



DATA ANALYTICS

Client Profile Insights Analytics



BizWise Consulting
...the things that matter



TRANSFORMED READILY AVAILABLE DATA INTO BUSINESS INSIGHTS

BRIEF

The Client, a large private bank, required an analytics solution that allowed them to utilise their current data to understand their customer better. This would allow them to refine their product offering to ensure that they were meeting both their customer's needs and wants.

CURRENT STATE

Limited reporting in place to assist with understanding the client profile, demographics, and behavior.

This impacted:

- The client's ability to effectively design products and services to meet the needs of the client base.
- The client's ability to determine whether the desired target audience was being reached.

Data was not available in a timeous manner and required significant effort to compile any meaningful information or insight.

What was the
GOAL?



The OBJECTIVES

OBJECTIVES

The high-level business need is to have easily accessible information that will depict the demographics, behavior, profile and existing relationship/s.

This will assist in:

- The client's ability to effectively design products and services to meet the needs of the client base.
- The client's ability to cross-sell products to existing customers based on a personal profile.
- in determining whether the desired target audience is being reached.
- Comparing expected customers behavior and product usage to actual customers.

SOLUTION

A Dashboard was built that extracted customer profile data from the multiple systems across the organisation.

These included:

- CRM application
- Workflow system
- Core Banking system
- Internet banking platform
- Credit system
- Card platform

Standard indicators developed in conjunction with business to highlight key performance measures. (e.g whether the customer was using the product as their primary account)

A dynamic view of key insights was developed that is filterable by numerous dimensions and available at the "click of a button"

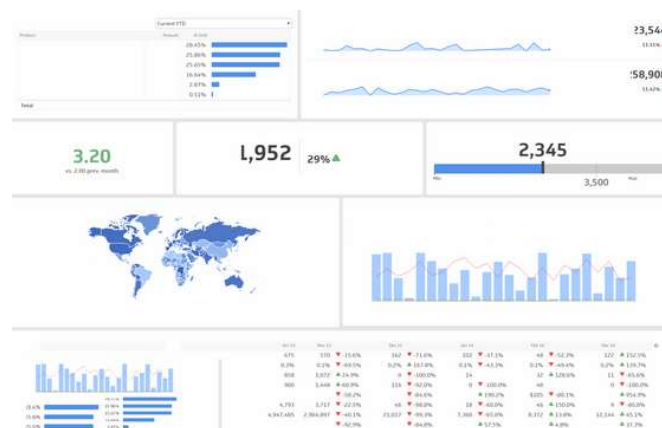
The BENEFITS

FULLY FUNCTIONAL DASHBOARD

The Dashboard was able to provide a single source for all of the desired information and was able to utilise information across systems to provide additional insight and correlations otherwise unavailable. The dashboard is filterable by the various metrics allowing the client to drill down and find unique subsets of their customers and narrowly target marketing and product features.

Some key metrics available on the dashboard are:

- Demographics,
- Age,
- Gender,
- Number of Clients per household,
- Client residential location,
- Profile,
- Occupation,
- Employment Status,
- Existing relationship,
- Length of Relationship,
- Total Portfolio,
- Number of Accounts,
- Clients 1st product,
- Client spending patterns (where they spent their money),
- Client journey through products



An example dashboard

Exact data and designs are confidential

