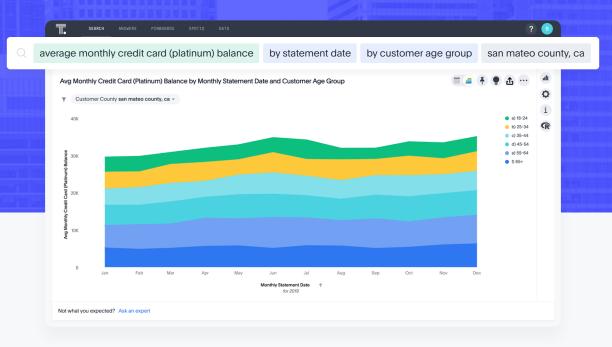# Search & AI-Driven Analytics for Banking

When it comes to modern banking, the best customer journey from first click to branch visit wins. People are no longer choosing their banks solely on reputation or highest APY% but also on who delivers the best omni-channel experience. Every individual customer touchpoint contains insights to help your bank deliver a more personalized experience to meet the demands of the modern banking customer.

With ThoughtSpot, banking professionals from the C-suite to branch managers can better understand individual customer behavior and trends to drive more revenue, improve operational efficiencies and mitigate customer risks, and increase customer and employee engagement.

Benefits

- ✓ Increase revenue and earnings potential
- ✓ Optimize marketing campaigns
- ✓ Expand customer retention and acquisition
- ✓ Discover upsell and cross-sell opportunities
- ✓ Deliver a more personalized customer journey

- ✓ Reduce and mitigate customer risk
- ✓ Contain costs with revenue assurance
- ✓ Get credit monitoring for new accounts
- ✓ Increase credit lines for existing accounts
- ✓ Improve operational efficiency

Use Cases

Customer Acquisition & Retention

Grow revenue with campaigns, sales strategies, and marketing offers that generate profitable long-term customers.

Customer Engagement

Increase earnings potential with insights into which products customers are actually using to identify cross-sell and up-sell opportunities.

Compliance

Get a comprehensive view of any discrepancies in accounting, investment and lending operations to ensure compliance with federal, state and local laws.

Financial Risk & Regulatory Analysis

Understand and take preventative measures against the characteristics that lead to high risk - and bad debt.

Claims Analysis

Identify fraudulent transactions to reduce claim costs.

Accounting & Finance

Provide senior executives with instant access to the latest data to contain costs, reduce waste, and improve operations.

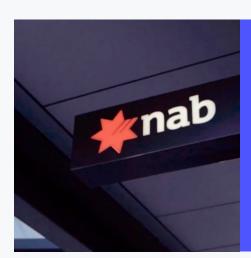## The World's Leading Banks Use ThoughtSpot

RBS · RBC · Scotiabank · BANK OF THE WEST BNP PARIBAS · Capital One

"With ThoughtSpot's AI-driven insights, you can pick any data point you want at any level, or any slice, and it will generate trusted insights for you."

nab

Cameron Currie
HEAD OF ENTERPRISE CLOUD REPORTING, NAB

Simple

ThoughtSpot provides true self-service analytics for everyone. Sales executives, finance leaders, and marketers can use search to find granular insights around sales performance, customer trends, loan patterns, and risk and regulations.

Smart

With SpotIQ, ThougtSpot's AI-driven insights engine, financial services professionals get answers on the fly as they search and can use one-click auto-analysis across billions of rows to uncover anomalies and trends otherwise hidden in their data.

Fast

ThoughtSpot's in-memory calculation engine provides lightning fast answers on 10s of billions of rows. As data continues to explode, spend less time wading through it and more time acting on customer insights with search & AI.
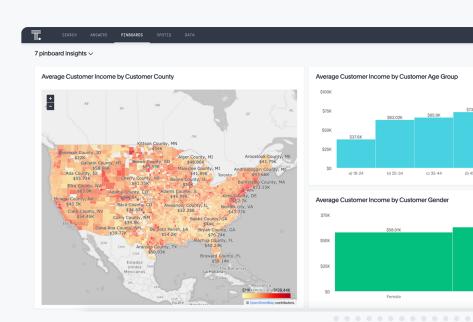
Make Customer 360 a Reality

Create and explore Pinboards for instant answers and to see analytics on strategic customer insights. Right from your company's homepage, you can see what's recently viewed, what's trending amongst your team, and what your colleagues are working on.

With Pinboards, you can give everyone in your organization fast and easy access to a Customer 360 view:

Sales managers can explore customer service and engagement analytics to better understand the key factors for increasing customer loyalty and reducing churn.

