THOUGHTSPOT

Major Bank Gives Credit Card Services Instant Visibility into Transaction Data

FORTUNE 500   FINANCIAL SERVICES

Volumes of Credit Card Data

For most banks, the credit card division is one of the most profitable in the company. At one Fortune 500 Financial Services company, their credit card division returns more than double the average ROI compared to other products they offer. As one of the largest banks in Canada, they have access to massive volumes of credit card transaction history and customer lifetime value. The company realized this information could have a huge effect on their bottom line. If they could analyze this information, they could run more effective marketing campaigns, increase sales, and reduce customer churn.

Limited Views Obscure Insights

Marketers and product managers within the credit card division wanted to analyze this data. They needed to understand the effectiveness of their campaigns so they could improve customer adoption, increase revenue and reduce churn. They had questions about campaign performance, such as which promotions were driving the most revenue and which were the best customers for new promotions.

Unfortunately, the company's BI tool, Tableau, was too complex for the average user to do his own analysis. When a new question came up, managers had to put in a request to an analyst and then wait—sometimes up to 2 weeks—for an updated report. As a result, most important decisions were either delayed, dismissed, or made on gut instinct.

Highlights

200 Users
Marketers and Credit Card Services

5TB
Transactional, Customer, and Product Data

3 Sources
Hadoop, Weblogs, and Oracle Datawarehouse

2 Weeks to 2 Minutes

Anyone can build thier own reports, and get answers to questions in minutes.

ThoughtSpot Delivers Instant Visibility

Self-Service Analytics for All

The head of BI realized they needed a solution that would help them break through their BI backlog of report requests. One that would give the marketers and product managers the ability to perform their own ad hoc analysis across the data. They chose ThoughtSpot because it was the only solution that could not only give their team self-service analytics, but also because it could perform at scale. ThoughtSpot could help them blend 5+ years of credit card transaction data with product and customer data, and still calculate answers on the fly. Now anyone on the team can use search to build their own reports and get answers to questions in seconds.
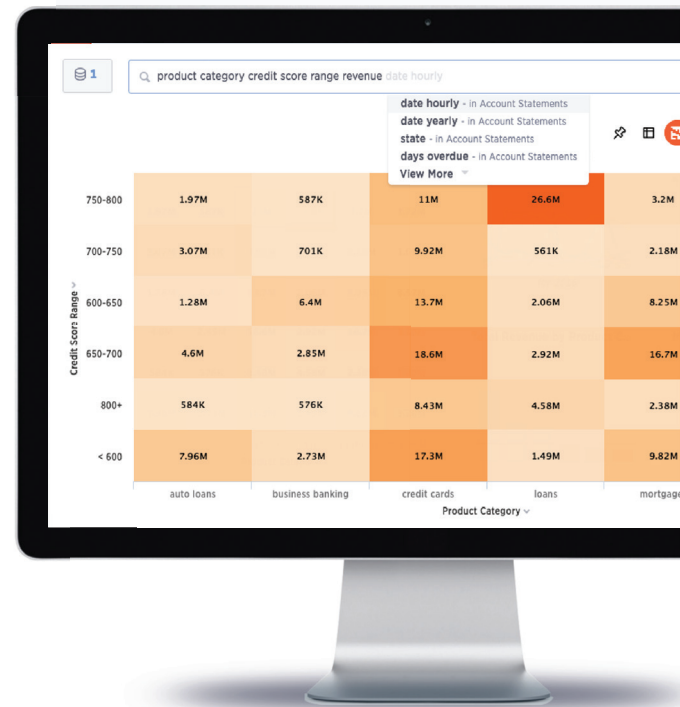
New Questions Everyday

With ThoughtSpot, 200+ marketers, analysts, and executives can now analyze over 5 years of historical credit card data and get answers to questions in seconds. They can analyze conversion rates, customer product mix, lifetime value of accounts, and overall ROI without having to make requests of their BI team. Marketers are identifying top campaign performers to improve overall effectiveness of their credit card promotions. And executives can answer their own questions about credit card campaigns and customer churn.

ThoughtSpot has given this organization the flexibility to explore their data in ways they never could before. Beyond credit card campaigns, business users are asking questions they previously couldn't, and it's having a big impact on the organization. This Fortune 500 bank now has a more complete understanding of how customers are using their products, especially in relation to other banking products they offer. They can see behaviors and patterns they weren't aware of before, which is helping them sell new products faster and more effectively.

> " Empowering individuals with information is the most powerful thing you can do, especially for a bank like us.
>
> - SR DIRECTOR,
>
> FORTUNE 500 BANK