Qlik®

ANALYTICS

transbank.
creciendo juntos

Transbank builds unique offerings with Qlik Cloud Analytics and GenAI

UpSociative
Visión & Excelencia

About Transbank

Transbank was established in Santiago, Chile in 1989 as a company that supports banking. It is the largest ecosystem of technological solutions for the development of commerce, dedicated to connecting businesses and people through cashless payment solutions that facilitate and guarantee their transactions through friendly, reliable and secure platforms. It accounts for more than 50% of the payments market in Chile and the total volume handled is equivalent to 27% of the country's GDP.

Qlik Cloud Analytics® enables staff to access real-time data that helps to optimize key operations and deliver vital insights, taking the business forward to a future in the cloud where it can continue to leverage exciting opportunities with AI.

> "We ultimately want Qlik to help us create a platform that is unique in Latin America – one that users can interact with simply and securely."

Williams Faez Ulloa, Artificial Intelligence and Data Platform Manager, Transbank

Customer Name Transbank S.A.	**Geography** Santiago, Chile
Industry Financial Services	**Function** Finance, IT, Marketing, Sales

Challenges
- Improve key business processes
- Acquire and leverage data from at least five sources
- Successfully transition to being a future-ready, data-driven company

Solution
Transbank worked with Chilean consultancy and Qlik Partner UpSociative to develop its implementation of Qlik and move to a cloud-based environment.

Results
- Qlik Insight Advisor powers the euGenIA AI bot
- Real-time access to data provides insights when and where needed
- Customer satisfaction and other metrics are rising

A central pillar of Chile's financial system

Transbank is a central pillar of Chile's financial services industry and the clear leader in its payments sector. The company handles over nine million transactions a day – more than 100 per second – with an employee base of just 700. Strong processes and reliable systems are critical both to the company's operations and to the efficient functioning of the wider Chilean economy.

Transbank's success is a result of its continual quest to improve the way it works, expand its offering and build its customer base. The business recognizes that data is key to achieving these objectives.

"We want to become a data-driven organization for three main reasons," says Williams Faez, Artificial Intelligence and Data Platform Manager at Transbank. "We want to make our processes more efficient; we want to enhance our customers' experience and, just as importantly, with the opening of the industry, we also want to offer them new services associated with the acquisition."

Given the substantial and growing volumes that Transbank handles, finding the right platform to enable it to achieve its ambitions for data was a critical decision. There were also other key considerations.

"As with many companies across the world, our data is very scattered across different information sources," Faez explains. "There's also a lack of knowledge about which platforms or technologies to use to exploit that information, and no way of measuring governance or the quality of information. We also have many manual processes that could easily be automated."

## Cloud-based flexibility combined with strict security

In 2016, Transbank began working with UpSociative, a strategic business consultancy and Qlik partner based in Providencia, Santiago, Chile. Together, they implemented Qlik Sense® to deliver powerful analytics capabilities to Transbank's financial and management operations, with impressive results.

Other areas of the business including customer service, human resources, marketing, operations and sales also started to analyze their data with Qlik and in 2018 Transbank began to offer its customers data-based services through its customer portal, using Qlik analytics and Qlik NPrinting.

However, Faez saw that the future for Qlik would involve a move away from traditional on-premises platforms and workflows.

"Moving to the cloud is a process of evolution," he says. "And evolving internal processes away from on-premises environments is also a process of discovery. We already knew how flexible Qlik was, and it was obvious that it could be even more flexible in the cloud."

