



# How Decision Intelligence Helps Banks Attract, Keep, and Protect Customers and Shareholders

**Financial institutions rely on trusted data to drive  
better decision-making across the banking value chain.**

*By Adrian Rigby, Head of Banking Solutions at Quantexa*





# Decision Intelligence: The biggest driver for banking's future

The banking industry is undergoing a rapid digital transformation. To make better decisions that move business forward, financial institutions need a complete view of their customers (and their counterparties) to understand who they are doing business with. [Decision Intelligence \(DI\)](#) provides that single view to protect customers and empower banking professionals to provide better service.

The commercial, corporate, and personal banking industry's agility and competitive speed has traditionally been impacted by the progressive regulatory climate and the slow process of transforming traditional face-to-face banking to a digital-first model. Both business and individual customers favor digital tools for banking.

On the corporate banking side, customers want real-time analytics, not end-of-day batch processes, reports [Finextra](#). Banks need to generate insights rapidly from the data sources directly, and also allow customers to see their account status instantly.

Balancing the customer experience is a big enough challenge on its own, but in recent years, there's been a new competitor carving out space in the market: fintechs, which are disrupting traditional banking and offering targeted solutions with better servicing.

## What is Decision Intelligence?

Decision Intelligence, [according to Gartner](#), improves decision-making by understanding and engineering how decisions are made, and how outcomes are evaluated, managed, and improved by feedback.

[Decision Intelligence](#) uses artificial intelligence (AI) to unlock the power of [entity resolution](#) and [graph analytics](#) to turn data into accurate decisions at scale. It connects all data from previously siloed and scattered points and creates a single, trusted, and reusable resource.

With DI, and the right [platform](#) to enable it, banks can connect and operationalize internal and external data to fight fraud and financial crime, uphold regulatory compliance, and deliver personalized and trusted customer experiences.

“The competitive landscape is becoming more challenging as digital technology lowers barriers to entry.

With fintechs attracting millions of new customers, incumbents face a need for bold action that is becoming more urgent by the day.”

[McKinsey & Company, Disrupting the disruptors: Business building for banks](#)

# Change and challenges in banking

The challenges impacting banking come from a global business level, as well as trends unique to the industry. Banks can't escape the macro trends such as a looming recession, nor can they dodge challenges such as fierce competition and customer churn.

The complex landscape for banks demands fast and informed decision-making. Rapid response to long-simmering trends as well as sudden events can help banks weather change and challenges.



## Global challenges

There are more challenges looming for banks than just competition or retaining customers. There are macro risks, such as geopolitical conflict and inflation, that banks can't control – but will factor into financial crimes and new emerging risks that can significantly disrupt business.

### Geopolitical risk:

It's at the top of the agenda for many CEOs, according to McKinsey & Company's latest [survey of global economic conditions](#). When conditions are uncertain, banking leaders respond by intensifying their focus on resilience.

### Global recession:

Inflation has surged, and geopolitical tensions, supply chain disruptions, and rising interest rates threaten a global recession.

### Acceleration of technologies:

The COVID-19 pandemic accelerated the use of powerful technology solutions helping to drive growth and productivity – and these technologies are now being applied to other critical areas in business.



## Banking industry challenges

### Growing revenue:

Acquiring new customers and growing existing relationships quickly and cost-effectively has never had as much focus as it does today. Growing revenue is very challenging due to competition, regulatory pressures, and global economic conditions.

### Cost issues:

With the threat of a possible global recession on the horizon, banks must make significant improvements to bring costs down. Having clear governance and a cohesive path to digital transformation is essential for future sustainable growth.

### Rapid operational change:

Amid fierce competition, banks must deliver on cost savings while continuing to meet the demands of customer expectations.

### Competition:

New digital banks offer customers a far better digital experience at lower cost, and they are not subject to the same banking regulations as traditional banks. Conventional institutions must also deal with stricter regulations while enhancing the quality and usability of data to deliver personalized services.





