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**T E L E C O M**

Technology Shaping the Future

**Data-driven value creation in Banks:  
from Data to Insights to Action**

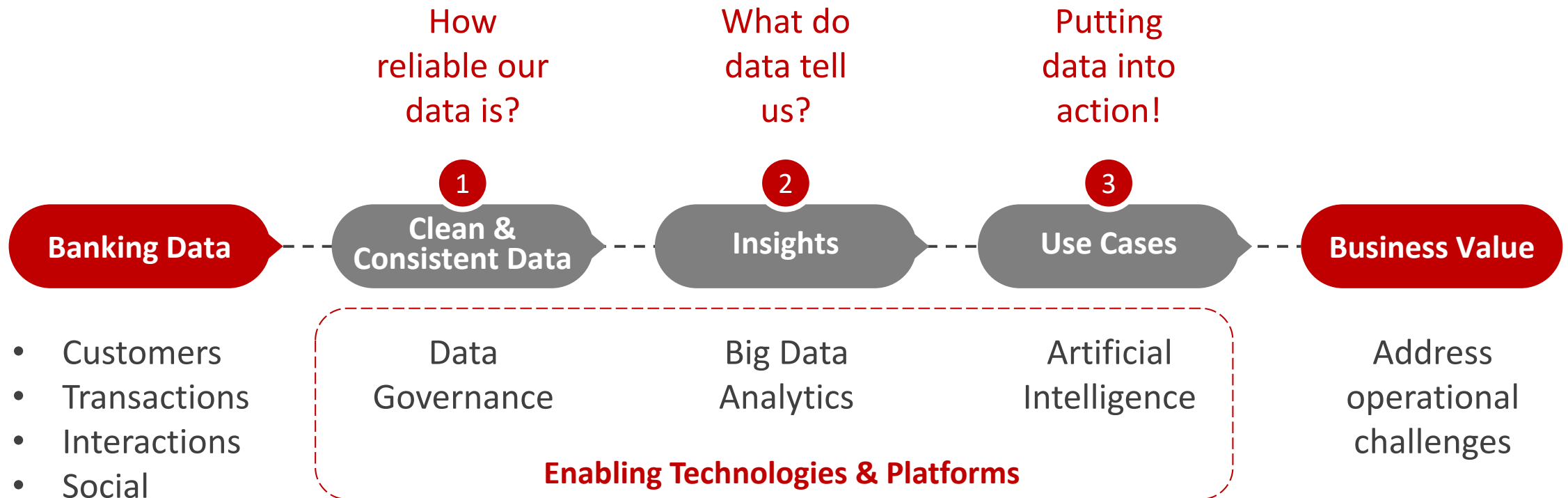
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Senior Product Marketing Manager

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*bank*  
Every ~~business~~ is a data business!



# 1 Data Governance: Catalyst for innovation, performance & growth



### Data Quality Management

87% Score

DQ Checks: 12  
Records: 4 587 486

Email Address

- Completeness: 90%
- Validity: 95%
- Accuracy: 82%

### Master Data Management

ID: 2689  
David Thomas  
Master Group

CTR 0/2

Family

ID: 2159  
John Thomas  
Master Group

Has address

CTR 1/2

PLo

### Data Catalog

Sources:

- Customers: Full name, GDPR  
John Doe
- Credit\_Cards: Full name, ID  
Michael Burns
- ID: Full name, ID  
Amanda Higgs

### Data Profiling

Attribute	Completeness
ID	<div style="width: 100%;"></div>
First_Name	<div style="width: 100%;"></div>
Job_Title	<div style="width: 100%;"></div>

### Reference Data Management

System	Country	Code
<input type="checkbox"/> ref_data	Bahrain	BHR
<input type="checkbox"/> ref_data	Bangladesh	BGD
<input type="checkbox"/> ref_data	Belarus	BLR
<input type="checkbox"/> ref_data	Belgium	BEL
<input type="checkbox"/> ref_data	Belize	BLZ
<input type="checkbox"/> ref_data	Benin	BEN
<input type="checkbox"/> ref_data	Bermuda	BMU

### Data Integration

Cloud

- Amazon S3
- Google Drive

Database

- MySQL
- Oracle
- Informix

Unified platform



**Clean & Consistent Data**

- Risk Modeling & Fraud Prevention
- Regulatory Reporting
- Marketing & Sales effectiveness
- Privacy regulations compliance
- New products and services

