



Shawbrook

Experian's Aperture Data Studio helps Shawbrook create a single view of their customers to generate a customer profile for financial crime reporting.

Background

Shawbrook is a specialist savings and lending bank, offering personal loans, residential and commercial mortgages, business finance, and savings products. With over 425,000 active customers, Shawbrook provides highly personalised, practical lending and savings products to individuals, businesses and real estate investors.

Challenge

As a bank, Shawbrook must adhere to Financial Crime regulation and perform Customer Due Diligence on its clients with the aim of assessing the potential risks that they pose to the company. As part of this process, it's important that the data is available in a standard structure to allow them to report consistently.

The challenge lies in data collection for reporting, due to the complex and various ways of onboarding customers. While Shawbrook's goal is to identify a customer across the bank through a single identifier, the differing workstreams, data sources, and processes make it difficult to create a single customer view.

Recognising this challenge and realising that it could limit their ability to effectively report on Customer Due Diligence, Shawbrook set out to find a solution with a matching engine, as finding duplicates in their data was key to success.

“The consequence of having a tool like Aperture means that we've got the efficiency to understand the customers across all of the franchises that exist within Shawbrook in a single identifier

Bizzy Saunders, Head of Data Governance at Shawbrook

Solution

Shawbrook went to the market looking for solutions comparing features like deduplication and matching, eventually leading them to Experian. Experian's Aperture Data Studio, an intelligent data quality platform, enabled the bank to streamline data collection and operations, identify data quality differences, and map a single identifier to each customer.

By consolidating the customer data into Aperture Data Studio, Shawbrook was able to standardise, dedupe, format, and enrich their data in one tool, creating efficiencies in reporting and providing a better understanding of their customers.

This consolidated view of each customer has also enabled Shawbrook to effectively report on Customer Due Diligence. By identifying each customer across the bank in a single identifier and through capturing key data from multiple sources, the bank was able to create customer profiles to approach Customer Due Diligence reporting more efficiently through a single identifier.

“Aperture Data Studio is bringing more value than we expected to answer the business case.”

Bizzy Saunders, Head of Data Governance at Shawbrook

Results

Shawbrook implemented Aperture Data Studio to create a consistent customer record for all source systems linked through a single identifier, but they are benefiting from so much more.

- **Single customer view:** The bank now has a clear view of who their customers are, visibility into customers across business lines, and insight into risks like fraud that could lead to non-compliance and more

- **Compliance regulations:** Experian was able to help Shawbrook build a profile of their customers across the bank to better approach business decisions and regulatory reporting on financial crime.

- **Time to value:** Aperture Data Studio was easy to integrate into the infrastructure.

- **Operational efficiency:** Adding this tool has created a seamless process to a previously siloed workflow.

- **Better customer insight:** The tool gives them further potential to enrich customer data for better line of sight to digital journeys, product portfolio growth, and opportunities for revenue growth.

Looking ahead

Today, Shawbrook can confidently carry out Customer Due Diligence reporting with a complete and singular view of their customers. And, in the future, they are looking to utilize Experian Aperture Data Studio features for the critical data element work and new features like issue management to enable their data quality stewards.

Further, after working with Experian, the team at Shawbrook believes they haven't tapped into the full potential of their data yet. As they leverage Aperture Data Studio, the team continues to find new opportunities where they could invest in data to empower their business and customers.