CUSTOMER STORY

Innovation for digital customers

Qlik offers agility to transform customer experience

KBTG

> "By using Qlik Sense, we're incorporating analytics and more non-traditional data into the pipeline of loan processes, so we need to be able to track our customers every step along the way. That way we're able to connect with them and make an offer."

Fred Roteseree, Managing Director, KBTG

Meeting customers' changing needs in a secure environment

The key to the success of banking institutions is to serve their customers with personalized and secure products, while expanding their client base using the latest technological advancements.

Thailand's Kasikornbank (KBank) is amongst the top five largest banks in the country, conducting nearly 40 million transactions per day during peak periods. High demands from customers and staff have led it to set up the Kasikorn Business-Technology Group (KBTG), to keep pace with technological innovations.

KBTG Managing Director Fred Roteseree explains that current systems rely heavily on resources to marry data from a host of applications and that can result in mismatches or add to security risks. "Personalizing customer service is important to our organization, while at the same time ensuring that client data is secure." With growing demand in the current climate for contactless transactions and efficient resource allocation, KBTG has deployed artificial intelligence (AI) and machine learning to meet these challenges.

By employing Qlik Sense, KBank is able to help customers make informed decisions. "In the past, our call centers were calling people offering things that they didn't want and they don't need. But right now we're scaling that down. The tool has given us the flexibility and customized approach to help people survive in this difficult current climate," says Roteseree.

Solution Overview

Customer Name
Kasikorn Bank

Industry
Financial Services

Geography
Bangkok, Thailand

Function
Finance, IT, Marketing, Sales

Business Value Driver
Customer Intelligence, Reimagined Processes

Challenges
- Craft products to suit customers' needs
- Minimize data breaches by improving governance
- Reduce resource collision and improve capacity

Solution
Deployed Qlik Sense to customize and innovate banking products through efficient and time-saving analysis.

Results
- Improved customer service and product quality
- Time-saving measures for internal workflows
- Increased capacity with self-service platforms

Qlik provides granularity to better serve customers

Roteseree explains that with Qlik Sense the bank is able to create better segmentation of customers. One of the priority business areas is to grow its lending business but without understanding its customers, the bank risks inconsistencies. Now, KBTG is able to incorporate non-traditional data into loan channels for a specific customer segment. With sharper tools to capture information from multiple sources, the loan teams have found it easier to streamline data and tailor products for their customers.

Accurate analytics also allow the bank to track how a customer behaves on the bank's touchpoints. With granular information, KBTG can now harness in-depth understanding of what its customers want instead of relying on monthly or half-yearly statements.

Employees using Qlik's single dashboard features found flexibility and agility in their work processes. The granularity of the data and the ability to stitch information together has been of immense benefit. Knowing how the customer behaves in advance significantly speeds up all related workflows.

"We target customers and if they click accept on the mobile app, we're able to transfer the money to their account in five minutes. So, part of higher customer acceptance of the platforms is attributed to streamlined processes but stemming from our own understanding," explains Roteseree.

KBank becomes more agile and innovative

Qlik has redefined how the bank works. Its complete data analytics platform has resulted in new levels of agility, freedom and upskilling of staff, so it can innovate for the KBank customer. Challenges from resource allocation for nearly 10,000 users are a thing of the past and the practice of taking months to customize a workflow dashboard is eliminated with Qlik.

The Qlik solution offers flexibility and simplicity for all user levels, without challenging resources and adding to maintenance demands. Employees of different levels of data literacy can access what they want at a time that suits, without straining IT resources.

The keys to success

1bn transactions a month operated on Qlik

5 mins to transfer funds after loan approval from mobile app

"The data wasn't available to us before, so with Qlik, we're able to interact with customers at the moment of need, rather than trying to push something to them that they may not want, just because we think they qualify."

Fred Roteseree, Managing Director, KBTG

Qlik Q®

About Qlik

Qlik's vision is a data-literate world, where everyone can use data and analytics to improve decision-making and solve their most challenging problems. Qlik provides an end-to-end, real-time data integration and analytics cloud platform to close the gaps between data, insights and action. By transforming data into active intelligence, businesses can drive better decisions, improve revenue and profitability, and optimize customer relationships. Qlik does business in more than 100 countries and serves over 50,000 customers around the world.

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