Enabling Customer 360 for Financial Services Organizations

Financial services organizations are in search of ways to become more customer-centric in order to differentiate themselves from the competition. Accustomed to seamless, omnichannel digital experiences offered by e-commerce, media, and other businesses, customers demand the same level of customer experience when it comes to their financial needs. A 360-degree view of the customer that offers real-time, personalized interactions across online and physical channels is critical to attract, delight, and retain your customers.

The Challenge

Analyzing high velocity data feeds of customer data, transaction data, web data, and other varied sources at scale in order to create a customer 360 profile is difficult. Connecting digital channels around the customer, with full visibility and seamless engagement across branches, contact centers, and digital banking touchpoints is highly complex and requires many different technologies to address. Extracting customer information from data silos across the business to build a complete, 360-degree view of the customer has long been a strategic objective but has been challenging to accomplish with legacy platforms or ad hoc solutions.

Unlocking a 360-Degree View of Your Customer

The Kinetica Streaming Data Warehouse converges streaming, location, and historical analytics with machine learning on a single platform to enable financial services organizations to deliver a customer 360 experience. Converge customer data sources in Kinetica to build customer 360 profiles that provide a real-time view of the customer across all parts of the organization. Run large scale, high performance analytics that are critical for delivering contextual, personalized interactions.

Kinetica enables financial services organizations to:

- Move from batch processing of customer information to real-time customer insight
- Build detailed customer 360 profiles that enable personalized customer interactions across all channels
- Deliver up to the moment offers and recommendations for cross-sell and upsell based on historic interactions, behavior, preferences, and other factors
- Integrate multiple, real-time and historic data sources to enhance customer intelligence and improve customer relationships
- Apply AI to enhance employee productivity and customer satisfaction, for example, routing customers to associates that are most likely to deliver the best service

The Kinetica Streaming Data Warehouse is proven at some of the world's largest organizations for analytics at the performance and scale needed to deliver an omnichannel customer experience.

- Delivering real-time offers in seconds based on customer location and interactions, powering customer 360 for Indonesia's largest digital payments provider, OVO
- Accelerating regulatory reporting for a major financial services organization from days to minutes
- Analyzing 30M streaming inventory queries a day to keep inventory in stock for one of the world's largest retailers

To learn more about Kinetica, visit our Banking and Capital Markets solutions page.