# assureBI™

## FOR FINANCIAL SERVICES

**Transform unstructured and structured data into business intelligence to enable high end analytics and informed decision making, is what assureBI's core strength.**

**Survey in 2013 stated, 5% revenue loss, valued to be $ 3.7 trillion annually.**

The importance of data analytics is to the growth of an organisation, which has increased rapidly in the last 12 months. The volume of currently available Data is huge, so to help professionals within the **Financial Services,** the analytics should be able to cater and provide following insights to its users:

- Improved and Continuous Control Monitoring Business Analytics.
- Automated Compliance and Regulatory Reporting.
- Revenue Leakage.
- Fraud Control Management.
- Improved Operational Risk Management & Business.

### 10 factors for effective and efficient data analytics

**Aligned:** Should always be aligned to the corporate strategy and objectives.

**Owned:** Every analytics should be "owned" by an individual or group on the business side who is accountable for its outcome.

**Predictive:** Analytics should have basic intelligence to provide the trends and possibilities of future business events, which would be based on the historical data.

**Actionable:** Exceptions should be taken seriously and appropriate actions should be initiated in timely manner, before it's too late.

**Easy to understand:** Output reports should be straight forward for the users to understand and interpretate.

**Few in numbers:** Reports should be few in numbers, but should serve the overall corporate objective of analytics. We offer **Master Dashboards** to server the larger audience with lesser number reports.

**Balanced and Linked:** Analytics should have relationship with multiple factors.

**Trend of Changes:** Analytics should be able to demonstrate the trends of exceptions, based on the changes implemented in the organisation to control and minimize the exception levels.

**Standardised:** Output reports should be integrated and standardised with other reports for better understanding of the output.

### We offer our solution for the Financial Services organisations which could cater to the following areas for analytics:

- **ATM Monitoring**, besides performing transactions monitoring happening at various ATM sites of the bank, we can perform KY ATM (Know Your ATM) analytics and match the same with the real-time data, to look for variations, and movement of cash in ATM. The analytics could also generate automatic triggers on the exceptions as customized. Use **smart dashboards** to see the value your payments infrastructure brings to the business. Demonstrate how efficiently and profitably

the payments environment is operating by showing the actual value of transactions flowing through the system. Understand **usage trends** to make business decisions that maximize revenue and profit. **Get visibility into the usage and revenue** being generated from different products, services, channels and networks. **Uncover usage trends** such as the uptake of new products/services and the revenue from different channels, interchange partners and card schemes. **Ensure that your systems are correctly scaled** to meet your processing volume with a complete view of the availability and performance of all of the components of the payments environment. **Eliminate excess capacity** as well. **During systems migrations**, view actual transactions flowing through the systems in real time to be sure that processing is correct and efficient. **Get a holistic view of critical payment applications** that run across multiple servers and platforms (and avoid piecing together disparate views and tools). By centrally monitoring the infrastructure from a payments perspective, payment service management solutions help operations staff identifies transaction problems as they happen, drill down to uncover root causes and respond to issues relating to excessive denials, transaction failures or response times. When monitoring the entire payments environment with a single solution instead of a different application for each layer, payments organizations save on application fees, training for different applications and the additional resources required maintaining the different layers of applications.

- **Debit/ Credit Cards Monitoring,** customers use the cards in various ways, KYC of the customers on the usage of cards, helps in real-time analytics to tract exceptional transactions, which are customized as per customer requirements.

- **Revenue Leakage Management Reports**, which includes incorrect charging of interest, non-charging of penal charges and other revenue leakage.

- **Collection Reports**, related to the EMI's received by Cheque, which includes, time of Cheque Collection and Deposit in the respective bank account of the organisation.

- **Customer Churn Reports**, analytics on the reasons of the Churn and Management of the same.

- **Overdue borrower's account** for renewals and non-levy of the annual charges on the same. Also include non-charging of commitment charges where sanctioned limit is not fully utilized.

- **Non-Charging of additional interest** by percentage in unrated borrower's account where risk rating is mandatory.

- **Delay in payment of EMI** or default in EMI payment, is the interest received. Predictive analytics in connection with the receipt of the interest (% of shortfall in receipt of Principal Amount to the Interest Amount) and trend of the payment from the borrower can provide in advance indication of possibility of loan becoming bad-debt.

