INAWISDOM
REAL DATA INSIGHT

Hyper-personalisation in FinTech

Enhancing the end-user experience with Machine Learning

"Inawisdom took the initial engagement and ran with it. Within just months they'd taken our goals and requirements and produced a solution that enabled us to implement hyper-personalisation for our customers."

JEM WALTERS - CTO, SNOOP

Our Customer

snoop

Our Customer

Snoop is an innovative disrupter in the FinTech market which aims to put billions of pounds back in consumers' pockets.

Snoop's goals are simple - save the end consumer money by helping them to spend smart and overcome the loyalty penalty, associated with so many financial products today. The app-based solution allows customers to control their finances quickly and easily from their mobile device and also benefit from highly personalised offers from merchants and service providers (e.g. utilities), including automated switching.

The revolutionary new banking approach gives consumers ultimate convenience and control and improves their banking experience by ensuring the product is personalised in every way. Snoop's ultimate ambition is to create the ultimate consumer champion and help make everyone better off.

Their Challenge

Snoop wanted to build a data driven business, avoid expensive start-up costs, be cloud native and build a platform that was robust and scalable. They wanted a Data Science and Machine Learning partner that could not only support them in creating their differentiated data and AI driven business model, focused on hyper-personalisation, but also provide continuous input into daily decisions and product development.

As a dynamic start-up, Snoop required the ability to move from proof of concept to production quickly and without complexity. Snoop turned to leading cloud provider Amazon Web Services (AWS) and AI/ML Specialist Inawisdom to meet their requirements. Inawisdom were able to offer the advanced AI/ML skills needed alongside full stack AWS services. From cloud, data and architecture to data engineering and DevOps, Inawisdom's services enabled Snoop to rapidly start their journey and create a platform for growth.

Our Solution

The initial four-week engagement with the Snoop senior management team looked to develop a Data Analytics strategy and roadmap that included a Target Operational Model for Data and Machine Learning. It involved Inawisdom advising Snoop on the capabilities, processes and skills that they required for their ongoing operations and advising on their long-term data strategy.

In parallel, Inawisdom worked closely with Snoop to drive the implementation for its two initial propositions - forecasting and recommendations.

Inawisdom's agile, iterative approach, pragmatic skills and experience in integrating AWS services with customer platforms fitted well with Snoop's way of working. Using AWS Services, including Amazon Forecast &. Personalize, enabled a quick start and helped Snoop set up their first personalisation model.

Following a number of implementation sprints and the success of their collaborative working, Snoop and Inawisdom committed to a longer term, more in-depth partnership. This meant Inawisdom could help them drive data analytics, provide extended services and incrementally support the hyper-personalisation journey at each stage.

The partnership also provides Snoop with access to a diverse set of Inawisdom skills, helping to drive machine learning and analytics technology and deal with the inevitable changes in requirements and supporting the evolving nature of the company.

"Our ongoing partnership with Snoop has enabled us to utilise our full breadth of capabilities to help drive strategy and innovation. We're excited to have helped take their idea to reality."

Neil Miles - CEO, Inawisdom

The Result

With only a small start-up team, Snoop was able to take advantage of the wealth of experience and skills offered by AWS and Inawisdom to support their own team and get to the initial launch phase quickly and effectively.

Through the partnership with Inawisdom, Snoop was able to inject Data Science and Machine Learning capability into their innovative platform on day 1. Within just six months, Snoop were able to create a sustainable data driven business model that provided agile and flexible environments.

Alongside the project, Inawisdom were on-hand to provide consultation that was both pragmatic and adaptable to help prepare for market readiness and support rapid growth thereafter.

The partnership allowed Snoop to de-risk their launch plans, increase knowledge of Data Science, Machine Learning and AWS within the team and has resulted in Inawisdom implementing Phase 1 of the roadmap to support an initial Minimum Viable Product (MVP) launch.

"Inawisdom provided us with a deeper understanding of artificial intelligence and machine learning and got beyond the theory and hypothesis into the practical realities of what we required for launch, as well as how best to utilise AWS services and integrate them into our platform.

Inawisdom have been an excellent partner – we could not recommend them highly enough."

Jem Walters – CTO, Snoop

I declare this app open!

About Us

Inawisdom is a leading specialist in Artificial Intelligence (AI) and Machine Learning (ML). We enable customers to rapidly discover and deliver business differentiation from their data assets to drive true value. Inawisdom is an Amazon Web Services (AWS) Advanced Consulting Partner and Machine Learning Global Launch Competency Partner, serving global businesses in a broad range of industries, across UK and EMEA.