Case Study: Leading Australian Financial Services Institution INFOCENTRIC **Customer Voice Dashboard**





Our solution enabled the client to gain greater visibility into their operations through redesigning their customer voice dashboard reporting capability, leading to more actionable insights to improve business performance.

Business Benefits

- ✓ Better Customer Management
- ✓ Improved Performance **Analysis**
- ✓ Improved **Market Analysis**
- Utilised **Industry Best Practices**

The Challenge

Enterprises' top three challenges are growing profitable revenue, enhancing customer satisfaction, and surpassing the competition. Organisations need to understand their customers as well as use data points to support what actions they need to take to overcome these challenges.

InfoCentric understands the value of harnessing organisational data to drive tangible business outcomes. Our team of Data Visualisation experts led the redevelopment of a customer voice and market analysis dashboard for a leading Australian Bank.

Our Client wanted to have a greater insight into their customers and their engagements with the Bank such as complaints and compliments as well as customer actions regarding opening and closing accounts and random accounts survey data. The managers of the branches, regions and states needed to be able to understand how their areas were performing compared to the national average. In order to achieve these targets, they required an industry benchmark of dashboards providing data in a timely manner and also best of breed visualisation and design for future development.



Our Solution

PROCESS Concept

Developed a conceptual dashboard design that served as a blueprint for the build phase.

Build

Built and deployed a dashboard, including all source code, into the Bank's development environment and is capable of being continuously refreshed without manual intervention.



Documentation

Documentation supporting the Business to operate and support the solution.

The Outcomes

- Designed and built the Customer Voice Dashboard
- Incorporated data from multiple sources including CRM
- > Created a single view for Branch, Region and State managers to validate their position against other areas
- Utilised Industry Best Practices and Methodologies



Engage with InfoCentric

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