

# Harness the power of GenAI with Bud's customer data platform, Drive

Uncover and act on limitless opportunities for growth with Drive.  
Now, anyone can identify new, high-impact segments and establish  
next best action to deliver immediate growth across the business.



# Introducing Drive

## AI-powered financial solutions

Bud's next-gen AI-powered solution for organisations looking to maximise value from your customers' financial data in real-time to achieve streamlined data analysis capable of improving deposit growth and effective cross-selling.

## Unveiling the revolutionary power of Drive

### Using Drive, organisations like yours can:

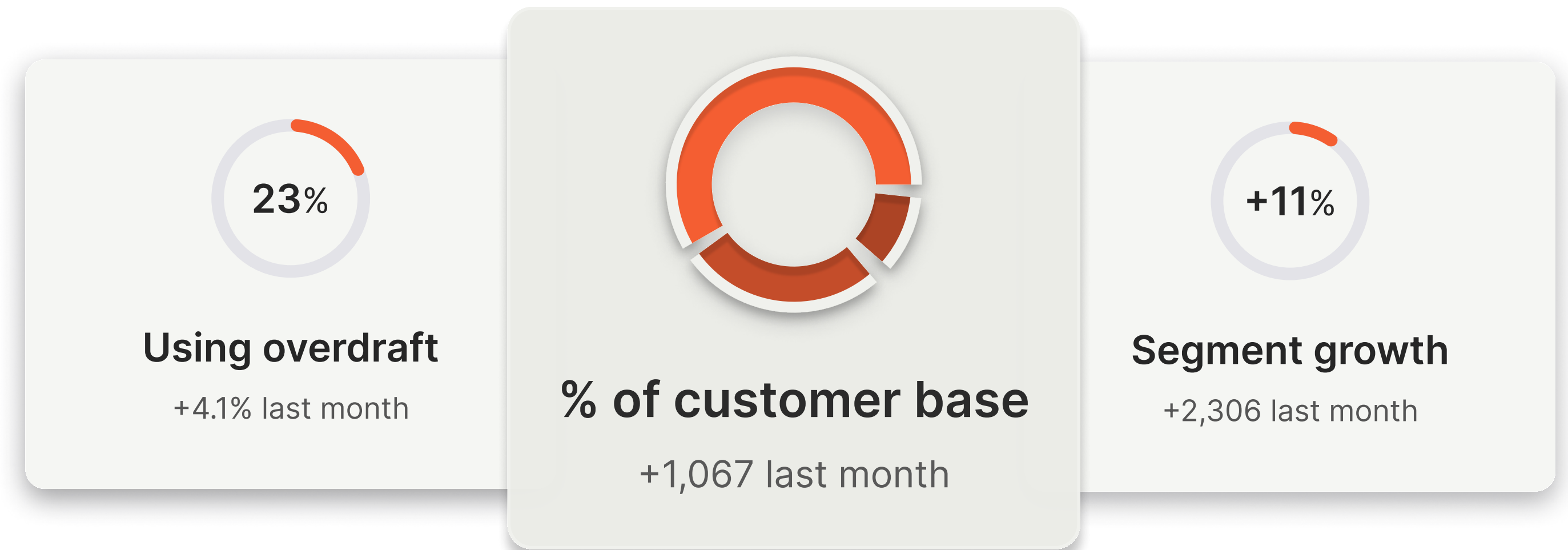
- ✓ Define data-driven and hyper-personalised segments for effective outreach and targeted messaging
- ✓ Enhance understanding around the competitive wallet share of customers to grow deposits and savings
- ✓ Successfully identify previously uncovered cross-sell and up-sell opportunities
- ✓ Maximise productivity across all departments with our GenAI-powered chatbot, Drive Copilot

## Insights Engine

Built on transaction-based data sets and complete with multi-layered enrichment and pre-calculated key features (from housing expenses to spending habits), Drive's Insights Engine empowers your team(s) with a holistic 360 view of your customers' finances.

### Empowering you to

- Access pre-built, high-impact objectives with relevant segments and triggers to use instantly
- Define segments intuitively using all your data for a completely holistic view
- Identify and set triggers to generate real-time actions when conditions are met



