

Customer Journey Insight

How ING DIRECT Australia
discovered Process Mining

John Müller

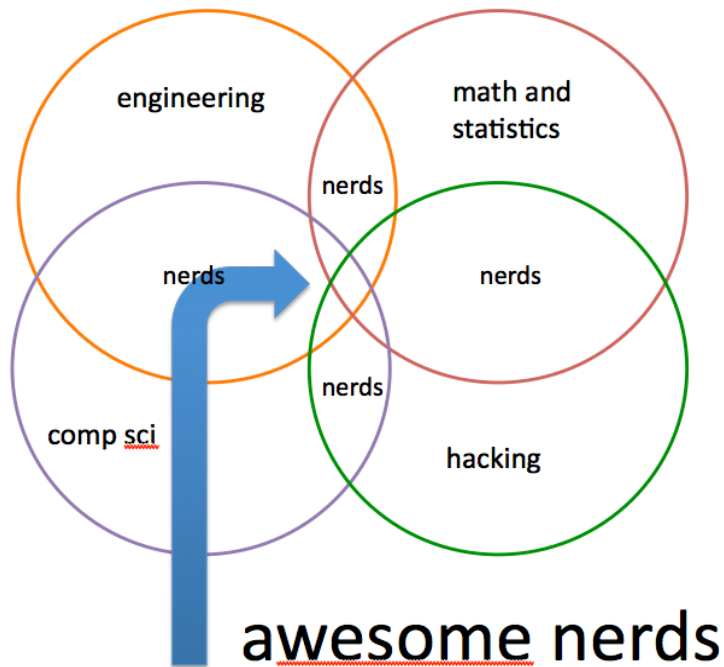
ING  **DIRECT**

Spend your life well

Who am I?

Data Scientist at ING

Data scientists?



Basketball Enthusiast

What was the challenge?



- What are customers doing on the web before they call the contact centre?

- Currently manual excel work and at a high level or long wait for BI team

- Give the business back something that allows them to find their own answers

Switch today

You'll be happy you did.

