Case Study

Bank on AI-driven Insights

Revolutionizing Customer Data Management with
Customer 360 for a Leading Financial Services Provider

Summary

A global financial services leader transformed its customer data strategy through Sonata's AI-powered Customer 360 solution, unifying 1.2 billion profiles on Tamr (AWS) with a 10% improvement in data matching accuracy. By leveraging AI-driven insights, the organization enhanced business agility, enabling personalized customer experiences and data-driven decision-making that sets new industry benchmarks.

Client Overview

A global leader in cross-border, cross-currency money movement and payments, the client offers a wide range of services, including domestic and international money transfers, and financial products such as money orders and prepaid cards.

Headquarter **Colarado**	Employees **14000+**
Revenue **$4.36 Billion**	

Pressure Points

The organization struggled with siloed customer data, resulting in delayed insights, inefficient processes, and inconsistent customer engagement.

Lack of integrated real-time customer data for informed decision-making	Siloed customer data leading to inefficient onboarding and qualification processes	Challenges in meeting compliance requirements like GDPR and CCPA due to fragmented information	Delayed and inaccurate insights impacting customer retention, satisfaction, and risk management

Solutions

A scalable and AI/ML-driven Customer 360 solution with a microservices architecture, enabling a single customer view, streamlined processes, and real-time analytics.

state architecture driven by the right MDM implementation style, data health checks and rapid prototyping	AI-driven matching techniques, improving data accuracy over traditional methods	Microservices-based cloud solution for operational and analytical needs
Collaborative data governance framework for decentralized information management	Prebuilt models and frameworks reducing development time by 50%	

Results that Speak Volumes

Improved customer retention and satisfaction	Reduced marketing spending through elimination of duplicate records	Faster servicing with reduced average handling time	Enhanced credit, market, and liquidity risk management
Increased agility, accelerating cross-sell and up-sell opportunities			

By the Numbers

1.2 billion
customer profiles
managed on Tamr
(AWS)