



BANKING CASE STUDY

Risk Profiling

How a big bank managed its goal of “NO BUSINESS WITH BAD CUSTOMERS”

Client's Pain Points

- Inconsistent credit decisioning and slow turnaround time (TAT).
- No consistent view of customers.
- Multiple systems are inhabiting capabilities causing sub optimal lending.
- Lack of decision tools and technology integration

Bank wants to identify and categorize the customer based on its internal data assets in real time while on boarding the customer from any service channel for all financial products and services.

The Posidex Edge

- Bank has aggregated all its customer data assets into central customer master powered by PrimeMatch Entity resolution.
- TAT reduced to less than a minute on 60 million customer base in real-time.
- Real time integration with all customer touch point systems.
- Automated credit decisioning has reduced the workload of underwriters to fewer and consistent manual reviews.
- 360 view of the customer has improved lending quality.

For more information:
<http://www.posidex.com>