

# DRIVING DATA-DRIVEN INNOVATION WITH A ROBUST DATA STRATEGY

## INTRODUCTION:

A leading organisation sought to leverage data to enhance customer experiences while maintaining ethical standards.

They needed a comprehensive data strategy, governance framework, and innovative solutions to empower their teams with data-driven decision-making. Engaging Data was brought in to lead this transformation.

## CLIENT BACKGROUND:

- Private Banking
- United Kingdom
- Data Strategy, Governance Implementation

The client operates in a highly regulated industry where data plays a crucial role in both operational efficiency and customer engagement.

They recognised the need for structured data governance and innovative analytics capabilities to stay competitive.

## CHALLENGES:

The organisation faced several challenges:

- Lack of a cohesive data strategy aligning with business objectives.
- Minimal data governance structure, leading to inefficiencies.
- Limited visibility and control over data across IT and business functions.
- Dependency on IT teams for analytics, creating bottlenecks.
- A need for ethical data usage policies.

## ENGAGEMENT:

Engaging Data, initially led by Simon Meacher, embarked on a 3-year transformation journey starting in December 2018.

The team collaborated closely with the COO and the board to establish a data strategy that prioritised ethical data usage and customer-centric outcomes. Key initiatives included:

- Developing a data governance framework to ensure compliance and control.
- Assigning data ownership roles
- Implementing data discovery and control mechanisms within IT and business change processes.
- Introducing a self-service analytics platform using Power BI, enabling operational teams to access and analyse data independently.
- Conducting upskilling sessions to empower business users with trusted data insights.

to enhance accountability.

## RESULTS:

Since the project's completion, the organisation has seen sustained benefits, including:

- Reduced operational costs through improved data efficiency.
- Enhanced decision-making capabilities across business units.
- Greater autonomy for teams in leveraging data-driven insights.
- A robust governance framework ensuring data integrity and compliance.

## CONCLUSION:

By implementing a structured data strategy and fostering a culture of data-driven innovation, Engaging Data helped the client transform their approach to analytics and governance.

The result is a sustainable framework that continues to drive operational efficiencies and empower teams with actionable insights.

## LET'S MAKE YOUR ORGANISATION A SUCCESS STORY!

### GET IN TOUCH NOW:

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