ACTUATE
The **BIRT** Company™

Customer Experience: Driving More Value from Data

Financial firms can use customer data to optimize service delivery, control costs, and add business value

Financial services companies today face intense pressures on many fronts – pressures that can negatively affect the customer experience and consume resources that could otherwise be used to add business value. **Market pressures** arise when competitors – including upstart new players and comparison web sites – vie for the attention of demanding customers and institutions' reputations are constantly scrutinized. **Cost pressures** challenge companies who must regularly bring competitive new products to market quickly and efficiently while squeezing more productivity from IT and application developers. **Regulatory pressures** require institutions to employ more precision and granularity in the ways they monitor and deliver customer and account information. They seek tools that address these pressures while boosting the bottom line.

Actuate Customer Success Examples

- A leading Nordic bank with more than 13,000 employees extended custom reporting capabilities to 30,000 of its car-lease customers using BIRT. Customer satisfaction (measured by a third party) increased, and customer activity on the bank's auto-financing system increased 31 percent.

- A U.S.-based consumer bank with more than 125 locations integrated BIRT with a dozen of its banking applications, resulting in an integrated reporting structure with 39 percent cost savings and two-thirds faster integration time – all with no new headcount.

The Challenge: Deliver Better Service Using Existing Data

Financial institutions have exhaustive data about their customers, including transaction histories, mobile app usage data, contact center records and other sources. But finding the business value in that data can be difficult: the data often exists in silos, and liberating it is perceived as costly and resource-intensive. This perception hinders strategic customer initiatives, such as:

- Understanding customers: Did you ever wish it didn't take weeks to get information about your customers from your data group? Your organization wants to integrate and analyze multiple, disparate data sources to achieve a more complete, data-driven picture of customers. You also want to give data and analytics to business users so they can create new revenue streams and improve customer retention.

- Optimizing customer experience: Your customers expect to easily interrogate their account information and access all of their data (or just the data they want) via customer-facing applications on any device.

- Tracking and monitoring customer engagement effectiveness: Are your customer success strategies working? Which initiatives are most effective? Many companies with sophisticated programs in place still can't easily track, analyze and gain visibility into what produces results.

A Few of Actuate's Financial Services Customers

BARCLAYS   **HSBC**   **Fidelity** INVESTMENTS   **Deutsche Bank**   **CHASE**   **citi**

## The Solution: An Information Platform with Multiple Capabilities

Actuate's BIRT platform enables companies to find business value in data they already have – and do so without abandoning existing infrastructure and applications or creating or updating a data warehouse. The components of Actuate's platform include:

- **BIRT iHub**, a server that powers interactive data visualizations and reporting from any data source and embeds them in customer-facing applications on any device

- **BIRT Analytics**, a high-performance Big Data business analytics application and database that enables business analysts to identify cross-sell and upsell opportunities and hidden relationships and respond to those discoveries quickly

- **Metrics Management**, which enables business users to leverage BIRT dashboards to track and visualize KPIs and results across the business, compare performance across different business functions, and track performance over time to allocate resources, identify best practices, prioritize campaigns and more

- **BIRT Content Services**, a robust Customer Communications solution that delivers secure, automated, and accessible statements and documents

The Benefits: Better Customer Experience, More Business Value

By deploying Actuate's BIRT platform, financial services firms can leverage all of their data to boost business value *and* customer experience in a cost-effective manner. These are just some of the benefits Actuate delivers:

- Enhanced customer engagement, loyalty and transparency, because customers receive intuitive, interactive, self-service access to current and historical data on their platform of choice

- More appealing and valuable products and services, because business users can make data-driven decisions based on customer actions across touchpoints

- Simple, efficient IT operations, because BIRT is designed for flexible data access, seamless security integration, scalability and performance for millions of users

- Compliance with new accessibility mandates for customer-facing web applications

- Better regulatory compliance through the use of a proven scorecard approach

- Reduced printing and mailing expenses, because customers receive greater value from online alternatives
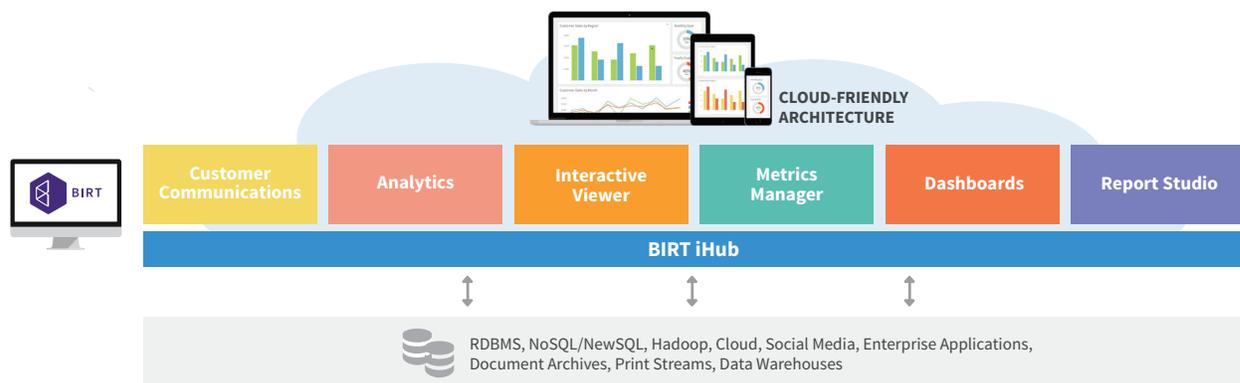
Actuate's BIRT platform supports many services that financial firms need.

Learn how your organization can reap the benefits of improved customer experience. Visit: **www.actuate.com/solutions/financial-services/**

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