



The cases briefing



BNP PARIBAS

The bank for a changing world

Classification : Internal

Mapping Group <> Case for the kick-off session

	Case “Head of Operations”	Case “Client Services Manager”	Case “Quality Monitoring Team”	Case “Innovation Manager”
Bachelor 1	Group 1 to Group 4 (included)	Group 5 to Group 8 (included)	Group 9 to Group 13 (included)	Group 14 to Group 18 (included)
Bachelor 2	Group 1 to Group 4 (included)	Group 5 to Group 8 (included)	Group 9 to Group 12 (included)	Group 13 to Group 16 (included)
Bachelor 3	Group 1 & Group 2	Group 3 & Group 4	Group 5 & Group 6	Group 7 & Group 8
	CIRCLE Room (10 groups)	CROSS Room (10 groups)	LINES Room (11 groups)	AUDITORIUM Room (11 groups)



Our Head of Operations

“Are we working as efficiently as possible on our desks?”

From an operational perspective, the goal is to understand :

- **where time is lost,**
- **where processes slow down,**
- **which activities could be streamlined.**

By observing the desks' activities, can we identify areas where productivity can be improved, organisational bottlenecks, and opportunities to streamline workflows?

From these observations, can we map out the current treatment paths and highlight where optimisation is needed.

Outcome:

A diagnostic view of operational efficiency, highlighting where improvements can be targeted to reduce friction and optimise the organisation at scale.

Deliverable :

At the end of the HOBART Hack Quest, we expect each team to submit a concise analysis report presenting your key insights backed by evidence.

The format is entirely up to you — graphs, dashboards, tables, or any visual layout that best illustrates your findings.

What matters is that your visuals are supported by a clear written reflection explaining how you interpreted the data and the conclusions you drew from it.



Our Client Service Managers (CSMs)

“How can we improve our clients’ day to day experience?”

Client Service Managers will focus on **what the data reveals about** :

- **client pain points,**
- **workload distribution,**
- **service consistency.**

From your observations, what takeaways are most relevant for Client Service Managers? Which desks handle the highest volume or the most sensitive topics? Can we identify clear patterns in how requests are processed and resolved? How can these insights help us better anticipate client needs and enhance service quality?

Outcome:

An actionable understanding of how internal dynamics translate into client experience—and where to improve responsiveness, transparency, and overall service quality.

Deliverable :

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Our Hobart Quality Monitoring Team

“Are the inputs accurate enough to support meaningful insights?”

This persona focuses on **data hygiene**, **workflow accuracy**, and **KPI reliability**.

Looking at the quality of data entered in Hobart, which desks show incomplete or incorrect entries? How do inter-desk real workflow, and what can we

infer from these movements? What do the provided data teach us about working relationships and coordination between desks? Which key data points are essential for

capturing the true stakes and constraints of our organisation?



Outcome:

A clear picture of data quality gaps, leading to better training, improved tool usage, and stronger foundations for analytics.

Deliverable :

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Our Innovation Manager

“What unexpected patterns in the data could help us reinvent our service?”

This is the **wild card**, where creativity meets analytics.

- Can we surface hidden patterns and ‘fun facts’ that traditional analyses might miss?
- What surprising insights about client behaviour, workload distribution, or workflow dynamics emerge when we look at the data differently?
- Can our apprentice data scientists showcase novel angles—e.g., weak signals, anomalies, or cross-desk relationships—that suggest new ways to create value?
- Which unconventional data features (or combinations) appear most promising to pilot improvements in our service model?

Outcome:

Creative insights that help rethink processes, identify new levers for service improvement, or imagine smarter workflows—not just optimise the existing ones.

Deliverable :

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- What matters is that your visuals are supported by a clear written reflection explaining how you interpreted the data and the conclusions you drew from it.