"While banks have pushed for great improvements recently, margins are shrinking – down more than 25 percent in the past 15 years and expected to fall to 30 percent, another 20 percent decrease, in the next decade."

[McKinsey & Company, The future of banks: A \\$20 trillion breakup opportunity](#)

"Although 80 percent of commercial banking decision-makers believe that customer centricity is a high priority, only 47 percent of banks are exceeding customer expectations and just 15 percent exceed them consistently."

[KPMG, Future of commercial banking](#)

# Why banks need Decision Intelligence now

Trusted Decision Intelligence helps banks improve customer relationships.

[Decision Intelligence](#) can bridge the gap between *guessing* at customers' wants and needs, and *knowing* specifically how to put plans into action. This knowledge and confidence comes from data, which empowers banks to use trusted decision-making to meet market challenges and claim a leadership role in the fintech economy.

Banking success rests on a value chain that represents the lifecycle of the business. To manage radical shifts in financial services, fend off competition from fintech startups, and deliver new products and services, banks must succeed in every step of the value chain.





# The formula for success

The formula for successful competition in the banking sector rests on finding new customers, growing customer relationships, and protecting customers and the bank itself. These three goals may sound simple, but without context for data around customers, building and strengthening a customer base becomes a bank's biggest barrier to success.



## Find and grow new customers

- Maximize revenue growth opportunity and share of customer wallets
- Improve speed-to-wallet opportunities to accelerate revenue
- Identify customer profile changes quickly, optimizing service, revenue, and risk
- Automate inefficient manual processes to reduce costs and improve the customer experience



## Protect customers and optimize processes

- Identify additional risks to reduce the cost of financial crime
- Improve speed of identification
- Remove redundant, ineffective, and manual controls
- Accelerate and support digitally driven services and transformation initiatives
- Maintain accurate and perpetual Know Your Customer (KYC) records and reduce the operational cost of manual processes

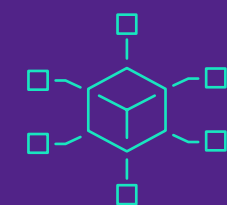


## Unify data from multiple sources

- Create an enriched, accurate, and complete view of customers and suppliers
- De-duplicate and join data even without keys
- Create reusable data products to support multiple business use cases from the same platform
- Ingest data once and use it for many use cases

# Quantexa's Decision Intelligence platform helps banks grow revenue and fight fraud

With Quantexa's whole-enterprise contextual Decision Intelligence solutions, everyone in banking organizations can empower teams to use trusted decision-making to meet market challenges and claim a leadership role in the fintech economy.



## Build a strong trusted data foundation

Advanced customer intelligence and data management gives you confidence in strategic decisions and helps you identify customer value growth opportunities.



## Fight fraud with context

Create context to quickly detect and prevent fraud at scale - even the most sophisticated and evolving threats - to reduce losses and protect customers.



## Mitigate risk across the bank

Go beyond a single transaction with [Contextual Monitoring](#) for a deeper understanding of parties, counterparties, and their networks for improved accuracy and effectiveness of risk detection, investigation, and decision-making.



## Automatically know your customer

Create a holistic view of customers and their network of relationships by connecting all available data to gain a continuous and informed understanding of their behaviors.

[Learn more about Decision Intelligence solutions for banking](#)



# Decision Intelligence in action

ABN AMRO transforms KYC investigations with context.

## The challenge

Banks around the world continue to struggle with complexities and inefficiencies in the know-your-customer KYC process, particularly for corporate clients with several subsidiaries, beneficial owners and hierarchies, business lines, and regional operations. [ABN AMRO](#) employs thousands of KYC staff, who spend significant time and effort on KYC investigation processes. The Amsterdam-based bank wanted to reduce manual data-gathering by providing employees with the tools needed to make faster and more efficient decisions at scale.

