

CASE STUDY: IDIRO CONSULTANTS BRING KEY SKILLS TO AIB BANK

JUNE 2017



iDIRO
ANALYTICS

INTRODUCTION

As a full-service analytics company, Idiro has a number of data scientists within the team. This case study describes how AIB Bank took advantage of Idiro's data scientist resources to meet a need for advanced analytics expertise, and to deliver projects which require differentiated skill-sets not commonly available in the data science community.

THE BUSINESS CHALLENGE

AIB Bank is one of the biggest banks in Ireland, with a long heritage and a large customer base. Recently, AIB has embarked on a number of strategic initiatives. One of these has been to use data analytics to drive the business through a deeper understanding of customer needs and preferences, using data analytics to enhance the customer experience. Consequently, AIB has invested heavily in analytics, data, skills, infrastructure and people.

AIB frequently has a need for highly-skilled analytics talent. In a competitive market for skilled resources, AIB has a requirement to quickly and efficiently scale up its analytics capability, and approached Idiro about bringing some of its data scientists into AIB on a consultancy basis.

IDIRO'S SOLUTION

Idiro offers a wide range of analytics solutions:

- Autolytix is Idiro's award-winning outsourced analytics service
- **Red Squirrel** is a Idiro's revolutionary analytics platform for Big Data
- Idiro frequently completes analytics projects for clients
- Idiro loans out data scientists on short or long-term contracts, to meet clients' needs for expertise in advanced analytics.

It is this last service that Idiro offered to AIB. From their exposure to a wide range of analytics challenges, Idiro's data scientists have a broad skillset across the BI and analytics spectrum - and they also have the consulting skills to take on and deliver complex analytics projects. Idiro offered a number of its data scientists to AIB.

"Our analytics capability - delivered with the help of Idiro - has become essential to Electric Ireland's marketing and customer retention strategy."

Ciaran Hand
Business Solutions Manager, Electric Ireland

When Ildiro team members are seconded to client companies, they benefit from full support from their Ildiro manager and all of the resources of the Ildiro team. As a result the client can always be assured that the relationship with Ildiro will deliver results.

THE RESULTS

The relationship with Ildiro has been very positive for AIB. Ildiro data scientists are highly sought-after in AIB and have been instrumental in delivering a number of crucial projects for AIB, including the following:

- Predictive models: end-to-end build of propensity models for product cross-sell / up-sell, from inception to deployment
- Campaigns and triggers: building and productionising the data engine to personalise customer engagements
- Managing internal customer engagement: working in cross-functional teams to design analytics-related solutions, and project managing the development and rollout of data-driven campaigns
- Designing and building an overarching streamlined model deployment and monitoring framework ("Analytics Factory") using SAS software suite; establishing best practice SAS architecture on all layers (methodology, processes, infrastructure, data architecture)
- Developing a next-generation data-drive personalisation decision engine
- Producing insights on various facets of customer behaviour to help inform decisions

Ildiro consultants are now delivering AIB's analytics activities in a number of different AIB departments. The relationship continues to grow.

"When we need to scale up quickly for analytics projects, Ildiro are my first port of call simply because of the quality of their people"

Peter Swan

Head of Customer Data and Propensity Modelling at AIB

CONCLUSION

Idiro has worked with clients worldwide. Our client list includes:



Idiro's analytics approach is toolset-agnostic and we cover the whole range (SAS, R, Python, SQL, Qlik, Tableau, Big Data etc.) Through working on so many diverse analytics challenges in different countries and in different industries, the Idiro team has developed a very strong skillset. By using Idiro's skills in a flexible way, AIB has been able to quickly add key skills to its data analytics teams and deliver benefits to its customers, helping to meet AIB's aggressive business objectives.

AIB is just one of Idiro's satisfied clients. To find out how Idiro Analytics can add value to your business, contact us via Idiro.com

IDIRO - EXPERTS IN ANALYTICS AND BIG DATA



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