Case Study
Financial Services Consulting

How to generate actionable insights and value uplift from customer analytics?

Data analytics and strategic business applications

A leading regional bank has set up a 'best-in-class' customer analytics and digital team tasked with the mandate to 'transform' the bank in the way data analytics is intensively used to drive business insight and strategies. Mazars was selected as a strategic partner to help develop capabilities and advise on high impact areas.

Approach

- Top-down identification of high priority areas for data analytics.

- Initial phase focused on specific retail business lines, developing analytical insight and tools, e.g. decision support for loan pricing.

- Subsequent phase broadened to bankwide customer level, using machine learning techniques to predict behaviors and 'value'.

- Extension to apply data analytics to 'transform' Corporate business.

Impact

- Developed long term analytics capability development roadmap.

- Developed and successfully rolled out decision support tools for frontline business units, e.g. intelligent loan pricing platform.

- Developed strategic insight into bankwide retail customer profile and 'value', leading to specific applications to business decisions, e.g. allocation of marketing dollars / investments.

Company: Regional Asian bank

Country: Greater China

Sector: Financial Services

Assignment: Big data analytics to predict customer behavior and generate insight to drive business strategy.

Offering: Business Consulting

Audience: CEO, CIO/CTO, BU Heads

Team: FS Consulting team in Asia

Our track record: The Mazars FS Consulting team have a proven track record in financial services consulting across Asia, having advised leading banks across topics on business improvement, analytics and risk management.

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