



Business Intelligence

Business Intelligence provides BankWorld with a powerful tool which can be used for analytical analysis of customer profiles.

This course gives participants an in-depth knowledge of how to perform the necessary data analysis to identify potential candidates for a campaign. To create, manage and report back on campaign's to BankWorld customers.

This is a hands-on course that allows participants to practice some of the relevant tasks.

Benefits:

You will be able to identify customer segments and develop appropriate campaigns to allow for targeted sales.

Having staff trained in using Business Intelligence will enable the bank to be more efficient in targeting products and services to customers.

Duration:

3 day (classroom-based)

Audience:

This course can be taken by anyone, but it is designed in particular for:

- ❖ Bank Operations staff
- ❖ BankWorld Marketing staff

Location:

CR2 offices in Dublin, Dubai and Amman. Can also be run onsite on request.

Our training is a blend of classroom and online training and includes:

- Overviews
- Installation
- Configuration
- Operations
- Tools

For more information please email us at training@cr2.com.

www.cr2.com



Pre-requisites:

Objectives: At the end of this course you will be able to:

1. Understand the overall concepts of Business Intelligence and its interaction with BankWorld
2. Carry out operational maintenance tasks
3. Identify the various data analysis tools and how they can be applied
4. Understand the process of setting up and managing an active campaign
5. Use the available sources to configure and maintain the system on an on-going basis

Course Outline:

- ❖ Business Intelligence Overview & Concepts
- ❖ Operations:
 - User Maintenance
 - Publishing Indexes
 - Data Synchronisation
 - Index Maintenance
 - Dynamic Customer View
- ❖ Data Analysis Capabilities:
 - Generating Queries
 - Cross Tabs, Venn Diagrams & Dashboards
 - Publishing Reports
- ❖ Campaign Management:
 - Managing Active Campaigns
 - Integration
 - Enabling Campaigning
- ❖ Campaign Reporting
- ❖ Course Summary
- ❖ Course Exam

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Materials:

Course Participant Guide, Course handouts / diagrams, Glossary, relevant User Guides, etc., supplied on Apple iPad¹ (or equivalent) or on USB key.