

CASE STUDY

 **Zura Labs**

IMPROVING CUSTOMER EXPERIENCE



TRANSFORMING DATA INSIGHTS

BFSI

ABOUT THE CLIENT ● ● ●

One of the oldest private sector banks in India with a history of over 98 years which offers a wide range of products and services to millions of customers, with particular focus on SME, retail, and NRI customers were looking for solutions to transform information into insight and knowledge.

The client focuses on expanding products suite, services, and digital banking platform, with investments in technology aimed at improving their customer experience, making it easier for customers to interact with them.

THE CHALLENGE ● ● ● ● ● ●

Their existing reporting system has multiple pain points such as employees generate excel reports manually by collecting data from multiple departments and manually distribute those reports to high level executives. Their limited statistical data collection activities, collect a minimum of key data relating to economic and market developments.



The primary goal was to make the consolidated data available to all top-level management for analysis and better decision-making

This reflects the fact that detailed information of this nature is of key importance to the bank in regard to the conduct of monetary policy, monitoring of exchange rates, economic analysis/outlook and the promotion of financial stability. It also reflects the operational or regulatory role that the bank plays, for instance with respect to payment and settlement systems or bank supervision.

SOLUTION AND BENEFITS



what we found



- Time consuming and error prone data collection
- Data governance challenges due to manual distribution
- Data interpretation and decoding challenges
- Unstructured large volume data storage
- Data collected and stored in different tables without proper relation

how we solved



- Self service reporting training to senior executives of various regions/ zones
- High-level data security with defined reports access within the team
- Advanced analytics solutions to decode the data and create reports for easy analysis and distribution
- Drill down reports to help understand the performance of the client bank across various subject areas - regions, branches, products and transactions

what we achieved



- Hosted analytics solution
- Customizable solution to view operations across multiple parameters in various periods
- Helped the client gain timely actionable insights with very less manual intervention
- Secured environment for data analysis and sharing across the team(s)

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