

Creating commercial value through advanced data analytics

Bjørn Büchmann-Slorup, Head of Portfolio Management & Pricing, Danske Bank Norge

Commercial Application of Advanced Analytics in Danske Bank



Commercial Application

- Team of 9 data analyst and 2 CRM analysts (and a outbound unit)
- The commercial responsibility is placed in the local markets and driven through

Advanced analytics

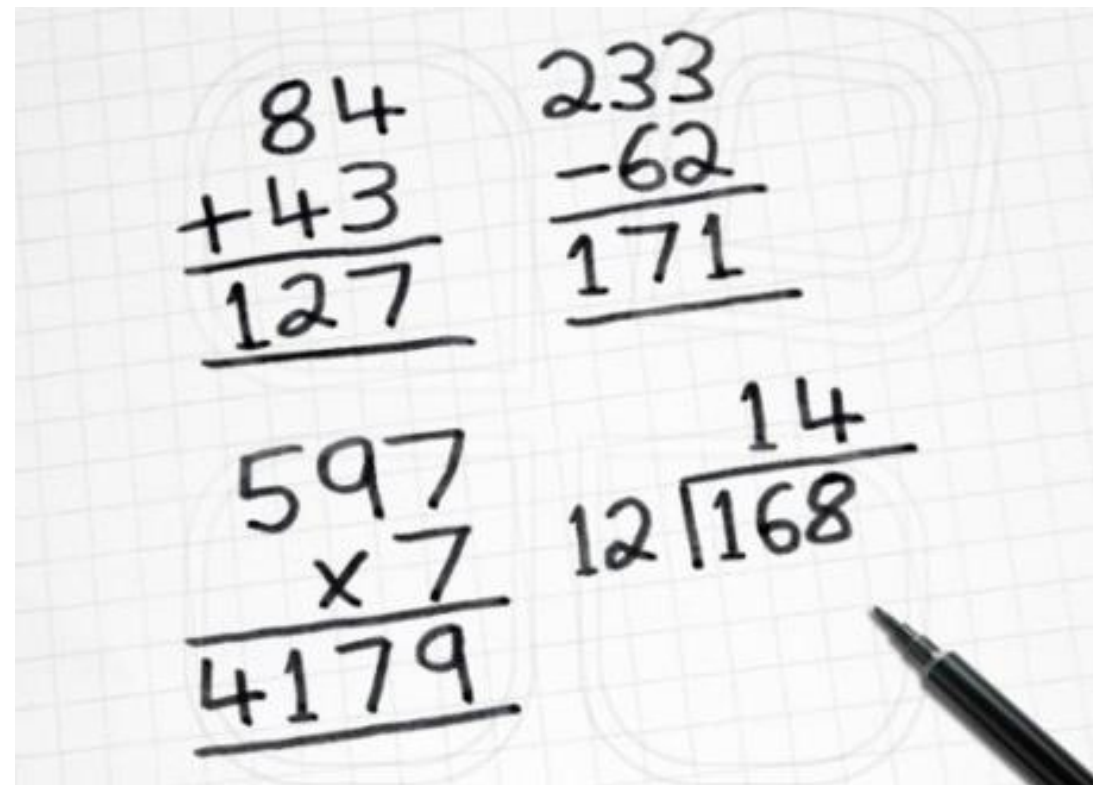
- Team of 24 data scientists and - analysts
- Center of Excellence Based in Denmark and India
- Responsible for the technical development and the advanced analytics strategy

WTF?

