

Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.



Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Says

What have we heard them say? What can we magine them saying?

Customer experience is the most important parameter for any sector.

Predict the csh required at each of its ATMs across the country and combining with route-optimation techniques, the banks can achieve ATM rationalisation.

Sales analysis helps reduce cost, identify performance bottlenecks and create an optimum channel strategy.

marketing campaign analysis provides the overview of the type of channels working for a bank and optimizes spending across these channels.

Bank need to maintain their liquidity to efficiently manage disburals as well as to fulfil the regulatory morms

With bank's historical expense analysis they can plan their budget effectively along with certain drives that can push up or down the finacial requirements further.

A COMPREHENSIVE

ANALYSIS OF

FINANCIAL

PERFORMANCE:

INSIGHTS FROM A

LEADING BANKS

Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Bl systems canremove the hassles associated with Financial Planing & Analysis(FP&A) along with effective reporting to key stakeholders.

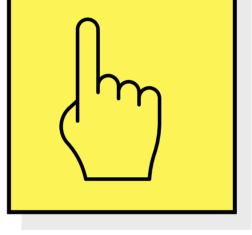
The BI tools help
Anti-Money
Laundering (AML)
analysts effectively
identifu and monitor
any suspicious
account holder.

P&L analysis by lineof-business (LOB)
allows decision
makers to ascetain
how a particular lineof-business is
performing in terms of
profitability.

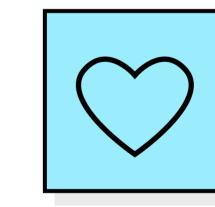
The banking transactions & queries asked by these customers can give insights to their mortage and loan requirements.

Does

What behavior have we observed? What can we imagine them doing?



Banks can carry out transaction analysis for depositing, withdrawals and payment information for existing customers.



Customer portfolio and segmentation is another important use case of analytics systems.

Marketing campaign analysis provides an overviews of channels working for a bank and optimizes spending accross these channels.

An analytics system can assist portfolio managers to maintain steady returns and suggests investment opportunities

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

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