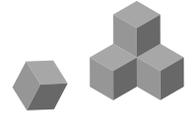


Caja Rural de Aragón powers up with better BI tools



Case study

120+

managers use scorecards to
improve customer experience

75

new reports created in just
4 months



Challenge

In an era of economic uncertainty and increasing financial regulation throughout Europe, bank officers at Caja Rural de Aragón wanted to improve the bank's reporting and business intelligence (BI) capabilities so they could more closely monitor operational activities, improve customer satisfaction, and mitigate churn.

They also wanted a system that could easily share information with all business units and commercial branch managers. Decision-makers throughout the Caja Rural de Aragón network needed greater visibility into customer activities, employee actions, and outreach activities so they could provide superior customer service and respond quickly to new opportunities.

Solution

Caja Rural de Aragón has enjoyed a close relationship with Rural Computer Services (RSI), a leading provider of IT support and centralized data processing services for member banks in the Caja Rural Group. Through this association, RSI introduced Caja Rural de Aragón to Information Builders (ibi), which provides information processing and BI services to RSI.

Caja Rural de Aragón has become one of ibi's most loyal customers. Its confidence in ibi data and analytics solutions developed over several projects, some of which were introduced through its mergers. "When we need to create reports, dashboards, and operational scorecards that can combine and analyze data from multiple sources, we turn to the experts at ibi for assistance," says Juan Ramón García, systems director at Caja Rural de Aragón.

For example, Caja Provincial of Huesca and Zaragoza, which later would become part of Multicaja, used ibi analytics platform, to manage vast amounts of information on the organization's DB2 mainframe system – a highly successful BI project that has seen tremendous user adoption. Cajalón also used ibi analytics platform as the foundation for enterprise reporting and information management at all levels of the organization. They began with five daily reports and went on to create 75 additional reports in just four months. Since then, the number of reports and new features has continued to increase.

Caja Rural de Aragón

Industry: Financial, Credit Union

Caja Rural de Aragón is part of the Caja Rural Group, one of the main banking groups in Spain with more than 2,700 offices and 9,000 employees, assets of more than 59,000 million euros, and equity of more than 4,400 million euros.

» **“When we need to create reports, dashboards, and operational scorecards that can combine and analyze data from multiple sources, we turn to the experts at ibi for assistance.”**

Juan Ramón García, Systems Director, Caja Rural de Aragón

“With the merger of Cajalón and Multicaja into Caja Rural de Aragón, the decision was simple,” says García.

“There was no doubt that we should continue to rely on ibi technology. With little effort we can achieve great performance.”

Benefits

Caja Rural de Aragón’s focus is on developing analytic tools that can address specific challenges throughout the organization, including data analysis from multiple domains. Its BI environment is based on a set of specific scorecards, with metrics that display the performance of various individuals or groups.

For example, the Shuttle scorecard routes requests from the bank’s vast branch network of offices, as well as from central services, to measure the quality of service and detect service bottlenecks.

More than 120 managers and supervisors depend on this scorecard to improve the customer experience and take action where necessary.

The Transactional Analysis Channel scorecard tracks customer activity through various channels, such as through the cashier, in person at the office, via the Internet, and through the telephone banking system. The scorecard also provides information on the many variables regarding the type of customer (time of activity, sex, age, etc.), the sphere of those transactions, and who is assisting customers and viewing the data.

This scorecard not only helps managers improve performance and extend best practices throughout the network, but also gauge the effectiveness of the bank’s marketing and outreach activities. What campaigns are customers responding to? Which products are generating the greatest interest, revenue, and margins? Marketing professionals, regional directors, and directors of offices all rely on information from this scorecard, which is gradually being rolled out to the bank’s 325 offices.

The Segments scorecard analyzes a broad range of client activities, from individuals to companies and portfolios. With this scorecard, executives can analyze the behavior and evolution of the main variables of the business of each of the defined customer segments. Caja Rural de Aragón professionals depend on this information to respond to clients and fine-tune their customer service practices.

Through its longstanding partnership with ibi, Caja Rural de Aragón continues to bring its members more innovative services. Looking to the future, García and his team plan to extract even greater intelligence from these dashboards and scorecards by using ibi analytics platform to enable mobile access through tablets and smartphones.

“We have achieved tremendous progress with WebFOCUS [part of ibi’s analytics platform], and this BI toolset continues to surprise us,” concludes Mr. García. “The available information is growing every day as we extract all the intelligence that underlies our business and make it available to our management.”

Technology used

- > WebFOCUS
- > ReportCaster
- > Analytics Anywhere
- > Professional Services



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Juan Ramón García, Systems Director, Caja Rural de Aragón

About ibi

ibi is a data and analytics company that embeds intelligence into — everything. From the beginning, ibi has known the importance of data and insights to make better decisions. We help organizations get their complex and disconnected data in order, so they can build, embed, and automate intelligence into everything they do. By preparing organizations for the future and turning them into builders – information builders – everyone can use enterprise trusted data at scale to drive their growth. Whether our customers use pre-built applications or build their own solutions for their data and analytics challenges, ibi powers their innovation and reinvention. ibi’s open platform and industry-specific building blocks accelerate speed to market, improve operational efficiency, and enhance their customers’ experience.

ibi. build a better future.

Request a demo

See ibi in action and
imagine what you will build.
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