Compliance executives can get insights across all departments to oversee the successful implementation of regulatory changes and risk policies.

Marketing teams can discover opportunities for campaign optimization to increase customer acquisition while reducing campaign costs.

Deliver Instant Insights for every banking professional

With ThoughtSpot, there is no "per user tax." With unlimited user licenses, bank employees from loan officers to financial analysts across every part of the organization no longer need to wait for reports from a centralized BI team; they are empowered to make faster data-driven decisions with instant access to analytics insights.

○ Challenge

The credit card services team was struggling to understand the effectiveness of their campaigns such as which promotions were driving the most revenue, waiting weeks on ad-hoc BI report requests. Executives struggled to see KPIs around marketing that would empower them to make data-driven decisions.

○ Solution

With ThoughtSpot, over 200 marketers and the executive team analyze campaign statistics such as conversion rates, customer product mix, lifetime value of accounts, and overall ROI, right in the moment, freeing up the burden on their BI team.

○ Business Value

RBC gained several million dollars per year in productivity improvements by eliminating ad hoc analytics requests from executives and marketers with ThoughtSpot. Executives answer their own questions about credit card promotions in 2 minutes rather than waiting 2 weeks and marketers identify top campaign performers to improve the effectiveness of their credit card promotions.

RBC

Automated Data Discovery with AI-driven Analytics

With AI-driven insights, your bank employees can identify unexpected cost-saving opportunities, unusual customer behaviors, compliance irregularities, and root causes to many more issues you may not have considered. SpotIQ, ThoughtSpot's AI-driven insights engine, uses built-in artificial intelligence to run dozens of advanced analytics algorithms on billions of data points to automatically generate trusted and accurate insights. Uncover anomalies, analyze trends and patterns, and discover key contributing factors, all explained in natural language.
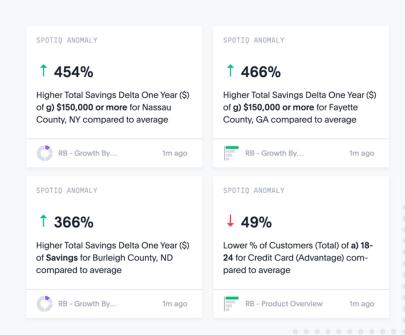
Identify Trends

"Is the average savings account balance increasing or decreasing over the past 12 months?"

Explore Correlations

"Is there a correlation between which products are owned by certain income groups? Age groups?"

Discover Outliers

"Is there a city or county that has significantly higher credit card spending compared to others?"

SPOTIQ ANOMALY
↑ **454%**
Higher Total Savings Delta One Year ($) of **g) $150,000 or more** for Nassau County, NY compared to average
● RB - Growth By...   1m ago

SPOTIQ ANOMALY
↑ **466%**
Higher Total Savings Delta One Year ($) of **g) $150,000 or more** for Fayette County, GA compared to average
▬ RB - Growth By...   1m ago

SPOTIQ ANOMALY
↑ **366%**
Higher Total Savings Delta One Year ($) of **Savings** for Burleigh County, ND compared to average
● RB - Growth By...   1m ago

SPOTIQ ANOMALY
↓ **49%**
Lower % of Customers (Total) of **a) 18-24** for Credit Card (Advantage) compared to average
▬ RB - Product Overview   1m ago

Scalable Architecture

Banks accumulate massive amounts of data on customer profiles, product and service ownership and usage, channel activity across mobile, web, and branch, compliance adherence, and beyond. Most banks find it incredibly challenging to convert such large volumes of data into valuable insights. ThoughtSpot's new breed of in-memory analytics architecture is built from the ground up for speed at scale, easily managing your bank's billions of rows of data across multiple sources - all while delivering sub-second performance, enterprise governance, and actionable insights in the moment.

> "With ThoughtSpot, PNC now has the ability to analyze 5+ million loan records with lifetime cash flow projections and to manipulate extremely large data sets (in excess of 200+ GB)."
>
> MANAGING DIRECTOR OF ASSET AND LIABILITY MANAGEMENT, PNC, BEYOND 2019

Business insights that move with you

The banking world moves quickly and so you do. With ThoughtSpot Mobile, your answers are always online — even when you aren't. See what's recently viewed, what's trending amongst your team, and what your colleagues are working on to collaborate better and discover actionable insights more quickly.

Tap to drill anywhere with interactive dashboards

Create and explore pinboards for instant answers on the go

Share insights with anyone in your organization