

SDL to explain key drivers for customer behaviour at SMi Group's Big Data in Retail Financial Services event

Session to take place 11.30am, 27th November 2013 in London

LONDON, UK, September 12, 2013

/EINPresswire.com/ -- Momentum is gathering for the [Big Data](#) event of the year, where 17

world-leading banking and retail loyalty experts are confirmed to speak on a range of issues affecting the ways in which retail financial services will be impacted by the explosion and better use of consumer information and insight. BBVA, Allianz Deutschland, HSBC, Barclays, Banco Santander and Moneysupermarket.com are just some of the impressive line-up already confirmed, and SDL are the latest company to join forces with event organiser SMi Group to deliver their expertise.

The "Multilingual Big Data - the Differentiator for Retail Banking Success in Global Markets?" session will cover:

- How audiences talk about products and services and their likelihood to buy a product or defend a particular brand
- Who or what influences customer experience
- What barriers there are to purchasing products and services
- How companies can benchmark against the competition in a given market

Delegates will gain insight on how to use multilingual Big Data analysis for retail financial services and how customer language can affect product engagement.

Full event information can be found at <http://www.bigdata-retailfinancialservices.com/> or places can be booked via Andrew Gibbons: +44(0) 20 7827 6156.

Notes to editor

Sponsorship opportunities are available for this event, please contact Alia Malick on +44(0) 20 7827 6168.

About SMi Group



Established since 1993, the SMi Group is a global event-production company that specializes in Business-to-Business Conferences, Workshops, Masterclasses and online Communities. We create and deliver events in the Defence, Security, Energy, Utilities, Finance and Pharmaceutical industries.

We pride ourselves on having access to the world's most forward thinking opinion leaders and visionaries, allowing us to bring our communities together to Learn, Engage, Share and Network. We hold events in over 30 major cities throughout the world including London, Paris and Singapore and to date have welcomed over 200,000 participants from 80 countries.

About SDL

SDL enables global businesses to enrich their customers' experience through the entire customer journey. SDL's technology and services help brands to predict what their customers want and engage with them across multiple languages, cultures, channels and devices. SDL has over 1,500 enterprise customers, 400 partners and a global infrastructure of 70 offices in 38 countries. 42 out of the top 50 brands work with SDL. For more information, visit www.sdl.com.

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