



ROCK

BUILDING SOCIETY

Case Study: The Rock Building Society

Based in Rockhampton, Queensland, The Rock Building Society Limited was established in 1967 and was listed on the Australian Stock Exchange in 1992. The Rock provides retail financial services that range from home loans to savings and cash management accounts to insurance. These services are provided throughout Queensland from Cairns to the South-East corner.

Overview

Building Societies and Credit Unions typically have a large proportion of account holders versus customer with loan accounts. This is generalised by the fact that more females than males bank with these smaller institutions. This generalisation was true for The Rock Building Society Limited and was backed by demographic analysis which indicates that males tend to bank with the larger financial institutions and as a result loan accounts are also held with these institutions.

The challenge for The Rock was to tailor a marketing campaign that would enable them to increase their loan book based on customer acquisition and increase the value of instruments held by existing customers. The Rock engaged WARDY IT Solutions to develop a Business Intelligence solution based on SQL Server 2008 R2 to assist deliver this goal.

By engaging WARDY IT Solutions and adopting a Business Intelligence solution based on Microsoft Office 2010 and SQL Server 2008 R2, The Rock Building Society was able to increase their loan book by 15% in less than 6 months whilst reducing bad debt on new loans by 63%.

Solution

The solution delivered by WARDY IT Solutions provides customer profiling information to all levels of the organisation from the individual teller through to the call centre and sales team. At each level of interaction that the customer has with The Rock a customer dashboard is provided that summarises the customer's position and possible "value added" services that can be offered.

Using SQL Server 2008 R2 a data warehouse known as SPOT (Single Point of Truth) was developed for The Rock. SPOT was designed to allow integration from the various heterogeneous systems that were deployed throughout The Rock including their core-banking platform TCS BaNCS. The solution provides a single pane of glass view of customer data across the systems. The integration to the various systems was achieved using SQL Server Integration Services (SSIS).

The flexibility of SQL Server 2008 R2 to provide different reporting mechanism for different stockholders was utilised through this solution. From the ability to surface MDX queries about a customer in the in-house CRM system used by The Rock, through to the ability to provide operational reporting throughout the organization using SQL Server Reporting Services to measure the metrics associated with the campaign.

This flexibility provided by SQL Server enabled the ability to deliver self-service reporting and analytics using PowerPivot models to assist the sales team with identifying new opportunities in their existing customer base.

This solution was designed specifically for The Rock Building Society. However a number of components can be used to deliver analytics based on the TCS BaNCS core-banking platform.

Business Situation

The challenge for The Rock Building Society Limited was to tailor a marketing campaign that would enable them to increase their loan book based on customer acquisition and increase the value of instruments held by existing customers

Situation

The solution delivered by WARDY IT Solutions provides customer profiling information to all levels of the organisation from the individual teller through to the call centre and sales team.

Benefits

With WARDY IT Solutions and Microsoft SQL Server 2008 R2 and Microsoft Office 2010, The Rock Building Society has unlocked the data from their disparate systems to provide timely decisions which have assisted to increase the size of their loan book by 15%.



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