Cross-functional data analytics for an American Tier1 Bank

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Why did an American bank engage a Swiss startup
Turn meaningless data into valuable insights

95% of all data is never touched beyond primary use

Changing the cost vs. value equation of data is essential

Squirro is a software application, which turns data into insights

Squirro solutions

Benefit
- Improves service levels
- Identifies similar tickets, quality checks, problem analysis, automate ticket routing & assignment

Result
- Productivity gains through cost reduction, ($2M savings @ Telco Service Center)

Benefit
- Displays insightful information per account to CRM users, such as ‘competitive information’, ‘client engagement’, ‘...’

Result
- Positive revenue impact +3% @ Asset Manager

Benefit
- Assists with real-time concept based fraud detection within, E.g. Email, IM, call notes, reports, ...

Result
- Better fraud monitoring on additional dimensions
Changing the value of data

95% of all data is never touched beyond primary use
Squirro provides a simplified solution to get value from all your data

Insights derived from structured data

Business intelligence software provides insights to structured data when its organised through tables & field names, defining associations & hierarchies.
**Insights from unstructured data**

Unstructured data is irregular and therefore harder for software to deal with. Squirro combines and enriches data to add structure to unstructured data.

**Squirro Enrichment Features**

The flexible and adaptive enrichment pipeline enables a 360° view.

- Search tagging
- Content detection
- Language detection
- Duplicate detection
- Near duplicate detection
- Entity detection
- Topic detection
- Author detection
- Geo detection
- Sentiment detection
- "Bespoke" detection
- Customer specific taxonomy

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Example: search tagging

In 2012, Dorian Selz, Toni Birrer, Patrice Neff and Felix Hürlimann, founded Squirro based in Zurich - Switzerland.

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Example: smart filter

Adaptive search = Insights

Smart filter

Dashboards

Alerts
Empower 10,000 Relationship Managers to engage insightfully with customers
American multinational banking and financial services holding company

Problem
- Siloed data in 12+ CRMs
- Not able to get a single view of CRM

Solution
- Connected disparate systems across 20 lines of business
- Key account teams get an unified client view in real time
- Insights on client issues, product performance, state of customer relationships, etc.
- Result: 22% return on data
Why?

- Market for Search-Based Data Discovery solutions (Gartner speak) is fragmented
- PoC engagement gave the bank the confidence of choosing the right partner
- Securing a competitive advantage in the market
- Enabling the bank to get more done with less

Squirro is a software application, which turns data into relevant business insights.

Built from scratch for the cloud, it provides unified data access and adaptive search to generate actionable insights.

Core to the solution is the patented Smart Filter technology, which intelligently connects seemingly unrelated data points via learning and refining as user interactions increase.

These insights are delivered seamlessly integrated into strategic business applications including ERPs, CRMs and BI's.

Squirro – The Insights Company.