

Banking

Enabling **customer-centric operations** using existing data

BSG helped a leading African bank implement a solution to enable key decision-making in the global flow of international payments across its operations. By providing a **consolidated view of existing data**, the solution enables **informed decision-making** and **customer-centric operations**.



Overview of the client's needs

- No single view of the data journey across business units
- Inconsistent and unreliable data and reporting
- Long turnaround and lead times when requesting data and reporting
- Automated reports required to ensure insight was readily available, rather than only providing reporting on an ad hoc basis



Objectives of the engagement

- Understand trends, and provide actionable insights to support approaches proposed and enable insight-led, customer-centric decision-making
- Use data available to identify opportunities for the bank to increase its share of wallet
- Use data available to add further value to customers, based on historical international payments



Benefits of the change

- Helped identify new opportunities with existing business customers
- Enabled faster access to data and insights than ever before
- Digital solutions roll-out based on insights (i.e. rolling out solutions that the customers want and need as demonstrated by the data)
- Improved customer experience and better customer retention
- Enabled identification of cross and up-sell opportunities to existing business customers based on data and insights available

BSG helped the bank to identify and understand data from international payment flows and its interconnectedness, then produced **actionable insights, reports and dashboards** to enable **proactive client-centric engagements**

 www.bsg.co.za

 /bsgcareers

 @bsgafrica

 /company/bsg

 BSLive

CONSULTING | TECHNOLOGY

Engagement Overview

The data landscape at the bank was complex and siloed, and no single view of the customer data journey existed. Business units across the bank drew on subsets of the same data to produce analytics. As a result, no consolidated view of all international payments being made by the bank's customers existed. With a high-level view of the business value this view could unlock, the bank approached BSG to support.

BSG worked with the international payments business unit to identify the various data sources and consolidate them onto a central platform. By applying business rules and logic, the team was able to produce automated analytics, providing answers to key business questions and allowing easy identification of trends.

Solution

The payments process has touch points with several business units, each operating independently. However, for it to be successful, each stage of the process must be completed before the next stage can begin. Because of this siloed process, data from each business unit only provides a part of the picture, but by consolidating the data, rich insight into customer behaviour and payments patterns can be generated.

For the solution to function optimally, various payments scenarios across the corporate and retail sectors had to be accounted for. Furthermore, the solution had to be able to create reports for a broad range of users, each requiring different insight from the data.

To address the siloed nature of the data landscape, the team unpacked and connected data from the full, end-to-end international payments journey to create an enriched dataset. This dataset was created by sourcing data from 13 separate systems. By implementing business rules and logic, the team enabled the interpretation of the data and created a highly customised – and customisable – data pipeline, using the Hadoop environment.

Based on this pipeline, the team created a data feed from the 13 source systems. This was used to update a rich dashboard daily, providing customer relationship managers and other business units connected with international payments process access to near-real-time data.

BSG making a difference

The work done by this team helped the bank understand how its customers are interacting with it, from a international payments perspective. They were also able to identify common customer personas, which, when coupled with the trends and behaviour patterns the data uncovered, can be used to predict activity and identify cross- and up-sell opportunities with existing customers. These cross- and up-sell opportunities enable revenue growth for the bank.

By creating consistent, reliable and secure reports, the bank has a significant opportunity: to become a leading player in the international payments space across Africa. The dashboard has significantly increased access to insights for the bank, reducing manual work and removing waste from the system. This has resulted in an overall improvement in customer experience and retention.

Contact

Jurie Schoeman – Chief Executive Officer
Mobile: +27 (0) 83 302 7169
jurie.schoeman@bsg.co.za