

Deloitte and Informatica team to deliver Master Data Management to US Regional Banking Corporation



Business Challenge

Today, retail banks should go beyond providing “customer-friendly” service to offering “customer-centric” solutions. A US Regional Banking Corporation wanted to transform to a customer-centric model to help increase and retain its existing customer base, to identify upsell and cross-sell opportunities, and to enhance the overall customer experience. In order to achieve an effective transformation, the bank needed to look at its data management and CRM systems. Over the years, the bank accumulated homegrown, disparate legacy customer and CRM systems, leading to the storage of duplicated customer information. This prohibited the bank’s ability to accurately depict customer household relationships and to market the right products to the customers. The lack of formal Data Governance and policies also inhibited the bank’s ability to make the right decisions around their commercial and consumer customer base. This US Regional Banking Corporation needed a full, 360 degree view of its customers to make informed decisions to support the bank’s overall objectives.

Deloitte Consulting Approach

Faced with these challenges, the bank teamed with Deloitte to help realize its business objectives. Deloitte worked closely with the bank’s business and technology leadership teams to strategize and execute the major transformation initiatives in a multi-phased approach. Deloitte executed and leveraged a “business-driven, technology-enabled” approach to engage key business stakeholders from the inception of the program. This helped accurately define the business problem, leading to the utilization of technology solutions from Informatica to rationalize and harmonize the bank’s customer data to create a 360 degree view, which is also referred to as the “single version of the truth” for customer data across the organization.

Deloitte leveraged Informatica’s product portfolio, including the Multi Domain Master Data Management solution, Informatica Power Center ETL (Extract Transform and Load) and Informatica Data Quality solution, to help transform, improve, enrich, and rationalize customer data, and relate it to the bank’s various product offerings.

Deloitte’s agile methodology divided the project scope into manageable phases—called the Crawl, Walk, Run approach—enabling the bank to meet its business expectations in a timely manner while creating quick business wins.

The Crawl phase

The Crawl phase used an agile approach to create specific customer (individual and organizational) identifiers across

Transitioning from a “Customer-Friendly” to a “Customer-Centric” Model enabled the bank to transform its ability to better serve and retain its commercial, consumer and prospective customers.

all of the enterprise data from various sources. This phase also included setting up the appropriate software tools for data quality, data transformation and integration, as well as Master Data Management to cleanse, standardize and identify potential duplicates across various sources.

The Walk Phase

The walk phase focused on collapsing and consolidating the potential duplicated customers that were identified in the crawl phase. This created a single “golden” or “master” record for the sets of key master attributes defined by various key stakeholders during the data analysis and data standardization phase.

This phase also enabled the formalization and execution of Data Governance policies to validate and enhance the quality of the data, and its associated processes that manage the data. Data custodians from the various business groups were identified to focus on key data elements to maintain and help improve the quality of data and/or to make informed decisions around data, relationships and merging of potential duplicated customers.

The Run Phase

The Run phase entailed the association of enriched customers to their household relationships, commercial relationships (aka legal entities), customer preferences and

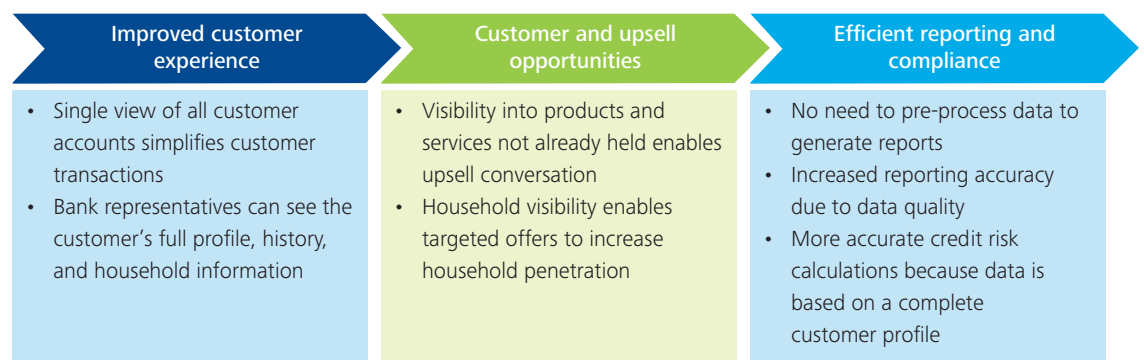
customer product, and service holdings. This helped create a robust customer enterprise view that is accessible to both operation and decision support applications, enabling the ability to make informed decisions, to identify upsell and cross-sell opportunities and to better serve customers.

The Future of “The Digital Banking Experience”

Deloitte continues to support this US Regional Banking Corporation in maturing its Data Governance strategies that will help prepare the bank to achieve the “Digital Banking Experience” for the customer. This is being done through the alignment of master and unstructured data contents from various sources, such as online banking activity, mobile data activity and bill pay files data. The Digital Banking initiatives enable the bank to differentiate itself from other competitors in the market, as well as understand the customer’s behavior and preference, and therefore helping to improve fraud monitoring. Digital Banking will help the bank to drive the appropriate prioritizations and design decisions over the next three years through the SIP aspects of the Digital channels.

The Journey to Customer-Centric Banking

The Master Data Management Initiatives helped the bank achieve a true 360 degree view of its customers, leading to an improved customer experience, additional upsell opportunities and efficient reporting.



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and Master Data Management Partner of the Year awards. With more than 1,100 practitioners trained and experienced in Informatica products and a network of member firms that reaches 150 countries, we have the scale, scope and capabilities to help you realize the value in your data.

Learn more

To learn more about how Deloitte and Informatica can help you become a customer-centric bank, please contact one of the following Deloitte or Informatica team members listed below.

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