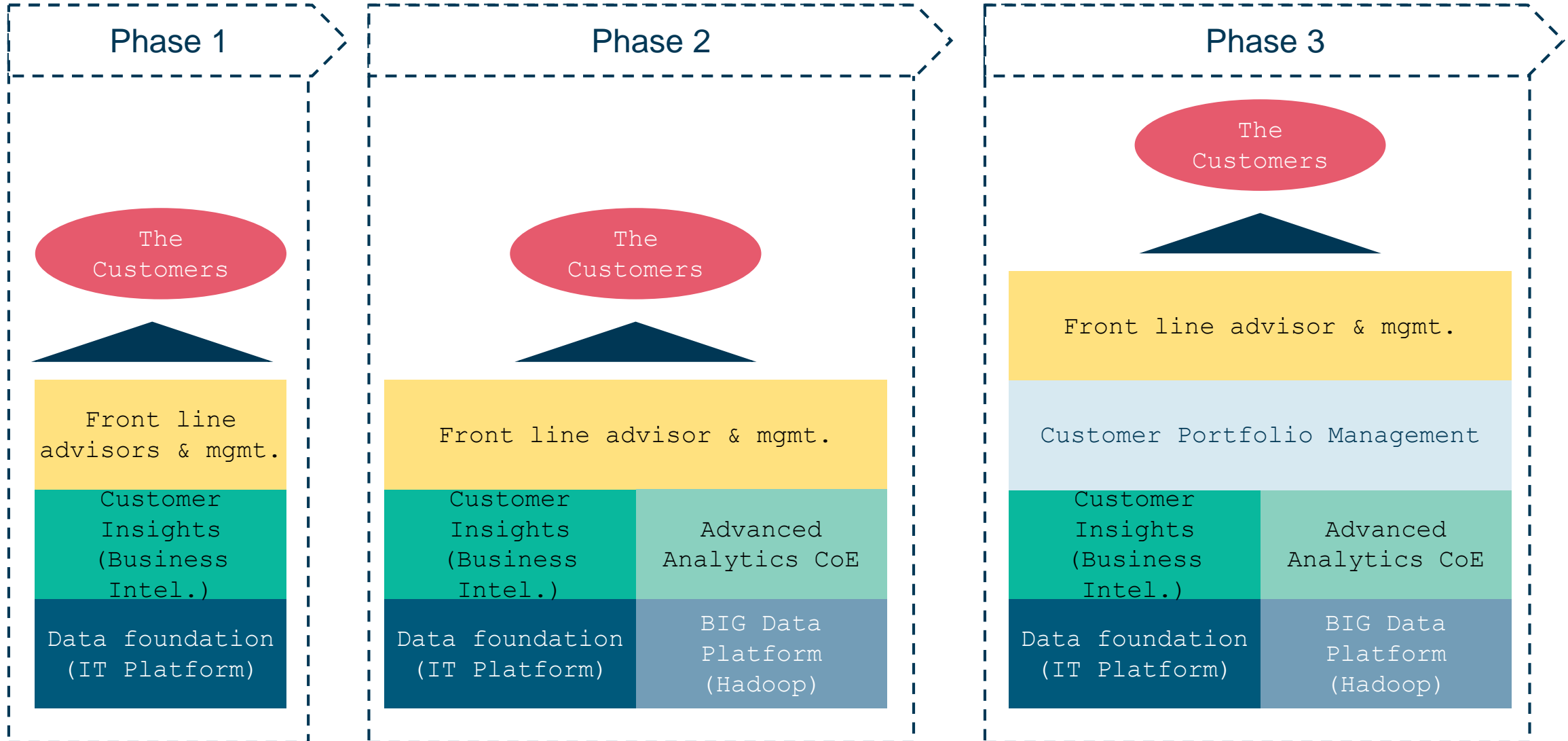
Vote: What is the biggest barrier to commercial impact through BIG data and advanced analytics in a large organisation?

