

ANALYTICS

# Data enables bank process innovation

BMI deploys Qlik to unlock in-depth, timely and meaningful operational insights



## CUSTOMER STORY

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“To some, data analytics is rocket science, which should not be the case. The challenge is to come up with answers to complex questions from a gold mine of seemingly unrelated data and make them as accessible as possible, and that is the value of Qlik for us.”

Luis M Chua, President, Bank of Makati

### The need for efficient data collection and analysis

The key to success for banking institutions is to provide customers with personalized and relevant products, while expanding their client bases through the latest technological advances and innovations.

Bank of Makati Inc. (BMI) is one of the longest-serving banks in the Philippines. Originally founded as a private rural bank in July 1956, BMI has since evolved into a savings bank that helps Filipino savers and entrepreneurs with micro, small and medium enterprise-financing options and enables businesses and individuals acquire motorcycles through financing.

With its partner-dealer Motortrade Nationwide Corporation, which is one of the top motorcycle dealerships in the country, Bank of Makati is the top motorcycle financing bank in the country.

BMI relies heavily on manual labor to collate data, analyze information and improve its collection rates while serving customers across the archipelago. Technological adoption for its around 1,500 staff members was, therefore, crucial as BMI looked to develop its business and take operations forward.

BMI recognized that loan management requires in-depth data analysis, but its practices were slow, resulting in rigid decision-making processes. Compounding the challenge was technological resistance, which affected data competency levels across the bank.

“With the information we used for analysis, you could only address one question at a time,” says Luis M. Chua, President at BMI.

#### Solution Overview

##### Customer Name

Bank of Makati

##### Industry

Financial Services

##### Geography

Manila, Philippines

##### Function

Finance, HR, IT, Sales

##### Challenges

- Minimize errors from outdated data analysis
- Reduce laborious data-collection tasks
- Minimize resource collision and improve capacity

##### Solution

Deployed Qlik Sense® to customize and innovate workflows through efficient and time-saving analysis.

##### Results

- Improved loan collection rates
- Introduced time-saving measures for internal workflows
- Increased capacity with self-service platforms

“After that, you had to work the data again. That was the kind of decision-making that people had become used to.”

## **A single customized platform to improve workflows**

BMI’s relationship with data collection and related technologies dates back as far as 2005, but it was only in the last seven years that the bank looked to accelerate process automation.

Having initially used QlikView, the bank moved on to Qlik Sense, emphasizing its commitment to raising staff data literacy and skills. BMI worked with Micropinnacle Technology Corporation (MTC) to kickstart knowledge-transfer initiatives, workshops and showcases to improve buy-in from banking staff.

Each department was led by a Qlik Champion, who then encouraged team members to learn new ways of gathering meaningful insights. With this new-found knowledge, staff could then tailor solutions based on the needs of their respective departments, ranging from HR to treasury.

Bank staff soon found that they could abandon manual report-analysis processes, instead viewing repeatable financial information on a single dashboard. In doing so, they also removed the need for dozens of individual spreadsheets.

Employees and managers can also work more accurately to slice and dice information in various angles without interruption or duplication. Customer data is now clearer, more secure and available through a single viewpoint.

“How I want people to look at information is simple,” says Chua. “Once you come into the office, no matter what time, all you have to do is look at the dashboard and that sets you up for the day.”

## **Qlik’s agility and speed deliver banking success in loan collection**

BMI’s investment in Qlik technology and its people has already started to bear fruit, as the bank recorded a 20% improvement in loan collection. With Qlik’s easy-to-use dashboards allowing clear and compelling visualizations, staff can also monitor collections more closely than ever.

With BMI still highly reliant on field representatives, the single view feature offers performance-tracking data that allows quicker responses from managers to direct teams that are not meeting targets. Employees using dashboard features also found flexibility and agility in their work processes, taking advantage of the ability to stitch information together easily and quickly. Crucially, this data was no longer outdated.

“The most visible benefit in terms of the application is in our collection group,” says Chua. “Previously they would assess performance based on the previous month’s figures; today, teams can make decisions based on data from the previous day.”

BMI notes that 80% of processing work still requires manual intervention, but the bank is looking forward to introducing real-time tracking features to monitor active accounts and the movements of credit investigators.

BMI now plans to grow its ecosystem to include a data warehouse as part of its digital transformation. More importantly, the bank also appreciates the importance of consistent and coherent data, and its corporate planning department can now take the lead in guiding data-management strategies and steering future strategy.

## The keys to success



**20%** improvement in loan collection rate



**1** single view of multiple data sources

“We are expecting and targeting more than a million accounts at any point in time. We cannot achieve that just by using spreadsheets indefinitely.”

Luis M Chua, President, Bank of Makati



### About Qlik

Qlik, with the recent addition of Talend, delivers an industry leading portfolio of solutions for data integration, data quality and analytics. This includes advancements in real-time, AI, ML and automation. The most successful organizations are investing in data to make sense of the increasing amounts and varieties of data from diverse sources. The challenge is to effectively integrate, analyze and act on the data while ensuring its trustworthiness. With more than 40,000 active customers in over 100 countries, Qlik's solutions work with any data source, target, architecture or methodology, to ensure customers have the data they need, whenever they need it.

[qlik.com](http://qlik.com)



### About Micropinnacle Technology Corporation

Micropinnacle Technology Corporation (MTC) is an IT company engaged in offering data analytics tools and platforms and has evolved as a complete end-to-end data solution provider. With its unique and innovative approach, MTC is capable of delivering clients' needs and demands in the most efficient and cost-effective process. It aims to help businesses reach their best and full potential with its custom-made solutions that drive actionable insights and smart business decisions.

[www.mtc.com.ph](http://www.mtc.com.ph)