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Novobanco's Data Transformation: Getting data ready for an AI-driven future

By unifying data and leveraging AI to empower decision-making, Novobanco is enhancing customer relationships, preventing financial crime, and driving innovation.

Challenge

Novobanco faced fragmented data, limiting a 360° view of customers. Predictive analytics and real-time fraud prevention required a robust foundation. Delivering hyper-personalization and meeting compliance demanded connected data, adaptability, and innovative processes. The bank embarked on a customer-first digital transformation powered by data and AI.

Solution

Novobanco adopted Quantexa's Decision Intelligence Platform, creating a centralized financial crime prevention data layer. Partnering with Microsoft, it implemented a unified, continuously updated data estate with real-time insights, AI-powered decision-making, entity resolution for 360° views, and streamlined processes that drive innovation and efficiency.

Business Impact

AI-Driven customer experiences:

50 AI models deliver hyper-personalized financial services, fostering strong relationships and seamless omnichannel interactions.

Operational efficiency and risk management :

Unified data ensures compliance, fraud prevention, and productivity improvements, reducing manual workloads.

Future-ready innovation:

A scalable, adaptive data estate positions Novobanco as a leader in AI-driven, personalized banking.

Summary

Novobanco, a leading Portuguese financial institution, is undergoing a comprehensive digital transformation to adapt to evolving market demands and customer expectations. With 50 AI models deployed, the bank is leveraging Quantexa's Decision Intelligence Platform and Microsoft Fabric to unify its data, streamline operations, and enhance customer relationships.

By creating a centralized, enterprise-wide data estate, Novobanco has eliminated data silos, improved compliance, and strengthened risk management. The unified data estate not only ensures better decision-making but also enables continuous innovation, positioning the bank as a leader in AI-driven, personalized banking.

As a forward-thinking institution, Novobanco recognized the need to modernize its approach to data management and decision-making. The bank faced several challenges:

Fragmented data
Disparate systems and isolated data sources made it difficult to create a holistic view of customers and their networks.

Predictive analytics and fraud prevention
To stay ahead of financial crime, the bank needed a robust data foundation to leverage AI for predictive analytics and real-time fraud detection.

Real-time personalization
Delivering hyper-personalized experiences required connected, clean data that could provide actionable insights instantly.

Agility in a dynamic market
Rapidly evolving customer expectations and competitive pressures demanded adaptable processes and innovative solutions.

Compliance and risk management
Meeting stringent regulatory standards while effectively managing financial risks required enhanced data capabilities and precise oversight.

Novobanco set out to address these challenges by integrating advanced technology and creating a customer-first approach powered by data and AI.

Key outcomes

Novobanco began its transformation by leveraging Quantexa's Decision Intelligence Platform to establish a financial crime prevention data layer. This initial step created a centralized hub for seamless data access, improving compliance and strengthening risk management.

Building on this foundation, the bank partnered with Microsoft to adopt Quantexa's Unify Workload for Microsoft Fabric. This integration enabled the creation of a unified data estate that continuously updates and provides a single source of truth for all customer and entity data.

Key features of the solution include:

- A unified platform that eliminates silos and integrates data from internal and external sources, enabling real-time insights.

- Quantexa's advanced entity resolution capabilities providing a comprehensive 360° view of customers, facilitating better decision-making and fraud detection.

- A unified data estate powering Novobanco's 50 AI models, enabling predictive analytics, personalized services, and enhanced risk management.

- Streamlined processes and reduced storage costs allowing the bank to focus on innovation and customer service.

Novobanco's digital transformation has delivered significant benefits across key areas:

AI-driven customer-centric experiences

With 50 AI models in operation, Novobanco is redefining the customer experience. By leveraging Quantexa's Decision Intelligence Platform, the bank can deliver hyper-personalized financial products and services tailored to individual preferences.

This capability fosters stronger customer relationships and drives satisfaction, as the bank can anticipate customer needs and respond with timely, relevant solutions. The AI models also enable seamless interactions across channels, ensuring a consistent and engaging experience.

Operational efficiency and risk management

The unified data estate has transformed Novobanco's approach to compliance and risk management. Quantexa's entity resolution capabilities provide a deep understanding of customer networks, enabling the bank to detect and prevent financial crime with greater accuracy.
By automating data processes and integrating AI, Novobanco has reduced manual workloads and improved productivity across teams. These efficiencies allow the bank to focus resources on innovation and growth while ensuring regulatory compliance.

Future-ready innovation and differentiation

Novobanco's commitment to innovation is reinforced by its unified data estate, which supports real-time updates and continuous improvements. This adaptability ensures the bank can respond to market changes and customer demands while maintaining its competitive edge.

The integration of Microsoft Fabric and Quantexa's Unify Workload positions Novobanco as a leader in AI-driven banking, capable of delivering differentiated experiences and services.

Looking ahead

Novobanco's journey is far from over. The bank continues to explore new ways to apply AI and advanced analytics across its operations, aiming to deepen customer relationships and strengthen its market position.

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This is about moving from traditional banking to hyper-personalized, data-driven experiences. With Quantexa's technology, we're able to understand individual customer preferences, which allows us to serve them better and protect them more effectively.

This transformation represents more than just technological advancement— it is a cultural shift that empowers Novobanco to meet the challenges of the future with confidence. By unifying its data and leveraging AI, the bank is setting a new standard for customer-centric, innovative banking.

Seamus Murphy
Chief Operating Officer at Novobanco

Why Quantexa?

Seamus Murphy, Chief Operating Officer at Novobanco, highlights the importance of Quantexa's technology:

"Quantexa's Platform helps us dismantle organizational and data silos to enable AI-driven customer insights. This capability is foundational for the bank's transformation."

Discover more

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