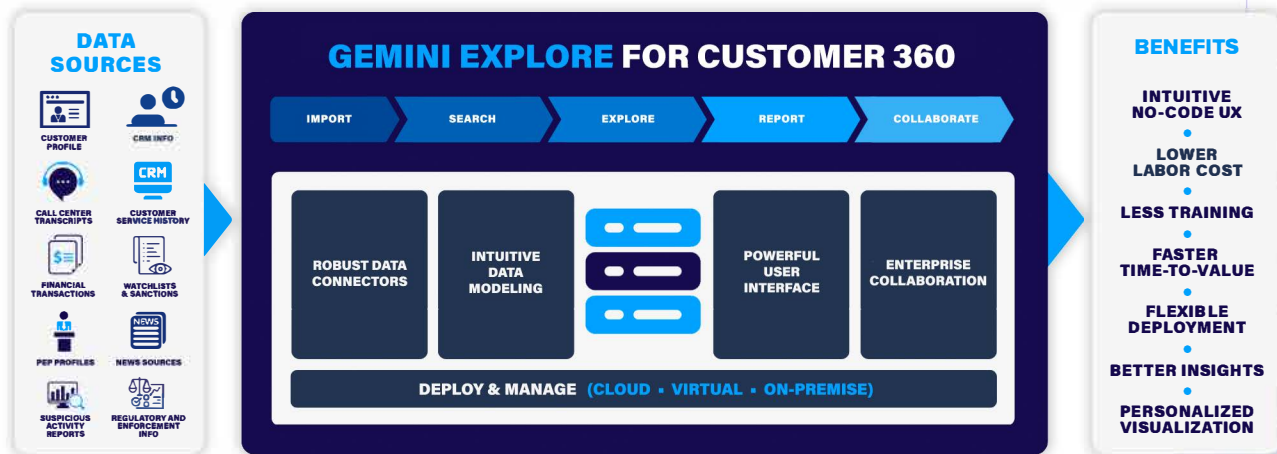» Why were these transaction logs flagged as suspicious by auto-detection systems?

Alignment with AML regulations is important to avoid sanctions and legal consequences, and tools like Gemini Explore can help organizations maintain their commitment to AML compliance.

Know Your Customer

Every customer's journey is unique with footprints across dozens of systems and business functions. Sales, marketing, and support teams can waste time assembling a full view before they can best serve the customer. By consolidating customer data from multiple sources, Gemini Explore helps staff understand:

» What accounts are at-risk of churning and what actions will bring them back in line?

» How can managers identify hidden upsell and cross-sell opportunities to boost conversion and revenue?

» Which customer habits, tastes, and behaviors help in detecting patterns for more personalized interactions?

With a unified view of customer data, businesses can enhance personalization, streamline customer support, uncover new sales opportunities, and improve overall customer satisfaction.

DATA SOURCES
- CUSTOMER PROFILE
- CRM INFO
- CALL CENTER TRANSCRIPTS
- CUSTOMER SERVICE HISTORY
- FINANCIAL TRANSACTIONS
- WATCHLISTS & SANCTIONS
- PEP PROFILES
- NEWS SOURCES
- SUSPICIOUS ACTIVITY REPORTS
- REGULATORY AND ENFORCEMENT INFO

GEMINI EXPLORE FOR CUSTOMER 360

IMPORT → SEARCH → EXPLORE → REPORT → COLLABORATE

- ROBUST DATA CONNECTORS
- INTUITIVE DATA MODELING
- POWERFUL USER INTERFACE
- ENTERPRISE COLLABORATION

DEPLOY & MANAGE (CLOUD · VIRTUAL · ON-PREMISE)

BENEFITS
- INTUITIVE NO-CODE UX
- LOWER LABOR COST
- LESS TRAINING
- FASTER TIME-TO-VALUE
- FLEXIBLE DEPLOYMENT
- BETTER INSIGHTS
- PERSONALIZED VISUALIZATION

Let's Talk

Contact us today to learn more about how Gemini Explore for Customer 360 can help you increase conversions, reduce churn, and prevent fraud. Start a trial or learn more at geminidata.com