# BIG DATA VISUALISATION FOR LARGEST UK RETAIL BANK

About MAPCITE. MAPCITE is a location intelligence software company committed to helping global organisations gain more insight from their data. MAPCITE products have earned a reputation for innovation, ease of use, speed, and the highest quality user experience. MAPCITE software puts the ability to analyse geographic based data in the hands of ordinary users. In the Finance sector MAPCITE tools and applications are used globally by organisations such as Lloyds Bank, Lloyds Bank, Wells Fargo, Fannie Mae and EFTPOS Australia.

About Client. Our client is the UK's largest retail bank. Over the last decade this position has come under fire from traditional banking competitors and the new breed of iBanks. Our client believes new technology will have a central role in customer retention by providing new propositions for its customers, leveraging its existing data.

Retailer - Consumer - Bank Points of Interaction

Retailer Loyalty Card Holders

Bank Credit/Debit Card Users
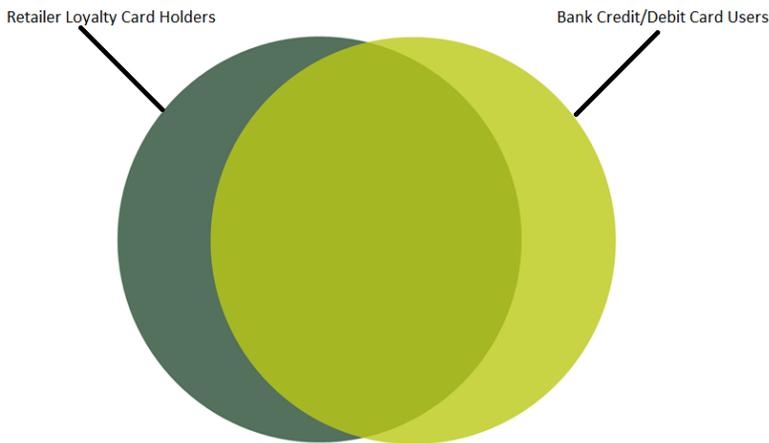
The Challenge. Our client holds a large amount of consumer spend data that could be suitably anonymised and re-used by their retail customers to identify spending patterns. Typically this type of data, if it could be visualized, would carry enormous value when used in conjunction in the development of offers, rewards and loyalty programmes.

The ideal position for both bank and retailer would be the ability to visualise not just spend data, extracted from the card (debit and credit) user base, but to visualise that with the retailer loyalty card data.

The Solution. A "white label" version of the MAPCITE Big Data visualization platform was created specifically for the clients project and branded accordingly. The application has been demonstrated and deployed to two of their largest retail clients enabling the immediate visualisation, for the customer of:

- Spend patterns filtered by age, gender and card of choice Credit – Debit – Loyalty
- Crossover of multi-brand retailers
- Cross selling opportunities
- Loyalty and Reward promotion results
- Card abuse
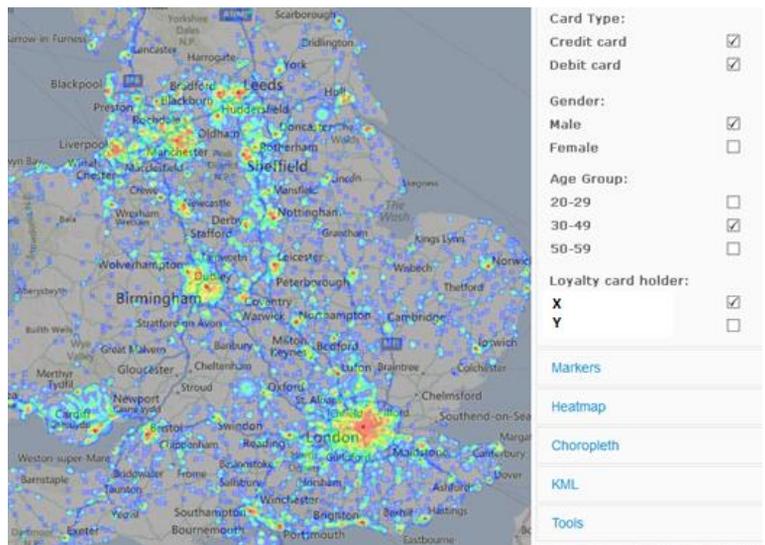
"Retention of our existing customer base is paramount to the profitability of the bank. Technology and the development of new techniques allows us to deliver new services that our customers can really benefit from. The ability to create a white label Insight using MAPCITE technology is a perfect example of this concept not just working but generating real results for our customers first and then the bank". Bank Group Specialist Payments Advisor