CASE STUDY

Sagacity
Part of **Accenture** Song

A Single Customer View to Reduce Risk Exposure

Client

Financial Services Provider

Single Customer View

Client Situation & Impact

Our financial services client was unable to identify customers who had multiple consumer accounts, commercial accounts or a mix of both.

This was impacting the bank's ability to identify and quantify overall exposure it had outstanding with individual customers. The client needed to establish this view to manage the deletion and retention of customer data to comply with GDPR and the Financial Services Compensation Scheme (FSCS).

Data Cleanse

Analysis

SCV Matching

How Did Sagacity Help?

Our team obtained an extract of 195,000 consumer and 11,000 commercial records and processed it through our software solution and carried out the following:

- identified consumer accounts with duplicate individuals
- identified directors associated to each business
- identified commercial accounts with duplicate individuals
- identified individuals with both consumer and commercial accounts

Following the data cleanse process, a unique customer identifier was applied to each account to link individuals / directors to their consumer and commercial accounts. This created a single customer view for 29,000 customers that were associated with more than one account.

Outcome & Business Benefits

29k multiple account holders

We identified 14% of the customer base had multiple consumer or commercial accounts which resulted in our client obtaining an improved understanding of credit risk to manage the customer and exposure more effectively. This aided our client to achieve FSCS and GDPR compliance as well as improve the customer experience.

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