### For ultimate success

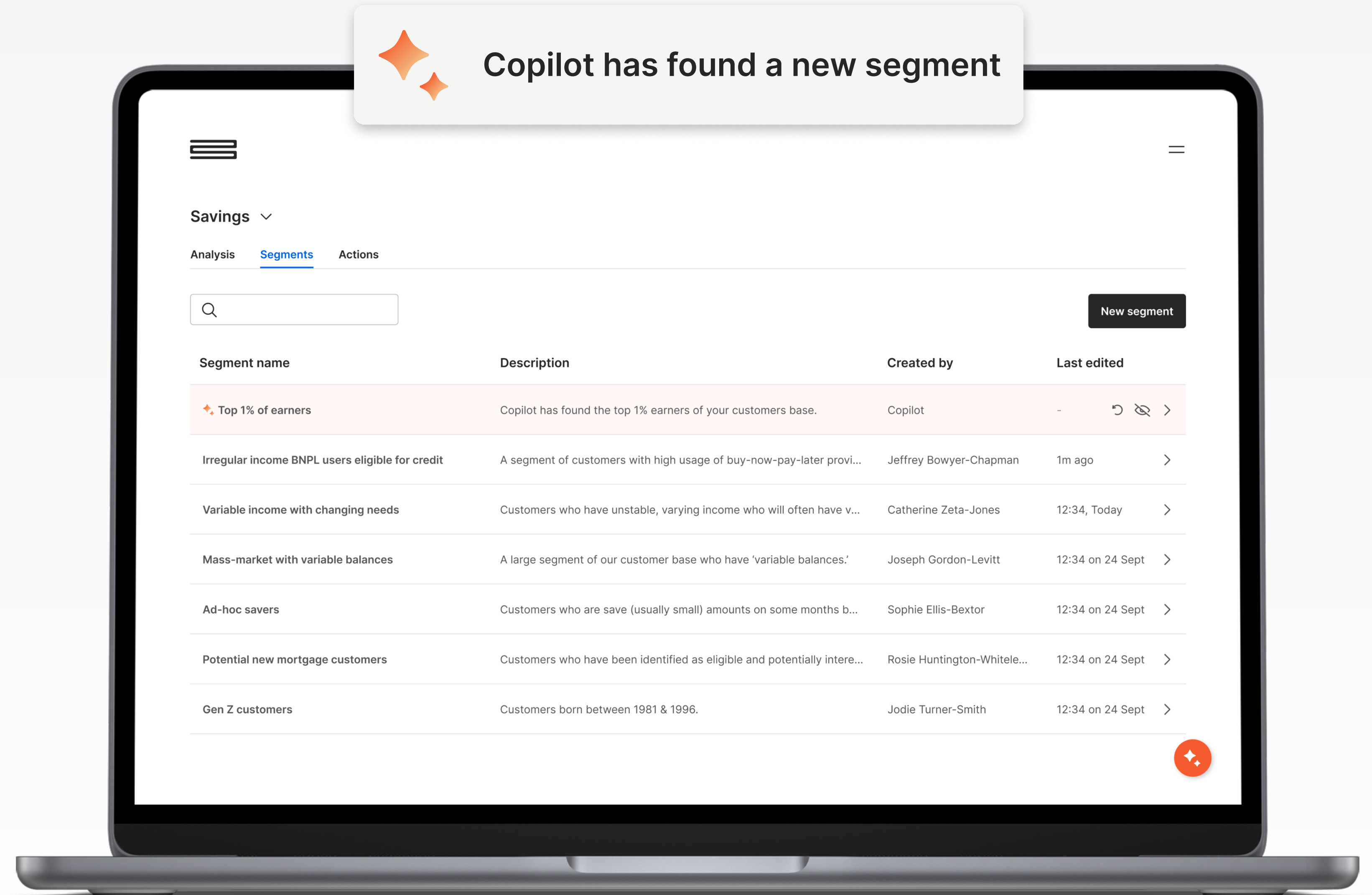
- Automatically achieving hyper-personalisation with minimal effort
- Revealing untapped revenue potential with AI-powered pattern finder
- Optimising campaigns with data-driven insights from the Drive platform

# Insights analytics

## Deepening every aspect of the Insights Engine.

Drive's Insights Analytics feature leverages a dedicated set of AI models to automatically analyse underlying data to ensure all segments and triggers remain relevant and instantly unlock previously uncovered segments.

And in your absence, it'll even keep monitoring your business objectives to surface new and hidden data patterns that can be converted into new business opportunities.



## Empowering you to

- ✓ Harness AI to quickly recommend customer segments and triggers tailored to your goals
- ✓ Save time by accelerating the speed of data exploration with accessible, easy-to-use data
- ✓ Unlock real-time prompts for improving your customer segmentation to increase the relevancy and optimise the targeting
- ✓ Rapidly perform on-demand analytics to uncover hidden similar audiences
- ✓ Triggers will instantly output customer segments to linked customer marketing platforms for maximum flexibility

## For ultimate success

- ✓ Maximising the value of existing data through AI-surfaced insights to better understand customers
- ✓ Grasping competitive wallet share to boost deposits and savings while actively pinpointing actionable insights in real-time to assess performance
- ✓ Maximising revenue with automatically identified highly-targeted segments, triggers and actions



# Drive Copilot

## A generative AI chatbot

Drive Copilot, not only democratizes access to data across all departments through natural conversation, but also understands how different teams intend to use it.

Drive Copilot guides users through the steps required to run a high-impact campaign. It can even automatically translate business objectives into specific segments and instantly deploy them without the need for specialised expertise.

**Copilot** [Get support ?](#)

**Give detail for better responses**  
Copilot works best when given more context.

Today

Create a segment for savers that rent Sent - Now

Here's what we have so far:

- Characteristics: Renter, Saver
- Products: No mortgage
- Salary: Over £80,000
- Goal: House deposit
- Goal date: up to July 2024

Ask anything or type 'help' for support →

Copilot is still learning so may display information that is inaccurate.

