

FICO® Customer Profitability Solution Testimonials: Driving Growth with Customer-Centric Decision Management

A challenging economy and increasing regulatory pressure have made it harder than ever for banks to maximize the profitability of every customer. It requires a clear view of each customer across touchpoints; and it requires holistic, real-time decisioning for fast, consistent action.

To give lenders that level of power and clarity, FICO offers the FICO® Customer Profitability Solution. This flexible advanced analytics solution transforms the management of customer interactions using data from all relationships across product lines, leading to effective and efficient decisioning that will improve the profitability of each customer and of the enterprise itself.

These case studies demonstrate how FICO solutions are helping lenders worldwide to make the most of every customer decision and drive profitable growth.

Canada Trust

“Working with FICO, we’re building a credit infrastructure that allows us to stay competitive and grow our business.”

—Louise Nicholson,
AVP Credit Infrastructure,
TD Canada Trust

TD Canada Trust creates customer-centric view with FICO Decision Management

Client: TD Canada Trust is the personal, small business and commercial bank within TD Bank Financial Group, one of Canada’s largest banks.

Challenge: Address post-merger operational problems that hampered customer service and prevented an integrated customer view.

Solution: A unified decision management application for linking credit strategies across originations and account management.

Results: Can now make more competitive offers faster and provide consistent treatment across the lifecycle and across products; increased new unsecured credit volume by 60% in less than a year.

Following a merger, TD Canada Trust discovered its processes were inefficient, complex and required multiple handoffs between departments. As a result, 22% of applications had to be re-keyed at some point, negatively impacting error rates and turnaround times. In addition, the bank had insufficient management reporting and was, in some cases, tracking workflow on a manual basis.

To stay competitive, TD Canada Trust realized it needed a consistent view of customers across all accounts and interactions. This would require the ability to integrate data and decisioning behind the scenes, automate and streamline processes, minimize handoffs and improve response times. To meet these demands, the bank chose to implement a customer-level decision solution including FICO® TRIAD® Customer Manager.

With the new solutions from FICO in place, TD Canada Trust has significantly increased its average automated decision rate, delivering superior customer service and ensuring that any decision complexity remains seamless to the customer. The integrated customer-level decisioning allows the bank to compete for and retain the most profitable customers and to grow their business.

Learn more about TD Canada Trust’s success with decision management by reading the [*complete case study*](#).



“The holistic customer view provided by the TRIAD system is fantastic. It’s a key reason we’ve been able to keep up a superior level of customer service and lower delinquencies despite our rapid growth.”

—Manuel Gonçalves,
Millennium bcp



“We needed more flexibility in order to remain competitive. Specifically, when the downturn came in the economic cycle we needed the ability to rapidly adjust to the changes.”

—Jaco Rossouw,
Head of Capability Development and
Change at Absa Retail Credit Risk

Millennium bcp fuels growth with customer-focused risk strategies

Client: Millennium bcp, the largest banking network in Portugal with branches and affiliates across Europe, the Americas and Africa.

Challenge: Make faster, more precise credit decisions; balance corporate risk goals with individualized customer service and local branch needs.

Solution: FICO decision management platform powered by advanced analytics and FICO® TRIAD® Customer Manager.

Results: Grew customer base, reduced delinquencies, increased customer service.

Due to aggressive acquisitions and organic growth, the Millennium bcp is constantly challenged to institute consistent corporate credit risk goals yet still meet individual customer and local branch needs.

To meet this challenge, Millennium bcp chose to work with FICO to implement a decision management platform powered by advanced analytics and FICO® TRIAD® Customer Manager. The solution helps the bank collect benchmark information and set up performance-driven best practices, which are passed on to acquired and affiliated companies to speed profitability. Millennium bcp also uses the TRIAD Credit Facilities decision area to calculate risk and set limits for all credit products for both consumers and small business customers.

Since implementing the solution, the bank has been reaping the benefits from faster, more accurate credit decisions that have improved customer service. They have dramatically increased acceptance rates, reduced delinquencies and driven more profitable pay/no pay decisions, as well as experienced impressive cost savings and service-level improvements.

Learn more about Millennium bcp’s success with decision management by reading the [complete case study](#).

Absa provides seamless customer experience across business units with connected decisions

Client: Absa Bank, South Africa’s largest retail bank.

Challenge: Implement user-configurable, automated decisioning across all lending products within Retail Credit Risk.

Solution: FICO® Blaze Advisor® business rules management system and Decision Simulator module.

Results: Time for rule changes reduced from several weeks to a number of days; project to migrate scorecards.

The realities of an economic downturn and increased domestic competition provided a clear strategic imperative for South Africa’s Absa Bank. Its business practices needed to adapt to reflect a quickly changing marketplace.

The bank faced two primary issues—the decision technology used for acquiring needed replacing, and it did not have a formal decisioning platform for its asset and vehicle finance and credit card businesses. Absa was also looking to reduce reliance on IT for rule and strategy changes.

Absa needed a solution that was scalable, compatible with a host of technology platforms and supported its vision of “connected decisioning” across its credit lifecycle. It chose the FICO® Blaze Advisor® business rules management system.



“When TRIAD Customer Manager authorizes the right kind of overdraft, there is no major impact in delinquency. We save a lot of money by avoiding the manual work and can even create additional income through interest.”

—Gonzalo Barrós,
Director of Credit Risk

Absa is already seeing tangible benefits from FICO Blaze Advisor. The bank is now able to rapidly respond and implement changes across divisions. Strategy or rule changes that previously took up to several weeks can now be made within days. And it was able to run projects that were previously on hold, including bringing the scorecards for its credit card portfolio in-house, which was achieved in less than four months.

Learn more about Absa Bank’s success with FICO Blaze Advisor by reading the **complete case study**.

Caixa Galicia increases revenue with streamlined customer lifecycle decisions

Client: Caixa Galicia, the sixth largest savings bank in Spain.

Challenge: Increase volume of profitable loans, accurately assess customer credit risk, integrate and leverage customer data for marketing campaigns, maintain compliance with Basel II requirements.

Solution: FICO® TRIAD® Customer Manager.

Results: Faster, more profitable credit decisions; easier compliance; increased target client base by 17% for product offers, while maintaining consistent response rates despite adverse economic conditions; customer deposits up 14.3%, and net interest income has grown by 8.2%; lowered default rate on consumer loans to below 1%.

Like all financial institutions, Caixa Galicia faced an increasingly competitive market in a difficult economic environment, which made it a critical time to improve processes—from loan decisions to regulatory compliance to marketing campaigns.

The bank’s legacy credit management system only assigned credit limits to consumer loans, leaving the bank personnel to make manual decisions regarding all other credit offerings. Moreover, the cost, time-to-market and technical resources needed to change strategies and adapt to new economic conditions was proving difficult.

To address these challenges, Caixa Galicia implemented FICO® TRIAD® Customer Manager. Now all client and account data is centralized in a single, closed-loop customer management system that not only enables better decisions about individual loans and customers, but also informs broader portfolio credit risk strategies. The bank’s marketing campaigns have become more targeted and successful, better scoring has led to better customer service and compliance was simplified.

Learn more about Caixa Galicia’s success with FICO TRIAD Customer Manager by reading the **complete case study**.



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