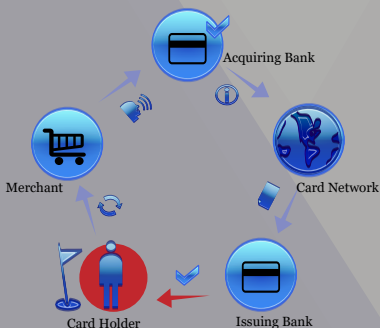# Business Analytics Application
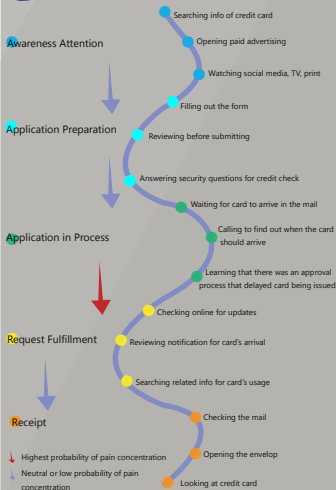
for Credit Card Companies / Payment Network Owners

Currrent Credit Card Processing Workflow

- Credit card's used into a payment portal provided by a merchant for goods/services being exchanged
- Card info & transaction details being sent via phone / internet
- Info being sent to appropriate card network (Visa, Mastercard, Discover or American Express)
- Info sent back and forth and sets any fees or guidelines among the acquiring bank, issuing bank and the merchant
- Credit card being issued to the cardholder

Acquiring Bank

Merchant

Card Network

Card Holder

Issuing Bank

Customer Journey through Credit Card Application

Awareness Attention
- Searching info of credit card
- Opening paid advertising
- Watching social media, TV, print

Application Preparation
- Filling out the form
- Reviewing before submitting

Application in Process
- Answering security questions for credit check
- Waiting for card to arrive in the mail
- Calling to find out when the card should arrive
- Learning that there was an approval process that delayed card being issued

Request Fulfillment
- Checking online for updates
- Reviewing notification for card's arrival
- Searching related info for card's usage

Receipt
- Checking the mail
- Opening the envelop
- Looking at credit card

↓ Highest probability of pain concentration
↓ Neutral or low probability of pain concentration

Improved Workflow

Which problems can be solved to credit cards companies / banks:

Acquiring Bank

Card Network

Merchant

Mobile app allows customer applying an instant credit line to the bank

Card Holder

2   4   5   6

Approved credit limit

Provide customers' biometric & behavior information in payment

Credit assessment and approved limit given requested credit/loan amount

Issuing Bank

Approved credit limit — Credit history / Financial statement

1. Increase market share in consumer credit cards by analyze the customers' behavior of the merchant and how this can be affected by specific marketing decisions, targeting sales, and fastening time to market.

2. Grow their credit card portfolio while mitigating credit risk. The credit scoring could start from a POS (point of sale) value proposition. "Emotional" and other "unstructured" data (sensors, cameras and external social data) are mined and analyzed with self-learning machines/ AI, allowing the creation of a real time, self-learning, credit scoring for the banks on the merchants and on their end customers that, via back testing, should lead to demonstrable better credit selection, overcoming the backward and over-reliance on financial statement data.

3. Optimize product offering and by applying digital and technologies (IoTs, AI) to acquire and retain the best customers.

Which problems can be solved to payment network owners :

Open platform allows interactive, two-way communication between network owner and their partners within ecosystem

Acquiring Bank

Merchant

Card Network

Card Holder

Issuing Bank

Data Storage

ETL process

Open platform for partners

1. Gain customers' trust and creditability by designing workflow process of open platform, which is able to identify problems early (e.g. fraud across transactions)

2. Empower relationship between network ower and their partners in exchange of information towards the most innovative, secure and reliable payment ecosystem.

3. Eliminate wastes of times and resources when handling authorization requests (e.g. chargebacks and retrievals, or conversion) among different countries.

- Break up a task into subtasks supporting investigation (fraud / risk assessment).
- Keep track of transactions for retrieval with quick turn-around time.
- Use automation to promp confirmation from the right partner when tasks reach a cetain stage.
- Organize work into shared projects as kanban boards and task lists for initiatives, suggested action plans.

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