

AfriGIS assists the banking industry in leveraging location-based data

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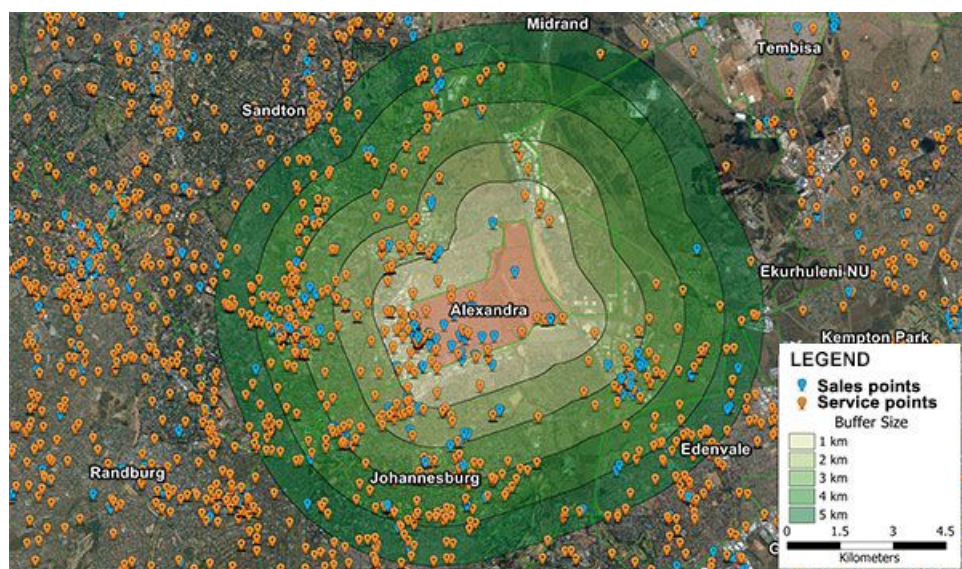
11 Oct 2018

For effective banking operations and decision-making.

By utilising the power of location data, we provide better insights to drive:

- Greater customer engagement
- Geo-targeted marketing
- Enhanced risk management
- Personalised customer solutions
- Customer retention, i.e. profitability
- Delivery of banking services at the right time, at the right place

The AfriGIS master datasets are SABS & ISO compliant.



We are constantly finding new ways to leverage enhanced data and location-based technology, to provide industry leaders with innovative solutions.

How can we assist?

For innovative solutions contact +27 87 310 6400 | products@afrigis.co.za | www.afrigis.co.za

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▪ **Location intelligence is the secret weapon of data-driven banking** 13 Mar 2024

▪ **A GIS leap forward in the customer journey** 28 Feb 2024

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▪ **Steering FMCG growth with GIS insights** 30 Jan 2024

AfriGIS

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