How Financial Institutions are Leveraging Big Data to Change the Way they Interact with Customers

Tiago Pereira Durão
Deloitte, Portugal

Abstract

Modern Organizations are facing challenges and opportunities imposed by market changes and strong competition. Rapid growth, disparate solutions and the increased demand for information, all complicate the ability to build enterprise-wide momentum. The challenge is further complicated by the very nature of business: the amount of data generated and the need to support rapid decision-making.

The investment in analytical solutions is essential to create the ability to process near real-time data and measure operators business and technical performance insightful and make critical decisions that directly impact global strategy.

Financial services institutions are going through a rough period, with declining profit margins, increasing regulation, still managing the impacts of the recent financial crises and making their best to answer all new customer expectations brought by a new digital type of customer who values customer experience.

At Deloitte we have the opportunity and privilege of working with the top companies in Financial Services and help them address these topics.

This presentation will share our experience and our innovation initiatives for this industry.