

A Top National and International Bank Saves Money and Time with CenterView™

This leading international bank has a Consumer Credit Group that handles vast amounts of customer information. Through the Corda Technologies performance dashboard CenterView™, the Group was able to communicate key performance indicators (KPIs) to the management team in a visual and clear format. CenterView also updates automatically to quickly deliver accurate, real-time performance dashboards.

Background

This bank had two decentralized groups that came together into one department: the Consumer Credit Group. As they joined into one location, the groups needed to combine information into one set of reports and use one standard for tracking information.

The bank's system was disorganized and cumbersome. In fact, employees had to go in and change every report manually each time a business rule changed.

The Consumer Credit Group needed to track customer accounts, including payment information, credits, loan statuses, and delinquency rates. Each of the two groups had approximately 2.5 million records for a grand total of 5 million.

Challenge

With so much information to track and record, the bank's Consumer Credit Group needed a time-saving, real-time solution to reduce the time employees spent updating records. In addition, senior management was frustrated with the inaccuracy of the information in the current system, which frequently showed conflicting figures.

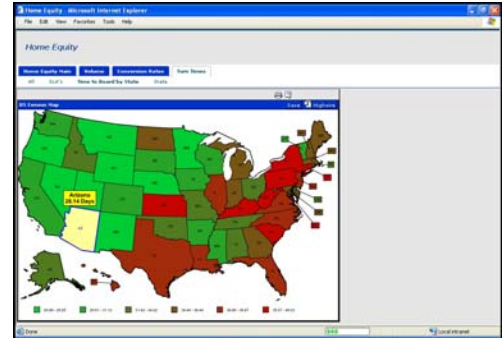
Solution

The solution was CenterView, the Corda Technologies customizable performance dashboard. Once Consumer Credit Group looked at CenterView, they discovered that it really fit well with their needs. It was flexible and easy to use—right out of the box. This team was immediately drawn to several features:

- **Ease of use.** The Consumer Credit Group didn't want to hire programmers to create dashboards; the team in place had one major strength: business knowledge. With CenterView, this team could capture their knowledge into easy-to-understand graphs, maps, and tables.
- **Quick development time.** The Group was able to distribute information quickly with CenterView—a great feature because the bank's information needed frequent updates.
- **Intuitive features.** Putting data into maps and other types of visuals was simple. One feature that especially impressed the Consumer Credit Group was the gallery, in which users select the look and feel they want from an assortment of graphs, tables, etc.
- **Real-time updating.** With CenterView, the team could connect the dashboards to specific data sources. When an employee updates the original source, the dashboard updates automatically.



- **Robust mapping features.** The bank closely tracks regional statistics using CenterView. The mapping features made valuable regional information easy to develop in visually appealing maps.
- **Data export capabilities.** The bank needed to communicate information to a mass audience. The audience in turn needed to save the graphs, maps, etc., out to presentations. CenterView's data export capabilities made this task simple and intuitive.



Since April 2007, this leading bank has reduced its original 450 reports down to 208 reports with the help of CenterView's easy functionality for creating layered graphs and other visual representations of information. Eventually, the bank wants to eliminate other types of reports altogether. The bank is using CenterView to accomplish several business goals:

- **Closer tracking of Service Level Agreements (SLAs) for outsourced work.** The Customer Service department has certain performance requirements. CenterView enables the bank to accurately compare SLAs with actual performance—a statistic that was falling through the cracks before. This saves extensive costs because the bank is paying only for work completed.
- **Accurate data for the Marketing department.** The Marketing team recognized that most people understand pictures better than numbers. By capturing information such as web response time, customer satisfaction, and other KPIs into visual charts and maps, Marketing can drive results out to the management team quickly. The Marketing dashboard saved the bank a lot of money; the bank was going to outsource the dashboard development but, with CenterView, the team was able to develop high-quality dashboards in-house.

The Manager of Sales and Fulfillment Operations at the bank, said, "We sampled other packages and felt that no one stood up to Corda."

What's Next?

The Consumer Credit Group says that CenterView has stretched their imaginations.

Employees continually ask, "What else can we do now that we've been able to get our hands into this system?" For the future, they plan to experiment further with the custom mapping features to find new and innovative ways to use CenterView.



The Group has also used CenterView's customization features to create bank-specific templates and gauges, which are still on first cut. The team plans to implement more in the future.

Conclusion

This leading international bank has already seen extensive cost and time savings from CenterView. The accurate and up-to-date dashboards help the Consumer Credit Group and the management team understand the bank's place in the industry. The charts, graphs, and maps that the Group creates track everything from customer satisfaction to delinquency rates to customer locations—KPIs that help the bank develop strong strategies for the future.

The bank's Technology Manager, said, "It's nice that something out of the box was so flexible for our needs." As we continue to discover CenterView's flexibility, they will continue to create new and innovative dashboards to communicate the right information to the right people.

