InfoCepts

Delivering Voice-enabled Intuitive Search for the CXOs of a Global Financial Services Company

Summary
Our customer, a leading international bank, has 1,000+ branches across the globe. Its leadership was finding it tedious to get quick, relevant search results from the large amounts of accumulated data. They needed a user-friendly tool to enable swift and informed decision-making processes. We delivered a high-performing platform with speech recognition and custom search capability. The leadership now has access to a first-of-its-kind voice-enabled platform that delivers search-relevant suggestions, answers, and information.

Industry
Operational Banking

Technologies
MicroStrategy, Hadoop, JavaScript, JQuery

Users
CXOs, Operational Analysts

Teams
1 InfoCeptian
3 Customer Associates

→ The Challenge

Our customer is a global financial services company with 1,000+ branches spread around the world. Its rapid growth has resulted in large-scale data storage in the enterprise data warehouse (EDW). The IT department can use this data to create comprehensive business intelligence reports. However, the same information is unfit for leadership use as it requires significant user effort to deliver precise, detailed results. Implementing a self-service BI tool can make the data relatively easy-to-consume. Even so, the process is too lengthy to be of any practical use for C-level executives.

Our customer's leadership had to use unstructured large-scale data for decision-making processes. It impaired their ability to make quick and informed decisions. Consequently, they asked us to create a user-friendly data platform for use by their top management.

Our challenge was to create a portal that can inherently address user queries such as the following:

- What are the available data points?
- What is the business meaning of the available objects?
- How can I use the reporting tool?
- Is my analysis already available, or do I need to begin from scratch?
- On how many levels can I analyze my data?

→ The Solution

We developed a platform that automatically offers search-relevant user queries and results. The customization makes it ideal for leadership's use. **It provides 360° search results on all employees and systems-related data without the need to understand complex query framework.** Our solution consists of the following key implementations:

- Consolidating large-scale data and segmenting it into easily-consumable information using REST API, Command Manager Script, and a dynamic data dictionary. The solution is enhanced further by deploying the user interface in PEGA platform to enable speech recognition.

- Developing an application with HTML, Javascript, and JQuery for all calculations and coding on the fly. We can combine this application with MicroStrategy's new NLG (natural language generation) feature to pull informational dimensions and metrics from the EDW. If the data is already available in MicroStrategy, we can now display it along with the user query to offer relevant search results.

- Using our SDK (software development kit) experts to customize out of the box MicroStrategy software. The customization refreshes data visualizations with each new search. Consequently, it reduces clutter from accumulated questions that is unavoidable when using default MicroStrategy software.

→ The Results

Our custom MicroStrategy solution has significantly improved the customer's ability to make well-informed decisions quickly. Our SDK and data visualization experts have provided a highly effective solution for its large-scale data-driven project. Lastly, our MicroStrategy expertise has enabled the global financial giant's CXOs to access all search-related information with minimal effort.