

DRIVING CUSTOMER-CENTRICITY WITH A MODERN DATA PLATFORM



The modern data platform project was part of ongoing improvements across our BI and information management solutions to enable the society to obtain even better customer insight. The ultimate objective was to help the society make better use of data to support improved decision making.

Chris Long, Head of BI & Data, Leeds Building Society



Challenges

- No single source of information
- Over-reliance on excel for analysis with difficulties sharing reporting across the business
- Labour intensive BI with too much time spent on reconciling data
- A need to empower colleagues by providing them with visualisation solutions



Solutions

- NTT DATA Business Solutions Modern Data Platform
- SAP HANA®, SAP® Data Services, SAP BI Suite and SAP Predictive Analytics
- BI Consulting and Training from NTT DATA Business Solutions



Benefits

- Better insight is driving customer-centricity and the continual delivery of a high level of service
- Transformed the way data is extracted, modelled, analysed and shared across the business
- Self-service reporting and visualisation solutions are driving faster decision making
- Improved data governance and enhanced analytical capability



Why NTT DATA Business Solutions?

- NTT DATA Business Solutions understood our business requirements
- They were able to clearly articulate the 'art of the possible'
- They had implemented similar solutions to similar organisations within the FSI sector



Organisation: Leeds Building Society
Industry: Financial Services
Products: Mortgages, Savings and Insurance
Number of employees: 1,200 employees
Assets: £18.5bn
Website: www.leedsbuildingsociety.co.uk



BI Transformation

Leeds Building Society is the fifth biggest building society in the UK with over 140 years of experience in providing financial services. The society has over 1,200 employees serving approximately 800,000 members across savings and mortgages. The society has branches throughout the UK, Gibraltar and Ireland with assets of £18.5bn (Dec 2017), and has operated from the centre of Leeds since 1886.

Leeds Building society wanted to make better use of data and access modern analytical tools to support improved decision making. This highlighted the need to take their BI capability to a new level with a recommendation to embark upon a multi-year improvement programme across the Information Management landscape. The end goal was to support their customer-centric requirements and enable a greater understanding of their members, with the aim of helping more people to save and have the home they want.

A Business Intelligence Strategy Steering Group was established to provide the direction, governance and support for the multi-year programme. A competitive tender process was initiated that resulted in NTT DATA Business Solutions quickly becoming the preferred supplier to deliver the BI enhancement project. NTT DATA Business Solutions were able to clearly articulate the 'art of the possible' and had built up confidence with the team by demonstrating they had delivered similar solutions for other financial services organisations.

NTT DATA Business Solutions delivered an innovative Modern Data Platform based on SAP HANA to transform the way data is extracted, modelled, analysed and shared across the business. A series of business orientated data marts with SAP HANA provided a best in class BI application and included self-service reporting and visualisations within business areas to drive improved empowerment and faster decision making. The society now has an enterprise data

warehouse containing their core mortgage and savings product data with a project that only took 9 months to deliver. The Modern Data Platform is driving the society's single version of the truth aspirations and has resulted in a significant step forward in their data governance maturity. The improved business intelligence capability is providing greater customer insight and helping the society to continually meet and exceed member aspirations. Project highlights included the delivery of requirements on time and to the agreed budget, a close partner and client project team that worked in harmony, and an agile approach that provided the level of flexibility needed to deliver a smooth running project. From here, Leeds Building Society plan to expand BI capability across the organisation and will further develop the platform. The society is about to adopt Predictive Analytics to assist with customer sentiment analysis and is planning wider integration across their IT architecture to ensure the BI platform is able to deliver a single version of the truth for all data solutions.

Leeds Building Society considers data to be strategically important to the success of the business. Our work with intelligence* has enabled the society to access an enterprise-wide solution with the capability to transform the way data is extracted, modelled, analysed and shared across our business.

Chris Long, Head of BI & Data, Leeds Building Society

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