# Insights supporting executive decision-making: Case Study for a Greek Bank



## Challenges

- Disparate legacy systems
- Structured & unstructured data
- Laborious reporting

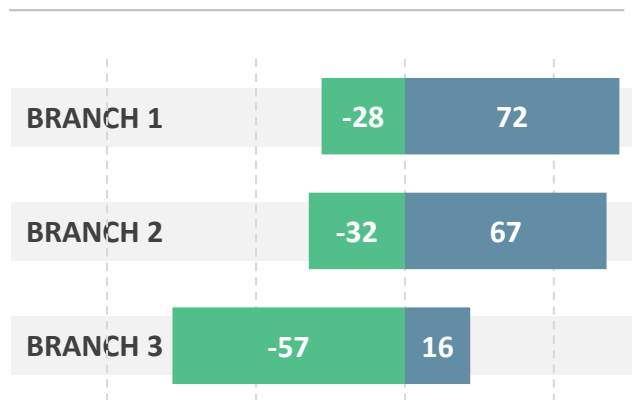
## Dimensions

- ~70 Data Sources
- ~3 TB from weekly operations
- < 30 ms data access

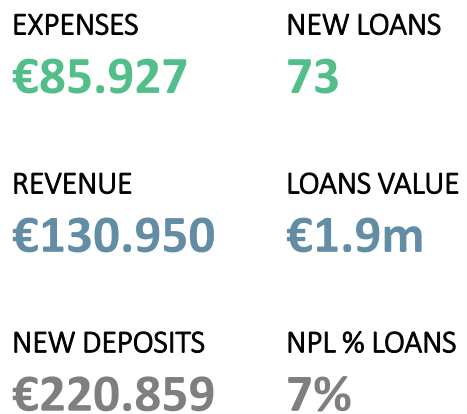
## Applications

- 360° Customer View
- Predictive analytics
- Branch performance assessment
- Ad hoc rich dashboards

### COST VS. REVENUES BY BRANCH



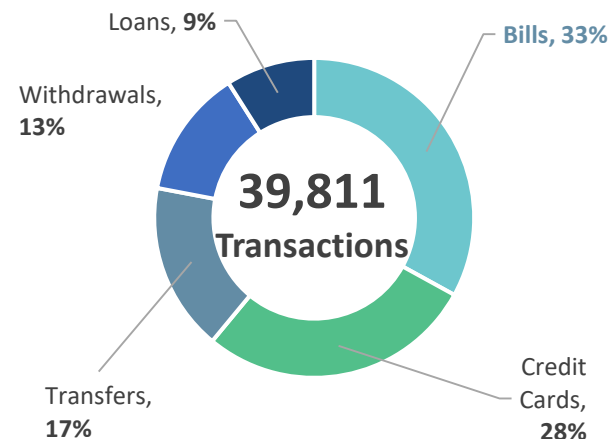
### BRANCH MONTHLY RESULTS



### CLUSTER BENCHMARKING

KPI 1	KPI 2	
132	Branch A	90,8%
215	Branch B	85,3%
23	Branch C	86,2%
89	Branch D	92,6%
52	Branch E	90%

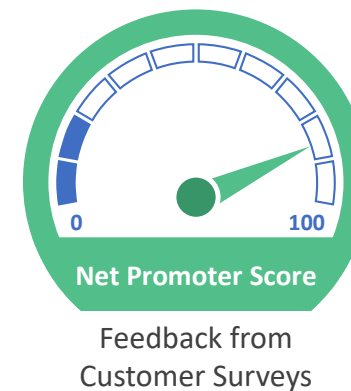
### TRANSACTION TYPES (Top 5)



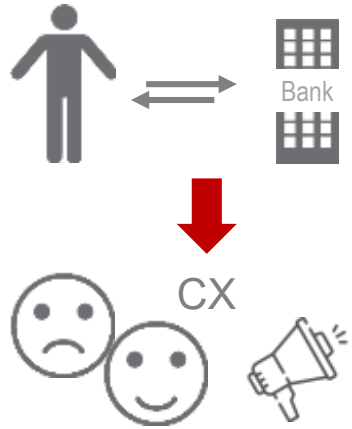
### ALERTS



### CUSTOMER SATISFACTION



# 3 Use Case: AI-powered Sentiment Analysis



FEEDBACK		<b>Customer Initiated</b>	<ul style="list-style-type: none"><li>▶ emails</li><li>▶ Chatbots</li><li>▶ Contact Center</li></ul>
		<b>Company Initiated</b>	<ul style="list-style-type: none"><li>▶ Questionnaires</li><li>▶ Surveys</li></ul>
		<b>Social Media</b>	<ul style="list-style-type: none"><li>▶ Posts</li></ul>



Good or bad experience matters!