▶ How to switch



Award winning mobile app

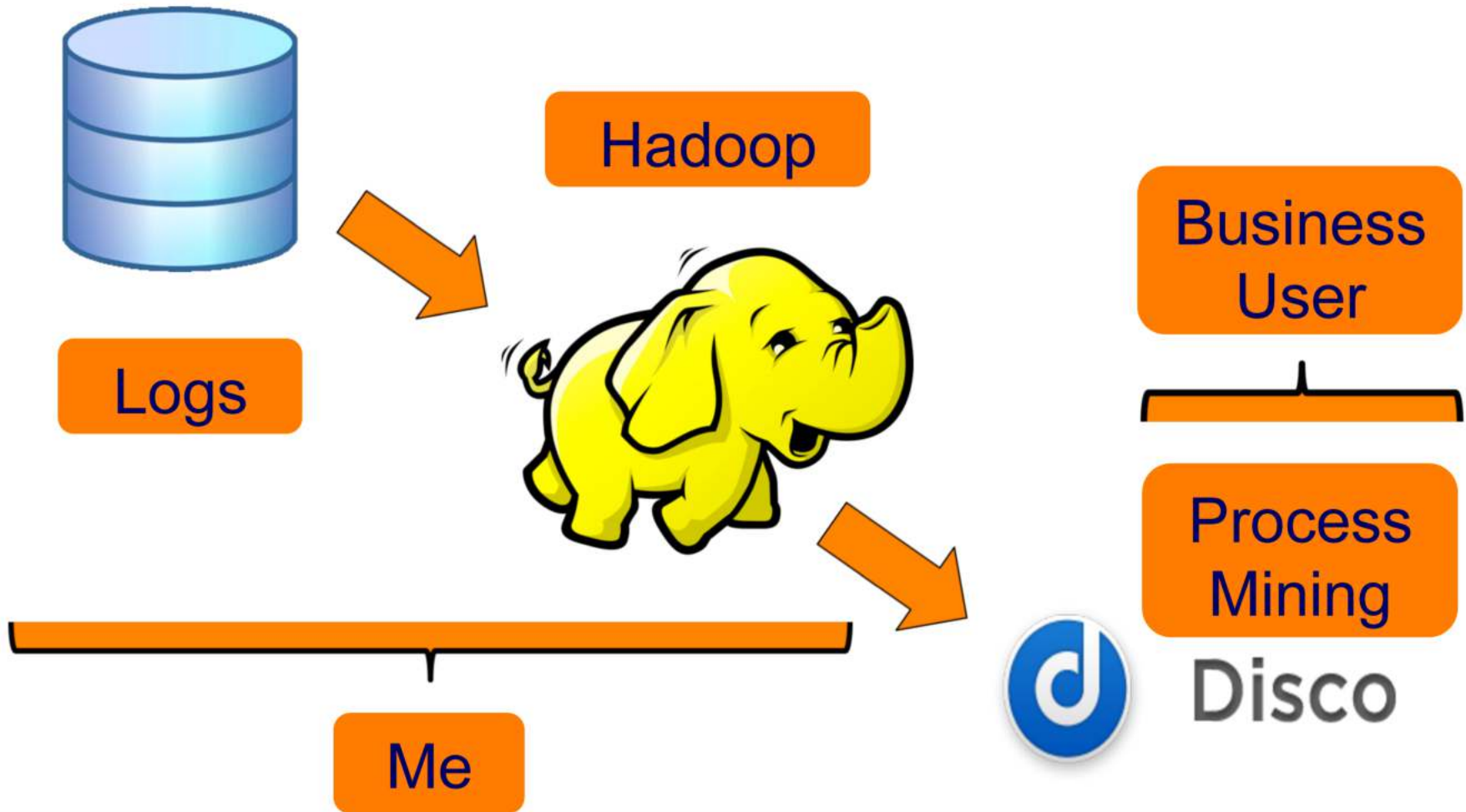
▶ Find out more



See how ING DIRECT can help you

Learn more in this quick and easy guide to banking with ING DIRECT.

How did we do it?



Joining example

CLIENT ID	ACTION	TIMESTAMP	CASE ID
X	Contact us	13:23:16 24/06/14	1
X	Call contact	14:19:05 24/06/14	2
Y	Interest	08:45:04 24/06/14	3
Y	Call Contact	08:46:01 24/06/14	3

