

Business Review Consulting

Success story

USA: major retailer

Challenge

- Large retail client with a credit infrastructure that limited speed-to-market of new strategies and models
- Inflexible architecture led to inability to drive business results through analytics

Solution

- Business review to assess value of an enterprise-wide decision engine across origination, customer management and collections
- Strategy Management decision engine to augment analytical capabilities and facilitate deployment
- Attribute Tool Box for flexible internal and external data access
- Precise ID for predictive fraud analytics at point of application

Results

- Business benefit projection from strategic initiatives linked with the enterprise decision management infrastructure projected at \$54M over 5 years, or over \$50 per active account

The Business Review approach proved to the client the benefits of implementing a series of strategic initiatives across the customer life cycle and the ongoing strategy review process would allow client to keep their enterprise wide decision engine performing at his peak.