Grupo Financiero Banorte

A foundation of analytics and personalized engagement build a customer-centric business model

Monterrey, Mexico
www.banorte.com.mx

Solution Components

- IBM® InfoSphere® Master Data Management
- IBM WebSphere® Multichannel Banking Transformation Toolkit
- IBM WebSphere Application Server
- IBM Campaign
- IBM Operational Decision Manager
- IBM Global Services — Global Business Services®
- IBM Research

Founded in 1899 and based in Monterrey, Grupo Financiero Banorte became Mexico's third-largest bank, and the biggest Mexican-controlled bank, after merging with IXE Financial Group in 2011. Banorte operates a network of more than 1,300 branches, over 6,700 ATMs, 110,000 point-of-sale (POS) terminals and 25,000 employees. The organization had revenues of USD3.2 billion in 2012 on total assets of USD71.7 billion.

The Opportunity

When banks grow fast, especially through acquisitions, it's easy to lose the personal connections with customers that are essential to growth, customer retention and fending off competitors. To strengthen that connection, Banorte sought to infuse all of its frontline processes with deep insights into the customer to drive a more engaging multichannel experience.

What Makes It Smarter

Banorte is delivering precise personalized customer interaction on a very large scale. The business uses models to extract insights into how its customers' lives are changing—whether it's time for a new car, college tuition or a different kind of checking account—and using those insights to craft highly targeted cross-selling offers that hit the mark. The company is using "next best action" decision optimization algorithms to guide local branch and call-center representatives in their direct dealings with customers.

Real Business Results

Banorte expects to generate a bottom-line benefit of USD200 million in the first 24 months of the project, with roughly 60 percent of that amount representing cost reduction and 40 percent signifying additional revenue. The bank anticipates increasing its operating efficiency by 40 percent and significantly boosting both customer retention and revenue per customer.

For More Information

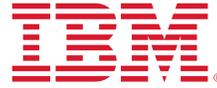Please contact your IBM representative or IBM Business Partner. Visit us at **ibm.com**/infosphere.

To learn more about Grupo Financiero Banorte, visit www.banorte.com.mx.

"We're using deeper, more personalized insights into our customers' needs to shape every aspect of how we interact with them."

— Alejandro Valenzuela del Rio, chief executive officer

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