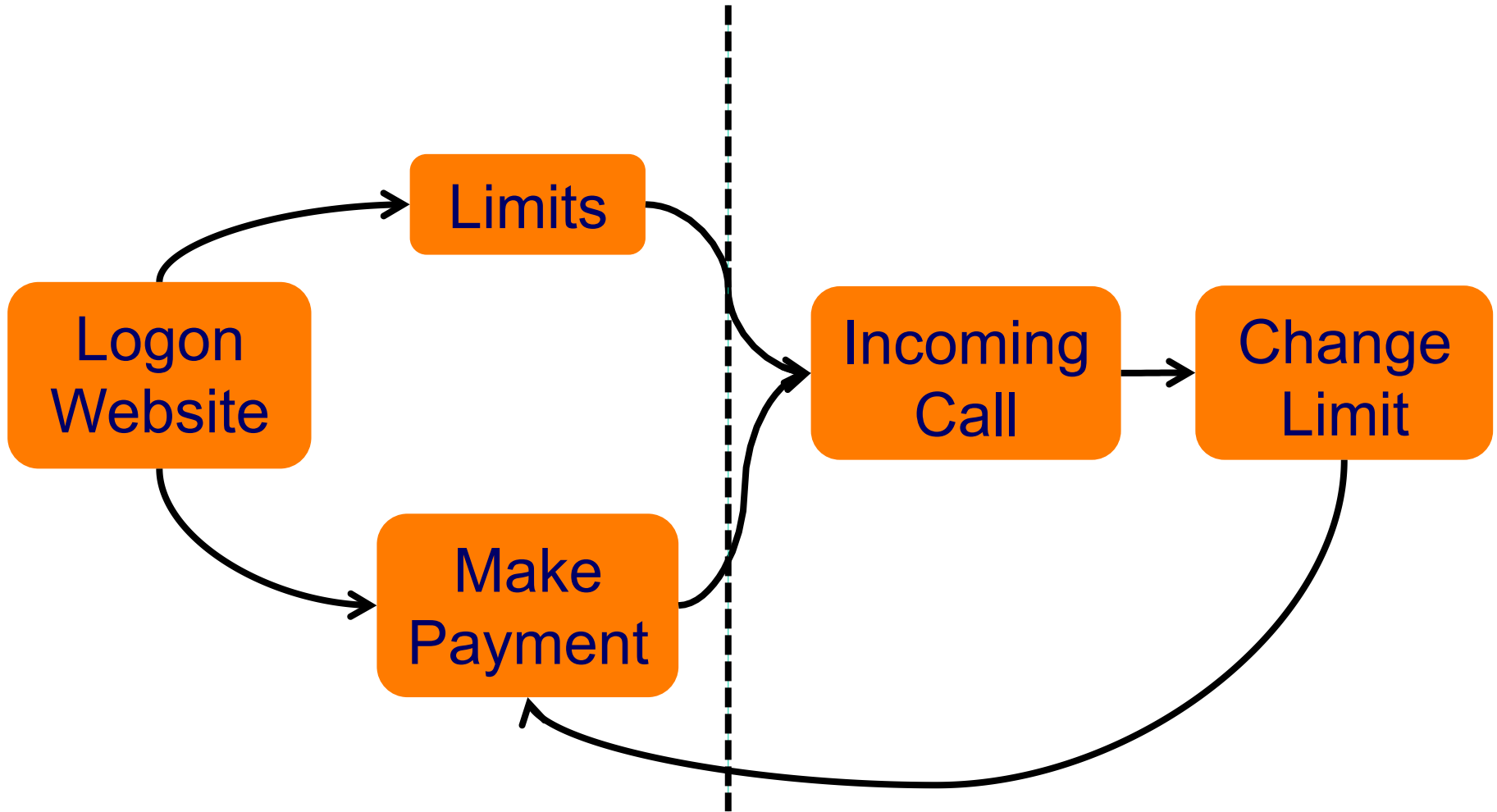
Use Case: Changing Limits



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What process mining showed us

