



# Periscope for Financial Institutions: Accelerating growth through big data and advanced analytics

Periscope by McKinsey enables banks to achieve superior performance by addressing all core growth levers. Our solutions focus on insights creation, pricing and marketing optimization, performance management, customer experience, and sales improvement to generate up to 10–25% improvement in revenues and 20–25% boost in value creation.

# Periscope Solutions for Financial Institutions deliver sustainable revenue and profit improvement by integrating actionable insights into daily decision making.

Periscope synthesizes internal and external data to power advanced analytical models that spot opportunities for product, pricing, sales, marketing, and customer experience improvement. These insights are then delivered seamlessly to key decision makers through user-friendly applications, automating manual tasks and allowing users to focus on value-creation activities.

## Marketing Solutions

Get cutting-edge insights into customers' needs and make data-driven decisions to optimize marketing spend and personalize customer communication that drive sustainable growth and outperform competitors

## Customer Experience Solutions

Enhance customer experience by capturing feedback from all your customers, across every channel

## Pricing Solutions

Set value based prices, determine discounting guidance, optimize deal pricing for large transactions and analyze pricing performance and realization

## Sales Solutions

Measure sales effectiveness and empower your front line with the skills and tools they need to maximize the profitability of each transaction

## Periscope® Platform

Data Management & Enrichment

Insights Expertise

Implementation & Client Service

Capability & Training

Technology Platform and Partnerships

The Periscope platform combines world-leading intellectual property, prescriptive analytics, and cloud-based tools with expert support and training. It is a unique combination that drives revenue growth, both now and into the future.

## Marketing Solutions:

# 1.5%

Cost savings

# 1.5%

Margin improvement per year

Helps financial services companies develop effective messaging, drive growth, and reduce costs through instrument mix analysis, brand perception analysis, and persona targeting.

- Identifies the brand factors that drive purchases, compares brand perception against competitors, and tailors messaging to target groups
- Helps determine which blend of communication channels and strategy shifts will provide the most returns
- Powers targeted campaigns and hyper-personalized offers by leveraging touchpoint data from fragmented sources to segment behavior and potential value

Helps financial players identify what customers want. It forms a 360 view of customers by integrating hard scientific methods, objective facts, and cutting-edge analytics.

- Extracts and analyzes data from online sources, providing 24/7 smart business intelligence
- Feeds competitive intelligence into decision-making processes, especially pricing

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## Customer Experience Solutions:

# 25%

Reduction in churn

# 20%

Uplift in customer conversion

Helps financial institutions to benchmark their performance by customer journey, prioritize improvements within each journey, and measure real-time customer satisfaction

- Tracks customer journeys in real-time and measures satisfaction levels to pinpoint root causes of issues and follow up with dissatisfied customers
- Benchmarks customer journeys against relevant peers to identify problem areas and prioritize the initiatives that will most improve the top-line satisfaction metric

## Pricing Solutions:

# 5-10%

Revenue improvement

# 5-10%

EVA increase

# 25%

Boost in sales productivity

# 100-200

Basis point increase in margins

Helps banks structure more profitable deals and streamline the price-setting and deal negotiation process.

- Draws on a segmented, adaptive pricing methodology and simulates the impact of new prices at portfolio level
- Calculates prices at client and billing unit level and analyzes multiple scenarios using a flexible pricing engine and pricing simulator
- Ensures prices are validated by key stakeholders before execution with advanced guardrails and approval workflow
- Helps structure more profitable deals with hands-on quotation and life-cycle management support
- Supports price-volume trade-off evaluations with forward-looking client profitability simulation
- Enables deal quality reviews using dynamic deal scoring

Helps financial services companies create a single source to identify margin improvement opportunities, eliminate leakages, and steer sales behaviors.

- Tracks deal level performance to ensure the respect of contract covenants and or client commitments (e.g. expected cross-selling)
- Spots areas of leakage concentration to inform re-pricing campaigns
- Provides playbooks preconfigured for the management of pricing, volumes, and cross-selling
- Offers best-of-breed visualizations and custom dashboards
- Measures success of initiatives and ensures systematic follow-up using impact tracking
- Informs users of areas requiring attention using with intelligent alerts

## Sales Solutions:

**2-7%**

Revenue increase

**20%**

Terabytes of proprietary data

Helps financial services companies achieve revenue growth by maximizing their salesforce effectiveness – increasing customer conversions, reaching the right clients, taking advantage of cross-selling opportunities, and optimizing coverage.

- Assesses potential value creation at client level using internal and external benchmarks
- Supports next best action identification at client level including pricing, share-of-wallet, cross-selling, cost of risk, and capital improvement opportunities
- Benchmarks the capabilities of front-line sales and identifies individual performance gaps
- Analyzes the time allocation, call planning, and productivity distribution of a sales team to automatically assign the right sales people to the right accounts

# Impact Created

## **Leading credit card issuer:**

**Multimillion profit opportunity identified** by understanding share-of-wallet drivers and developing an ultra-premium product offering through **Marketing Solutions**

## **EMEA insurance company:**

**+10 million profit opportunity identified on marketing spend** through revised budget sizing, change of timing throughout year, and instrument mix changes leveraging **Marketing Solutions**

## **LATAM bank:**

**+15 p.p. in customer satisfaction** by streamlining the claim management process, reducing time to solve claims and decrease operating cost, and increasing RM productivity using **Customer Experience Solutions**

## **Multinational commercial bank:**

**10–15% revenue growth & 20–25% EVA increase achieved** in just 12 months by supporting a transformation program across 8 countries, enabling the player to deploy a customer-centric sales and pricing approach powered by advanced analytics through **Sales and Pricing Solutions**

## **Regional US bank:**

**8% in additional revenues** by optimizing discount and earnings credit rate and reducing leakages in transaction banking using **Pricing Solutions**

### **Get started**

To learn more about our offering for financial institutions, contact us at [contact@periscope-solutions.com](mailto:contact@periscope-solutions.com) or visit [www.mckinsey.com/periscope](http://www.mckinsey.com/periscope)