

Unsure about analytics for your Financial Services organization?

Some things to keep in mind...



3 in 5

The number of customers who are unsure or unsatisfied with their bank's knowledge of them as customers.¹

4%

Market share lead for banks applying analytics to customer data over those who don't. The percentage is even greater for those who use the data to understand customer attrition.²



82%

Percent of organizations who see quantifiable results for new analytics initiatives within 12 months (more than 50% of those see results in less than 6).⁵

90%

Percentage of banking professionals who believe successful data initiatives are key to future success (60% see data analytics as a competitive advantage).³



Top 3

Impediments to big data success.⁴



Too many silos



Time required to analyze



Shortage of skills

The financial services industry has never faced as many challenges as they do today. Increased competition is emphasizing the need to focus on the individual customer. Angoss KnowledgeSTUDIO directly addresses the impediments to success noted above with: it's ability to collect and analyze data from multiple sources, it's unique segment viewer and best in class decision and strategy trees that reduce time to insight as well as it's recognized ease-of-use that bridges the gap between data scientist and business analyst.

Sources:

1-4: https://www.capgemini-consulting.com/resource-file-access/resource/pdf/bigdatainbanking_2705_v5_0.pdf

5. <https://thefinancialbrand.com/60083/banking-marketing-data-technology-personalization-sales/>



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