

WHITEPAPER

POV: Next-Generation Banking

Six ways data can make banking institutions better.



As the banking sector moves increasingly into a digital-first world, many institutions within the industry are struggling to keep up. Amidst all the change and upheaval, it can be difficult to identify which challenges need to be addressed first in order to stay on track and on pace.

But as the banks that have future-proofed themselves are well aware, it's a step worth taking. And it can be achieved faster than a lot of banking professionals might think.

The key lies in data. It can be used to better personalize the customer experience, build greater levels of transparency and trust—with customers and employees—and develop services and products that otherwise may never have been considered.

Does data give them an edge? We've identified six that stand out...

1 Offering Personalized Products

Divide customers into groups based on shared characteristics—the data not only enables banks to better understand their customer base, but it will:

- Improve existing offerings—or help develop new ones—to better reflect how customers use (or don't use) products and services
- Enhance customer trust by making data available in an easily accessible format so that customers are clear on everything from fees and charges to terms and conditions

2 Attracting and Retaining Employees

Use data on employee demographics to help develop programs, policies, and benefits that address employee needs.

Then use the data to track how those programs are helping to encourage employees to stay with the company and how they impact satisfaction.

3 Managing Credit Portfolios

By consolidating data from a variety of sources, banks can better manage financial products. They can streamline loan applications and approvals, apply disbursements, and more effectively manage loan portfolios.

With actionable data in place, these new ways of approaching credit portfolios will help improve customer service and gain a competitive edge.

4 Reducing Costs and Operating Efficiently

Every bank is interested in reducing costs. With the right data in place, banks will be able to improve operational efficiency. They will identify redundancies and bottlenecks within current processes, understand how to shift resources to high-priority projects, and ensure customers and employees alike are happier and more satisfied.

As banks become more comfortable utilizing data to reduce costs and improve operations, they'll be able to use it as a foundation to drive new revenue streams.



5 Managing Fraud Risk

Use real-time data to better identify risks within banks' core business. This data can help banks identify credit risk exposure, customer fraud risk, and charge-off rates.

With predictive modeling, based on artificial intelligence, surfacing insights and alerting teams to risks, they can act on them before they become a problem.

6 Complying With Regulations

With the help of data, analytics, and especially predictive models, banks can automate the compliance process—and therefore reduce the need for manual review (which can sometimes result in errors)—identify areas of non-compliance, take corrective action, and protect themselves from regulatory fines and penalties.

With data, it's all possible.

Data is playing a more significant role in the banking industry. It is being used to improve operational efficiency, reduce costs, and meet the challenges of regulatory compliance.

It's also being leveraged to improve the customer experience by providing more personalized service and identifying and delivering new features and services that customers want.

With the volume of data growing exponentially by the day, and artificial intelligence becoming central to SaaS offerings, we can expect data to play an even more impactful role in the future of banking.

The possibilities that data provides are endless, and we've only scratched the surface of what it can do for banking institutions. We believe that data has the power to not only reduce costs and manage risk more effectively but also increase customer retention and employee satisfaction.

And, of course, generate new revenue streams.

It's time for banks to start taking advantage of all that data has to offer. Those that don't will find themselves at a distinct disadvantage in today's ever-changing, digital world.

Our team is passionate about helping clients harness the power of data so they can achieve their goals. Let us show you how we can help you make the most out of your data.

Case Studies

Large International Bank

...required greater access to data to improve agility. Prior solution took three weeks to get data from previous quarter. Strict IT security protocols required an on-premise solution. Domo provides real-time access to digital product sales across international markets. Federated adaptor connects Domo to the bank's on-premise data lake without bringing data into the Domo cloud. Leadership has mobile access to data for greater visibility.

The Bottom Line:

Gain real-time access to digital product sales for its banks around the world.

Large National Bank

...too many metrics delivered in an Excel format made it difficult to focus on what's important to the business. Manual data collection process made reporting slow, impacting the ability to optimize campaigns. Ad hoc approach to data made standardization difficult. Worked with leadership to define key metrics. Aligned data sources to provide a clear view of campaign performance. Enabled campaign team to ask smarter questions and increase its marketing agency accountability. Deployed in eight weeks.

The Bottom Line:

Optimized its digital marketing performance by providing greater understanding into its marketing campaign metrics.

BBVA

"What stood out about Domo was its ability to let everyone in the business learn from the data in dashboards that they could design by themselves"— Derek White, Global Head of Customer Solutions, BBVA

The BBVA logo is a circular emblem with a blue border. Inside the circle, the letters "BBVA" are written in a bold, white, sans-serif font.

Contact your Account Executive or Customer Service Rep, or visit **Domo.com** to learn more.