**Reduce default rates.** Customer analytics enable banks to be more selective in their loan offers and decisioning. With less predictability from standard measures such as credit reports, institutions must develop internal approaches to determining credit worthiness. Those that

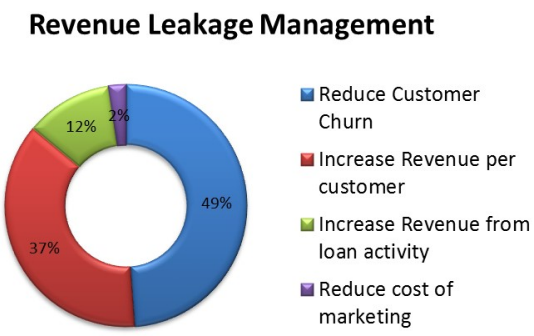
can harness the power of their own data and analytics will be in a better position to grant loans to attractive candidates and will know which candidates are poor risks. For example:

- Institutions that have chosen to respond to the changing market by simply increasing credit rating thresholds are faced with a diminished pool of candidates, and they are less able to deploy their capital balances. By changing their decisioning and using other predictive measures, they can put their cash reserves to work and earn higher returns for the institution.

- Once loans have moved into collection, institutions are deploying analytics to determine appropriate collection processes for each borrower. In this way, organisations can improve collection rates and handle customers in a manner that will ideally lead to their becoming customers in good standing again.

### Potential Annual Benefits from Customer Analytics

Organisations can benefit considerably with closer analytics in following sectors:




- Failed Customer Interactions.
- Improving uptime and availability.
- Accelerating incident management and troubleshooting.
- Adopting a proactive incident approach.
- Analyzing customer behavior.

## Payment service management in action

With terminal transactions growing at the rate of 10 percent per week and adding 600 new POS devices every day, one acquirer ensures the availability and performance of its rapidly growing network using payment service management to proactively monitor more than 1 million transactions a month. This allowed the company to detect problems immediately and fix them before they impacted customers. The solution also provided visibility into the usage and revenue being generated from different products, services, channels and networks.

## Marketing Analytics for Retail Banking

In a never ending battle for consumer wallet, banks not only want all the information to their consumers that they can lay their hands on, they also want it earlier than their competitors. During the past two decades, not only has the number of customer's touch –points increased manifold, the categories of these touch-points have also changed dramatically.

Advanced analytics now offers banks the power to study their customers and prospects like never before. For instance, analytics can be designed around customer data, such as usage trends, service requests history, and branch visits, to develop leading indicators of potentially unhappy customers, who may be looking to switch banks. This information can then be shared using appropriate dashboards to relevant personnel, who can then proactively connect with the customer,

and try preventing loss of a customer. The data may also be run in a prescriptive analytics program to suggest features, and services that need to be designed in existing/ new products/ services offered by the bank, that may reduce customer dissonance. Banks that leverage analytics to study customer behavior have been able to significantly improve marketing outcomes (greater topline impact ability to leverage digital channels and faster time-to-market) without a proportionate increase in the marketing budget.

There are 6 key imperatives for banks to study customer behavior, they are:

1. **Understand:** customer lifetime value, and profitability and brand perception.
2. **Target:** right customer segments; improve hit-rates and ROI (Return of Investment) of marketing activities.
3. **Acquire:** new customers by executing targeted marketing campaigns.
4. **Retain:** profitable customers by identifying pressure points where customers may feel disenchanted and shop for alternatives.
5. **Grow:** share of wallet by identifying cross/ up-selling opportunities through analysis of various customer segments and profiles.
6. **Adopt:** to change consumer behavior and creating products and services-in-anticipation.

| Understand | Target | Acquire | Retain | Grow | Adapt |
|---|---|---|---|---|---|
| Customer lifetime values, profitability and segmentation. | Prospect segmentation, profitability models, campaign analytics, channel mix modeling. | Website analytics (click maps, fall our and navigation), Conversion and engagement rate by segment and channel. | Silent churn, proactive value-based churn and personalized offers. | Next best offer, channel affinity, trigger-based cross sell campaigns and bundle pricing. | Social media listening and measurement. |
| *A commercial bank increased consistency in overdraft decisions and created bandwidth for staff, by combining customer's relationship with the bank with customer profitability data.* | *A U.S. bank improved its time-to-market for campaign by nearly 25%.* | *A top-10 U.S bank improved its ability to predict when a customer is about to make a big purchase by incorporating clickstream data with purchase histories and behavioral patterns.* | *A top=5 Canadian bank used analytics to store selected customer on a monthly basis and identify strategies to improve customer profitability.* | *A bank used analytics to predict if offering a sweetener for a mortgage product to customer X would be profitable? Or will the offer be wasted since the customer would have bought the product anyways?* | *A global bank piloting social media analytics in Spain increased positive feedback by 1% and reduced negative feedback by 1.5% within the 6 months.* |

## Easily configure the solution to your needs so you can monitor what matters the most to you.

For more further discussions, please feel free to write to us at **info@sspl.net.in** or visit us at **www.sspl.net.in**