

# QlikView Customer Snapshot – Global Retail Bank

“This is real! I can’t believe it. I’m sitting here right now with the entire customer base and every account and I can really ask any question, even me...this is really, really, really good. This is going to change everything.”

VP Marketing Strategy and Analysis  
Global Retail Bank



## About Global Retail Bank

- Leading retail and corporate banking arm of financial services leader. Division offers a wide array of banking, lending and investment services to individual consumers, as well as to small businesses with up to \$10 million in annual sales.
- Operating more than 1,000 offices / branches worldwide with millions of customers
- Headquartered in New York, New York
- Industry: Banking (Retail)

## Challenges

- Lower the cost per question – chairman has publicly stated that the bank will excel through innovation – hundreds of millions spent on legacy reporting, analysis and modeling creating too many barriers for decision maker access to key information
- Chaotic use of spreadsheets and unmanageable processes

## Solution

- Deployed QlikView as ‘innovation fuel’ to an initial 25 centralized strategy users in marketing supporting major initiatives in US. (users scaling from 25 to 100’s by year end):
  - New Customer Analysis:* Executive analysis of customer capture and quality of customer value management
  - Market Analysis:* Market growth and penetration analysis including new combinations of existing business unit data from disparate systems
  - Innovation Planning and Measurement:* Experimental initiatives generate new data and require quick, easy, configurable analysis and measurement
  - Marketing Campaign Analysis:* System provides more detail and attributes to assess campaign success and identify opportunities
  - Product Analysis:* Product managers assess product performance daily
- Rapid pre-launch of 2 days with entire business up in 2 weeks
- Completed 2 months worth of projects in 7 business days
- Leveraged QlikView (64-bit) to report on 20 million records for millions of customers across multiple lines of business

## Benefits

- Reduced cost per question by 80%
- Reduced turnaround time by 90%
- Enabled process for iterative discovery to support innovation
- Provided the ability to now get answers to questions that were not even possible to ask before while using Cognos and BO