## The solution

ABN AMRO chose Quantexa's Contextual Decision Intelligence platform to provide a [single view of customers](#), enriched with intelligence about the relationships between people, organizations, and places. The Quantexa platform has helped the bank work with millions of customer accounts, plus 30 million accounts from a commercial data provider. The bank found that for complex KYC investigations, investigators now spend less time to understand client data and context, freeing up time to focus on genuine criminal activity.

## The impact

Quantexa has broken down barriers between previously siloed processes, thereby supporting a continuous KYC approach. In addition, by reducing the need for repeated requests to bank clients for KYC documentation, the bank has reduced friction in the client lifecycle and improved the customer experience.

[Learn more about ABN AMRO's success](#)



“By bringing together the bank’s extensive data on this single platform, we can connect the dots within this data and construct a global view of parties and relationships. ABN AMRO has been able to generate a holistic view of parties and counterparties, giving us a better understanding of risks and threats.”

**Paul Weststrate**

Product Owner, Financial Crime Network Analytics, ABN AMRO



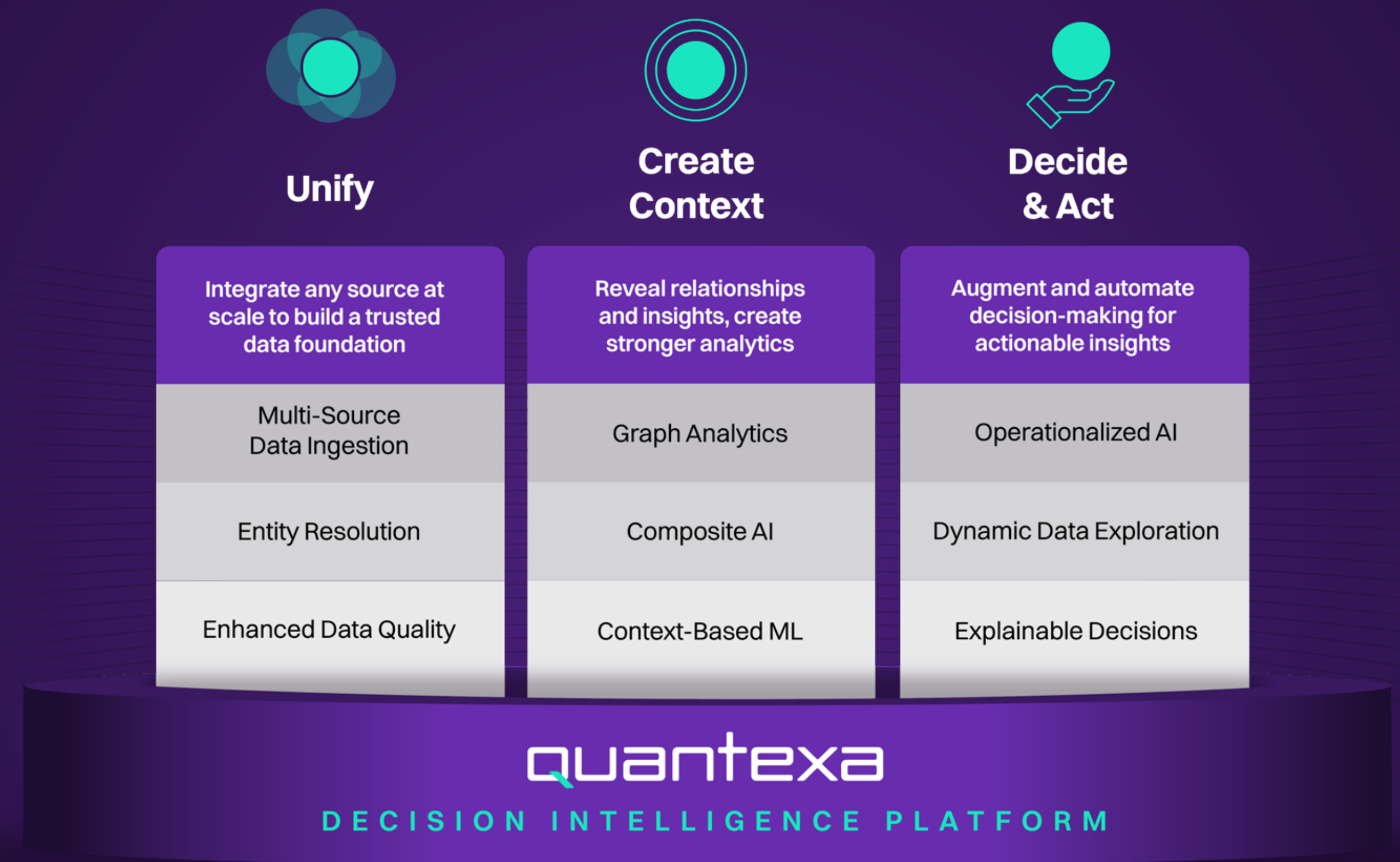
# The platform to transform your decision-making