- A** Data availability
- B** Production systems not fit for purpose
- C** Lack of C-level commitment and buy-in
- D** Company culture
- E** Lack of customer focus in deliveries

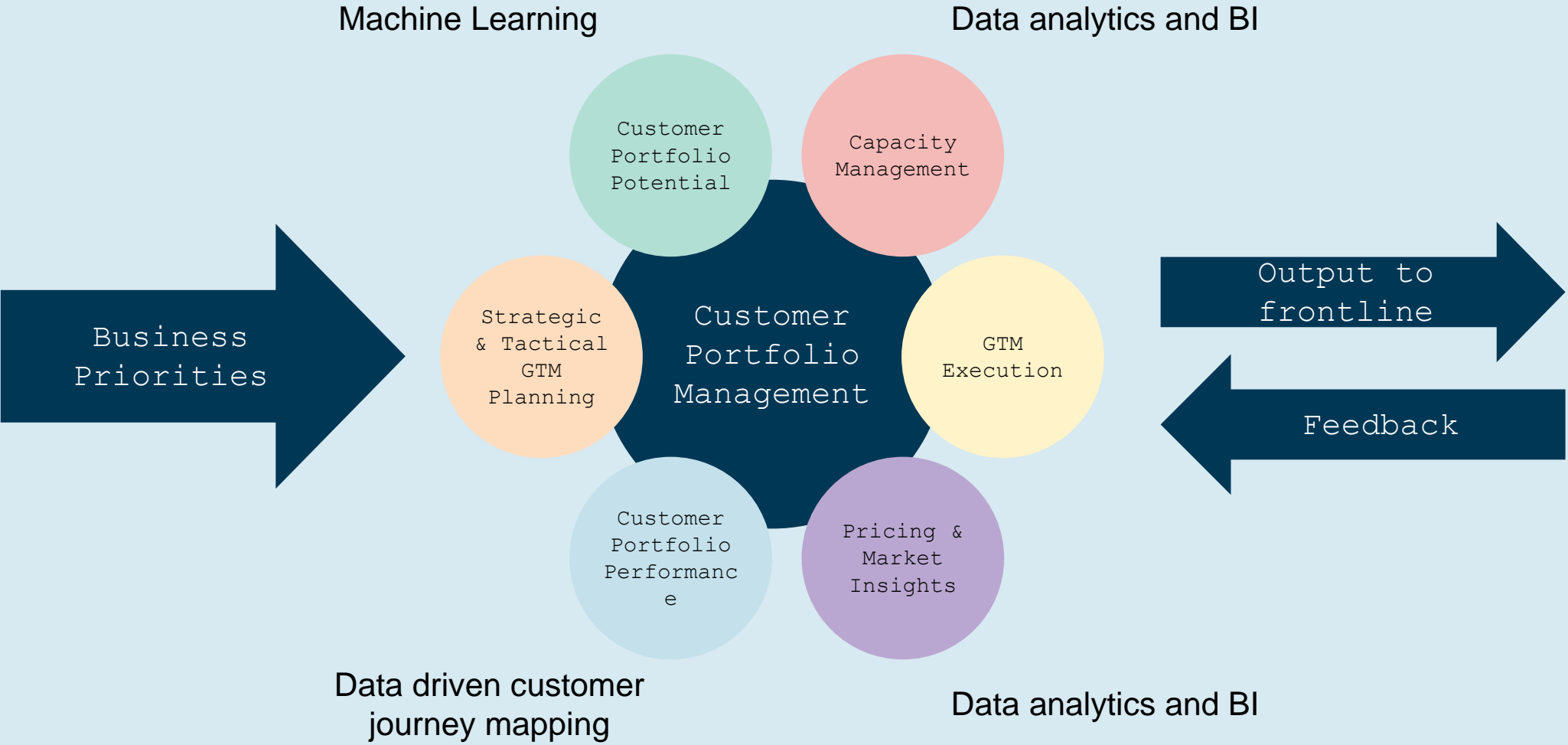
People trust experience and gut feelings more than data



We are moving the trust in data closer to the customers



Customer Portfolio Management ensures that all GTM activities are aligned with our business priorities



We have multiple examples of deliveries driving real commercial value



56% of the customers targeted through leads based on digital behaviours wants to meet with us



Through targeted initiatives we increased the proactive performance with AKA 160%



By understanding the total customer journey, we ensure that the customers are followed all the way through

THANK YOU