

How a Top Canadian Bank saw a 50% Reduction in Time Spent on Credit Strategies

The Company

One of Canada's largest and most recognized banks serving millions of customers in the personal, commercial, and corporate sectors in North America and across the globe. The Canadian consumer credit group is responsible for credit risk in the consumer portfolio across Canada.

The Challenge

This bank's consumer credit group was experiencing product launch delays due to their current line of credit (LOC) strategies development process. Their goals:

- Streamline their credit strategy processes - previously this required high-level expertise from quantitative analysts and coordination between credit analysts and quantitative teams
- Use new and more granular sources of customer data

Adding to the existing complexity of streamlining their credit strategy process, the group was told they could not rely on external departmental resources.

The Solution

With the use of advanced modeling capabilities from Angoss KnowledgeSTUDIO™ and Angoss Strategy Trees the bank's credit analysts were able to:

- Track multiple business metrics or key performance indicators (KPI) across any number of segments
- Independently perform automated calculations across an unlimited number of dependent variables, and view all segments and treatments in a single, graphical view
- Get a holistic view of all aspects of their strategic options at a glance and greater control over how to plan actions

"By using Angoss KnowledgeSTUDIO™ and Strategy Trees to update our LOC strategies development process, our credit strategy team is now able to analyze more granular customer data to ask new questions and test theories with greater speed and flexibility without relying on the quantitative analysts, saving us 50% of our time."

- Canadian Consumer Credit Group Analyst

- Assign actions with a greater speed and iterate/explore customer segments and actions at no risk prior to deploying LOC strategies

Using KnowledgeSTUDIO and Strategy Trees, the bank's credit strategy team now had the same modeling capabilities as advanced analysts, freeing up analyst resources and resulting in less back and forth communication.

The Result

The bank's credit strategy team is now more self-sufficient and productive. Less coordination is required amongst modelers and business strategists. Notable results include:

- **Increased control and flexibility** in analyzing customer data
- Credit analysts are able to develop **more robust, sound credit strategies**
- **A 50% reduction in time spend** developing new credit strategies

Angoss KnowledgeSTUDIO and Strategy Trees helped the bank realize substantial time savings in their credit strategies development process by providing them the ability to create effective LOC strategies without external departmental resources.

About Angoss

Angoss is a global leader in delivering predictive analytics to businesses looking to improve performance across risk, marketing and sales. With a suite of big data analytics software solutions and consulting services, Angoss delivers powerful approaches that provide you with a competitive advantage by turning your information into actionable business decisions.

Many of the world's leading organizations in financial services, insurance, retail and high tech rely on Angoss to grow revenue, increase sales productivity and improve marketing effectiveness while reducing risk and cost. Headquartered in Toronto, Canada, with offices in the United States, United Kingdom and Singapore, Angoss serves customers in over 30 countries worldwide. For more information, visit www.angoss.com.

Corporate Headquarters

111 George Street, Suite 200
Toronto, Ontario M5A 2N4 Canada
Tel: 416-593-1122

European Headquarters

Enigma House
30b Alan Turing Road,
The Surrey Research Park
Guildford, Surrey GU2 7AA
Tel: +44 (0) 1483-661-661