Quantexa helps enterprises make better, more informed decisions by capturing dispersed data and making it understandable and actionable. We use best-in-class [entity resolution](#) to build a data foundation that fully represents your organization.

We then establish networks that reveal hidden connections to which advanced analytical models can be applied to identify risk and opportunities.

## The result?

A continuous stream of relevant insights that maximize the value of your data assets – insights that help you solve business problems and capture otherwise hidden opportunities. And it's all delivered through one platform.

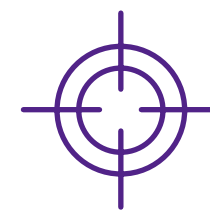


**An open and modular enterprise platform for outcome-driven solutions**



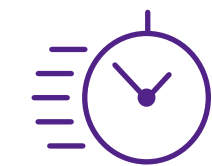
# What makes Quantexa different

Quantexa has earned the trust of leading banks, fintechs, and regulators in the fight against fraud and financial crime, upholding regulatory compliance, and delivering personalized trusted customer experiences. Quantexa's Decision Intelligence Platform is designed as a single solution to enable banking and financial institutions to increase data availability, privacy, and security. And our platform enhances operational performance with over 90% more accuracy and 60 times faster analytical model resolution than traditional approaches.



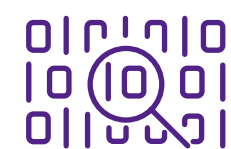
## Accurate

- 99% matching accuracy for single views
- 20% proven de-duplication of records
- Over 75% reduction in false positive alerts



## Fast

- Accelerate deployment and time to value with low-code, schema-free data ingestion
- Scale up to 60 billion records
- Reduce analysis time from weeks to hours



## Open

- Easy to integrate into your existing tech stack
- Flexible, modular platform easily configured for your operations
- Extensible with multiple views and use cases