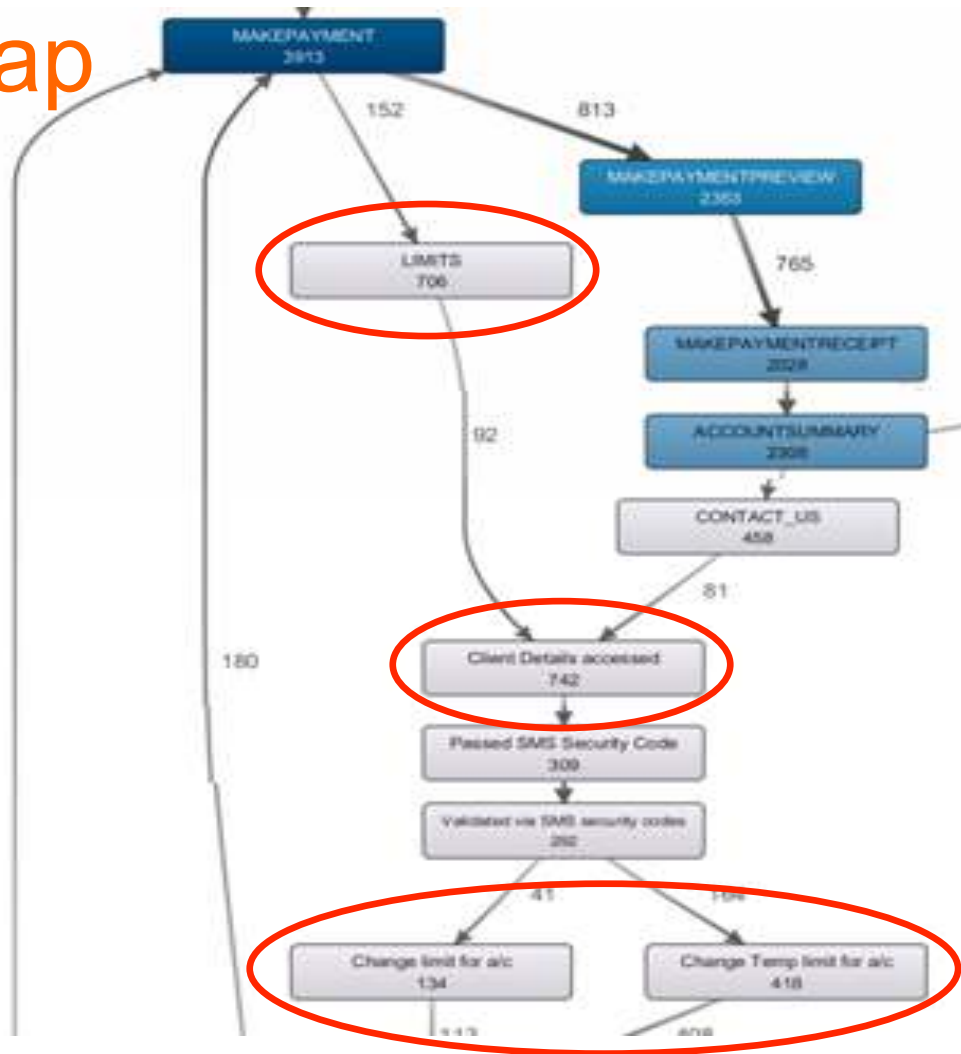


Actual process map

Limit
Page

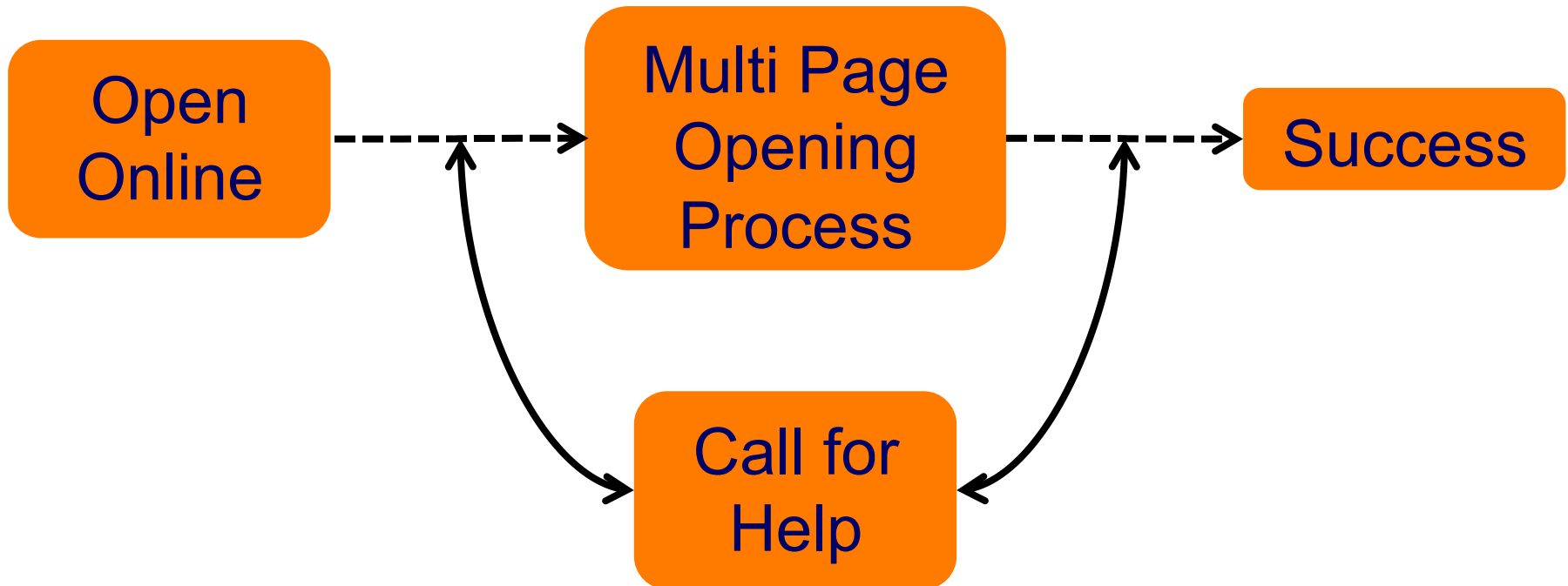
Call
Started

Filter



Excitement! What else?

Is it clear to our customers how to successfully open an account online?



More Excitement! Where else?



I left Sydney, but what stayed behind?

- ✓ Insight web to call
- ✓ Process mining with Disco
- ✓ Get answers in weeks
- ✓ Empowering self service is a viable option