As a leading payments operator, Transbank had several regulatory requirements monitored by the CMF (Commission for the Financial Market). Security and PCI compliance (Payment Card Industry Data Security Standard, PCI-DSS) are critical considerations, and the business needed a robust platform that would meet demanding criteria to ensure the safety of both its own and its customers' data.
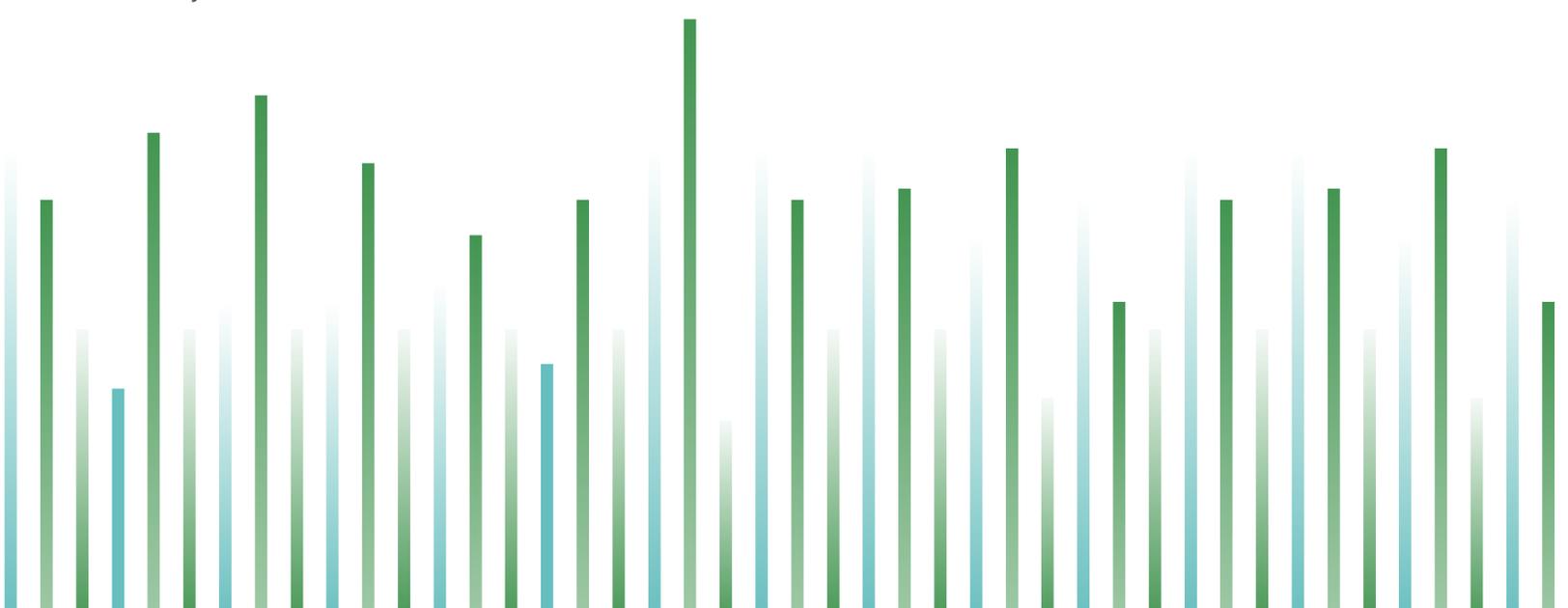
"Thanks to Qlik's features, we were able to meet Transbank's strict security requirements," Faez continues. "During the migration stage, Qlik allowed us to focus on architecture and security to enable the lowest possible impact on both our internal and end customers."

The implementation of Qlik Cloud Analytics means that Transbank staff now have much greater freedom to access data from sources such as Oracle, MySQL, Microsoft Dynamics and Snowflake without worrying about compromising sensitive data. Qlik's intuitive and user-friendly interface simplifies and encourages adoption by a wide range of users, while working with UpSociative gave Transbank vital support in building a range of powerful use cases.

"UpSociative worked with the data and analytics division to develop a proof of concept and test it," Faez adds. "The next step was to work with us to create products capable of delivering added value to our clients in the management of their businesses based on our information."

Real-time insights grow customer satisfaction and retention

With Qlik Cloud, accurate, reliable and timely data is now available to functions that previously struggled to access this highly valuable resource. Faez explains that sales teams, which often work away from Transbank premises, are an important part of the business where the platform is particularly beneficial.

"Sales executives need information on hand wherever they are," he adds. "Now they have access to data in real time, and they're analyzing information about customers, transactions, campaigns, loyalty and behavior."

Faez adds that important results are being achieved in customer satisfaction and retention. Net Promoter Scores and other customer sentiment metrics are rising, while Transbank is now able to identify customers that are at risk of moving their business elsewhere and can take proactive steps to keep them on board.

"We're using Qlik AutoML® to create algorithms that enable us to win back customers that have left or even prevent customers who are dissatisfied with our service from leaving," he says. "Qlik helps us to proactively create actionable plans to address important issues like this."

Also delivering key benefits is euGenIA, a generative artificial intelligence (AI) bot that gives Transbank executives access to key client profiles, portfolios and reporting.

"We saw how powerful Qlik Insight Advisor is, so we asked Qlik if we could base euGenIA on it," Faez says. "We now have an integrated bot that meets our company strategy very effectively."

"One thing that really impresses me about is how it adapts to users' questions," he adds. "For example, if I ask to see daily sales combined with an additional variable, Qlik understands that the best analysis is on a bubble chart and changes the presentation. That's an outstanding differentiator."

It's also an exciting platform for future developments, and one that Faez is looking to take full advantage of.

"We want to generate more opportunities from our information and explore new ways for euGenIA to further improve the experience of our teams," he says. "We ultimately want Qlik to help us create a platform that is unique in Latin America – one that users can interact with simply and securely. We're looking forward to continuing that journey."

Make analytics accessible to everyone

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About Qlik

Qlik transforms complex data landscapes into actionable insights, driving strategic business outcomes. Serving over 40,000 global customers, our portfolio leverages advanced, enterprise-grade AI/ML and pervasive data quality. We excel in data integration and governance, offering comprehensive solutions that work with diverse data sources. Intuitive and real-time analytics from Qlik uncover hidden patterns, empowering teams to address complex challenges and seize new opportunities. Our AI/ML tools, both practical and scalable, lead to better decisions, faster. As strategic partners, our platform-agnostic technology and expertise make our customers more competitive.

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About UpSociative

UpSociative encourages its clients to lead their business from the vision and excellence of the Eagle. The company designs a data strategy tailored to its corporate purpose, based on data architecture and governance best practices, using world-class technology. For more than 12 years, UpSociative has accompanied its clients in deeply understanding their business, providing speed and precision in its management, with a high impact on business profitability, becoming a strategic partner that successfully leads them towards new horizons.

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