DataRobot

At Sanlam, South African Financial Institution, **AI Helps Attract, Retain More Customers**

Sanlam, Africa's largest non-banking financial institution, exists with the purpose of empowering generations to be financially secure, prosperous, and confident. Sanlam finds more streamlined and transparent AI solutions, driving critical business value levers such as sales and client retention.

Challenge

At Sanlam, one of Africa's largest and oldest financial institutions, data analytics influence sales, improve client retention, help manage expenses, and support key strategic initiatives. When Sanlam began applying AI to its analytics, open-source options felt cumbersome to navigate and lacked critical explainability for business stakeholders and compliance.

Solution

When the team saw a demo of the DataRobot AI Platform, they immediately realized the potential for end-to-end automation – the ability to expedite and expand their AI efforts for both data scientists and actuaries.
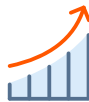
Results

1 Month
Faster model creation

2X-4X
Higher lead conversion

Improved
Lapse rates for customer retention

Sanlam

COMPANY	**INDUSTRY**
Sanlam	FinServe
PRODUCT	**COUNTRY**
DataRobot AI Platform, AutoML, MLOps	EMEA

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We find clients with a higher propensity to purchase a given product, with leads about two to four times more likely to convert to a sale."

Shabbeer Omar
Head of Advanced Analytics, Sanlam Business Intelligence

Want more information on how you can get these results?

Learn More

DataRobot AI Platform is the next generation of AI. DataRobot's AI Platform vision is to bring together all data types, all users, and all environments to deliver critical business insights for every organization. DataRobot is trusted by global customers across industries and verticals, including a third of the Fortune 50. For more information, visit www.datarobot.com.

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