Customer opinions arrive from any channel

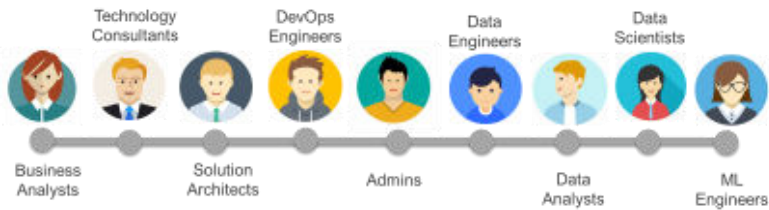
Understand the voice of your customer...

...and take action!

# Focusing on data-driven value creation!



## Expert Professional Services



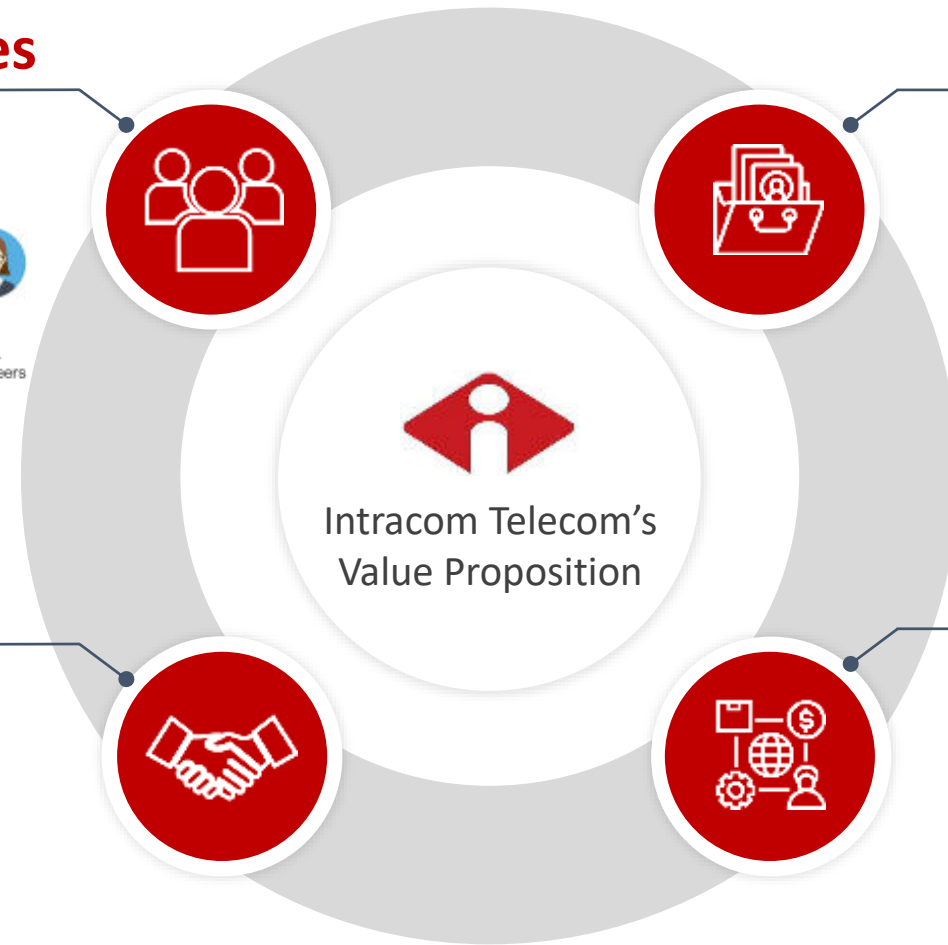
## Product Portfolio



## Technology Ecosystem



## Cross-industry Track Record



Intracom Telecom's Value Proposition

Scan to access  
Financial Services microsite:  
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Contact us:  
[fs@intracom-telecom.com](mailto:fs@intracom-telecom.com)

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