

CUSTOMER STORY

BBVA USES DATA TO ENHANCE THE CUSTOMER BANKING EXPERIENCE WITH DOMO.



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- Elena Alfaro, Global Head of Client Solutions Data and Advanced Analytics at BBVA



INDUSTRY

Financial Services

FRANCHISES

112,000

TERRITORIES

\$52 billion

PRODUCTS

BI and Analytics

TRACKED NET PROMOTER SCORES (NPS) AND CUSTOMER ENGAGEMENT

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DEMOCRATIZED ACCESS TO DATA FOR BUSINESS USERS AROUND THE GLOBE

BBVA is known as one of the world’s leaders in digital banking services. From being awarded the best mobile banking app five years in a row to leveraging its digital channels to help double its customer acquisition rates, BBVA has embraced digitization with an enthusiasm that’s unmatched by its global peers.

When BBVA first set out on its digital transformation journey, the global bank knew that data would be central to its success. Thanks to Domo, BBVA is able to use data to deliver personalized and intelligent products, services, and customer experiences.

“Data helps us really understand and monitor how we’re doing,” said Elena Alfaro, Global Head of Client Solutions Data & Advanced Analytics at BBVA. “Domo has been a key partner on our journey.”

DEMOCRATIZING DATA ACCESS

As a global financial services group, BBVA has a presence in more than 25 countries, with a leading market position in Spain, Mexico, and South America. To leverage data in a way that delivers customer insight, the bank must manage massive data flows generated from multiple, disconnected sources from around the globe. Thanks to Domo, this data is both easily collectible and shareable so business users can improve their customer understanding.

“Domo lets us democratize access to these large volumes of information and share them with all the bank’s business areas without the need for complicated IT deployments, and in a fully secure, visual narrative format,” Alfaro said. “This makes it easy for users to view trends and make decisions in a fast and scalable way.”

“Domo allowed us to easily and intuitively structure a huge amount of information that would not have been possible with another tool, and then make it visible to the entire



"With Domo, we have succeeded in ensuring that all employees can easily access this information and make decisions based on data."

-Javier Barriga Garcia, Client Solutions Advanced Analytics - Decision Making Environments at BBVA

GAINED VISIBILITY INTO HOW CUSTOMERS IN EACH COUNTRY USE DIGITAL BANKING SERVICES



"Domo let us create a KPI for digital intensity that goes beyond measuring the volume of our customer transactions to gain deeper insight into their interactions."

-Gema Sanchez Porras, Client Solutions Advanced Analytics - Digital Analytics at BBVA

organization," said Gema Sanchez Porras, Client Solutions Advanced Analytics - Digital Analytics at BBVA. "For the first time in many years, we have ensured that every country we serve has a very clear analysis of how customers behave in our app."

BBVA uses Domo to make it simple for business users around the globe to work with a common data set while still leveraging the unique customizations they need to answer specific business questions.

"We have a wide range of strategic, cross-functional KPIs and specific program KPIs that allow us to keep track of changes to BBVA targets. With Domo, we have succeeded in ensuring that all employees can easily access this information and make decisions based on data," said Javier Barriga Garcia, Client Solutions Advanced Analytics - Decision Making Environments at BBVA

"The learning curve to adopt Domo was amazingly fast. We didn't need any training. Domo makes it very easy for different teams to introduce customizations, collaborate, and maintain governance without losing a single bit of flexibility," said César Sancho, Trading Automation - Global Markets at BBVA

MEASURING ENGAGEMENT, NOT JUST TRANSACTIONS

BBVA uses Domo to better understand how customers in each country use BBVA's digital banking services so they can optimize products to meet the needs of account holders in different geographies. Not only does BBVA track interactions, but it's able to track the intensity of an interaction to understand the true customer experience.

"Domo let us create a KPI for digital intensity that goes beyond measuring the volume of our customer transactions to gain deeper insight into their interactions," Porras said. "This helps different geographical areas identify which digital experience works best and where changes are needed to further enhance the customer experience."

BBVA also uses Domo to calculate, track, visualize, and share its Net Promoter Score (NPS) at both the global and local levels so it can gauge changes in customer engagement. Using Domo, the bank can now automatically ingest and process the thousands of customer survey responses it receives every month from each country to create an accurate score.

"Domo helps save us time while minimizing the operational risk of our previous manual process," said Esther Garcia Arranz, Non Financial KPIs at BBVA. "We can now also delve deeper to enrich our NPS story and make it actionable."

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