**Savings** ▾

Analysis Segments Actions

[← Back](#)

**Irregular income BNPL users eligible for credit** ⋮

A segment of customers with high usage of buy-now-pay-later providers that has a low credit score.

Currency: USD Date: Last 6 months Income: >\$30,000 Has savings products

**Demographics**

**29.4**  
Average age  
+0.3 years last month

**57:43**  
Gender  
+2.8% male last month

**Income & employment**

Income Essentials


## Empowering you to

- ✓ Explore all available data and visualise it through dashboards
- ✓ Build sophisticated segments and triggers instantly
- ✓ Transform business questions into data and objectives through conversation
- ✓ Get next-best-actions based on model reasoning and best practices

## For ultimate success

- ✓ Democratising data access and empowering employees to uncover hidden opportunities
- ✓ Creating new opportunities in minutes with chat-led orchestration
- ✓ Continuously improving strategies with bespoke AI-generated ideas
- ✓ Enabling all teams to benefit from effortless data exploration without the need for data analyst expertise

**Copilot** [Get support](#) ?




 **Give detail for better responses**  
Copilot works best when given more context.


Today

**Show me the fastest growing savings segment**  
Sent - Now

Here's what we have so far:

- Characteristics: Renter, Saver
- Products: No mortgage
- Salary: Over £80,000
- Goal: House deposit
- Goal date: up to July 2024

Ask anything or type 'help' for support 

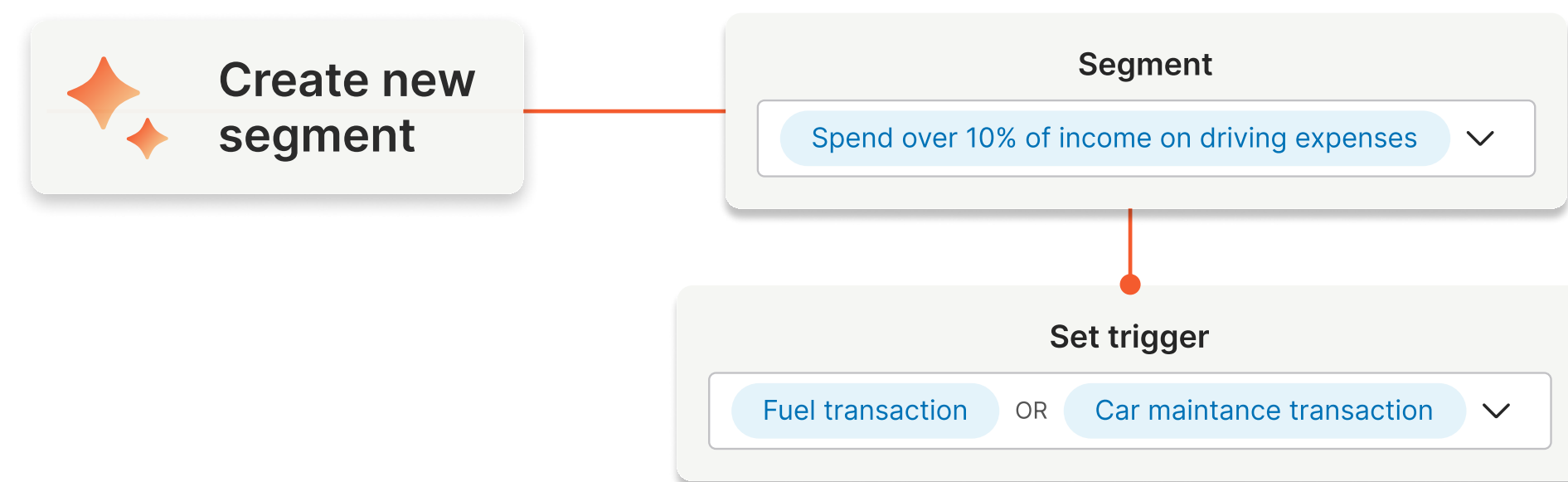
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## Action Hub

Allowing you to control the way actions (the outcomes of your segment triggers) interact with other systems, Action Hub empowers all staff to deliver top-quality output in a way that works for your organisation and improves with every iteration.

Action Hub is also able to orchestrate actions to take outside of Drive, ensuring everything is even more seamless and efficient than before.



## Empowering you to

- Choose optimal integration without technical effort or customisation
- Define audience and content details for any output
- Build templates to standardise communication

## For ultimate success

- Automating workflows to activate real-time insights across channels
- Tracking performance based on real customer transactions
- Seamlessly embedding insights – no complex integration required
- Letting the platform handle complexity so you can focus on outcomes



# Seamless integration with your existing systems

## Simplifying financial decisions

Because we pride ourselves on simplifying financial decisions, even integrating Drive is easy. It's a 'no code' solution for optimum time to value.

We can generate flat files, use webhooks or provide APIs compatible with your current workflows and most popular CRM platforms.

Bud.ai

Drive

**Schedule a call today!**

**Get started**

**bud** 

