

Rabobank Moves Closer to its Goal of 80% Online Services Delivery with Informatica



"We are exceptionally pleased with the outcome of this data quality strategy. It moves Rabobank significantly closer to 80 percent of retail banking services being delivered in a digital self-service environment. It's what our customers are calling for, and it's great for the bank's operational efficiency and compliance strategy."

- Rob Douwes, Lead Business Architect

Rabobank is a Dutch multinational banking and financial services company. The organization is a global leader in food and agricultural financing and sustainability-oriented banking.

Rabobank has achieved significant progress achieving its strategy: an enterprise-wide digital transformation strategy which will move the bank closer to its customers. Reflecting the growing appetite among customers for this digital services delivery, the bank is investing heavily in online banking services, mobile channels and other initiatives such as 'pop-up stores' and bank advice delivered in the home.

Rob Douwes, lead business architect, Rabobank, explains how this trend is fundamentally changing how the bank operates. "Customers who used to drop into their local Rabobank branch once a month or withdraw cash from an ATM once a week, now use their smartphones or tablets to connect with Rabobank. We needed to move with

this trend. One of the aims is for 80 percent of all business-to-consumer banking services to be delivered through unattended, self-service channels within four years."

However, there was a fundamental barrier getting in the way of that 80 percent goal: data quality. The growing number of sales and customer service processes which used straight through processing (STP) were growing, and this was putting pressure on data quality within Rabobank's Siebel customer relationship management (CRM) platform.

For example, if a customer applied online for a new account but some of the application data was incorrect, missing or incomplete, the account application automatically defaulted to the physical channel. This potentially delayed the process, frustrated the customer and cost the bank more money and resources to resolve.



Rabobank

Overview:

Rabobank is a multinational banking and financial services company, headquartered in the Netherlands. The organization is a global leader in food and agricultural financing and sustainability-oriented banking.

Business Challenges:

- Deliver 80 percent of all business-to-consumer banking services using self-service channels within four years
- Poor quality data meant certain online customer activities defaulted to the physical intervention
- Requirement to adhere to compliance regulations governing data privacy and data retention
- Data quality previously addressed using expensive and slow manual processes

Solution:

- Informatica Data Quality is used by the business and IT to cleanse customer data, ensuring data is authoritative and trustworthy
- Informatica PowerCenter Real Time increases business agility and performance with right-time data integration

In a scenario where a customer under 18 years of age applies for a new savings account and the customer's date of birth is recorded and inaccurate, the bank has no means of determining whether a parent or guardian needs to be a co-signatory. As a result, there are delays authorizing the new account and onboarding the customer.

Trusted data an imperative for compliance

It was imperative for Rabobank to address these data quality issues. Rabobank needed accurate, trusted data to comply with an array of compliance rules, ranging from Know Your Customer (KYC), due diligence and beneficial ownership regulations, to anti-money laundering and anti-bribery legislation. At the same time, a positive online service experience was important to maintain customer loyalty.

Additional legislation in the Netherlands governing data privacy and data retention made the case for high quality data even more urgent. Financial institutions and other organizations are prohibited from holding data relating to race, religion and other criteria in customer records. Moreover, organizations are only permitted to hold data on inactive or excustomers for a certain number of years—after this period the data must be deleted.

Rabobank's traditional response to this issue of data quality has been to assign people and resources to the problem. The bank relied on inefficient and expensive manual processes to write SQL statements for the Siebel CRM platform as a means to improve data quality. As a result, the Siebel data was

only validated and refreshed for quality on a weekly basis—too infrequently to achieve the 80 percent STP goal.

"Once a month, we created a manual report on the Siebel queries, called 'Quality Selections'," says Douwes. "We sent this through to the branches and the staff there went through the report line-by-line to identify the customers and correct them in the system. Data stewardship was patchy: we didn't know whether people had looked at the reports, or how much they had corrected."

Clean, trusted and reliable data

In response, Rabobank has implemented a data quality strategy to automate the process of cleaning the bad records. Through a browser-based interface, the business team of data stewards and business analysts is able to ensure the delivery of authoritative, trusted data to the stakeholders and Siebel CRM application. The team has the flexibility to profile data, specify data quality rules, validate those rules and monitor ongoing quality over time.

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The role of Informatica

Rabobank is using Informatica Data Quality and Informatica PowerCenter Real Time to enable real time delivery

Benefits:

- Moved bank closer to goal of 80% self-service delivery
- Enhanced customer experience by ensuring fewer online applications are terminated by customers
- Enabled the bank to transform more staff into supporting customer enquiries
- Increased business agility: customer data is now validated/refreshed daily compared with weekly previously
- Adherence to Dutch and European Union governance, risk and compliance goals surrounding data privacy and retention

of this clean, trusted data. A set of rules was defined as well as a process that allows Rabobank's central data quality team to select specific rule output values in Informatica Data Quality. All related records then result in an employee 'Data Quality' activity in Siebel, using PowerCenter Real Time workflow. The employee then solves the data quality issue inside the Siebel CRM platform.

Why Informatica

Rabobank has been a long-term Informatica customer, using the data management technology across multiple operating subsidiaries and use cases. This includes a data warehousing project that is estimated to have reduced annual development costs by up to \$2.5 million. For this data quality solution, Rabobank compared Informatica with other vendors and concluded that Informatica had best-in-class technology, innovative ideas to address the business need and proven experience in data management.

Inside the Solution:

- Informatica Data Quality
- Informatica PowerCenter Real Time
- Informatica Address Verification
- Informatica Data Integration Hub



Digital transformation is changing our world. As the leader in enterprise cloud data management, we're prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

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