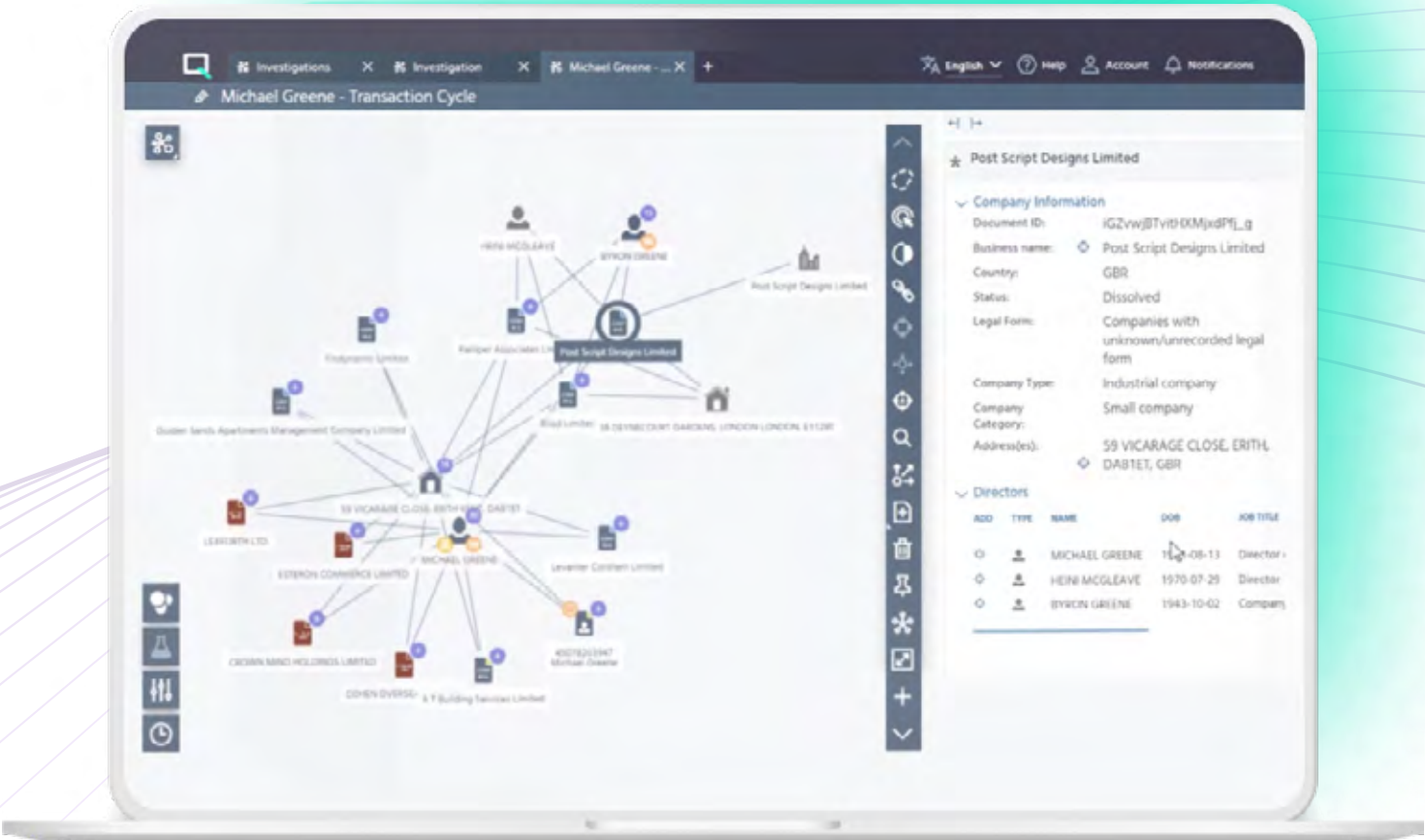


## Secure

- Advanced permissioning and role-based data access
- White-box machine learning models
- Transparent scoring and alerts



# Get started with Decision Intelligence



Demonstrate immediate value by using the Quantexa Decision Intelligence platform with every available dataset. Here's your guide to seeing rapid and ongoing value from your Quantexa investment:



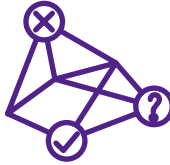
## Unlock Value, Repeatedly

Pick another line of business and a use case, and continue building out the data foundation as part of your existing infrastructure.



## Continue Optimizing

With a unified data foundation and additional use cases, you'll create a culture of continual optimization where confident decision-making becomes the norm.



## Drive Decision Maturity

Continually increase your capabilities by deploying new technology advancements, along with learning and certification opportunities for your workforce.



## Become Resilient and Agile

Your data foundation is immediately ready for any use case, giving your organization flexibility, resiliency, and agility to be ahead of the curve and address any threat or opportunity.



# How can we help?

To learn more about how Decision Intelligence could be right for your organization, [speak with one of our experts today](#).

[Quantexa.com](#)