

Case Study

Reimagining Digital Banking with Insightful Onboarding Dashboards

About the Client

With a legacy of over 50 years, this leading private bank is one of the oldest financial institutions in the Middle East. Headquartered in the UAE and expanding across MENA, it is known for its innovation in digital banking and customer-first financial services.

Business Requirements

The bank needed a streamlined digital onboarding process in Egypt for nationals and expats aged 21+. It aimed to offer a financial inclusion product with core services like transfers, bill payments, and deposits. The solution had to work without requiring users to upgrade to standard accounts.

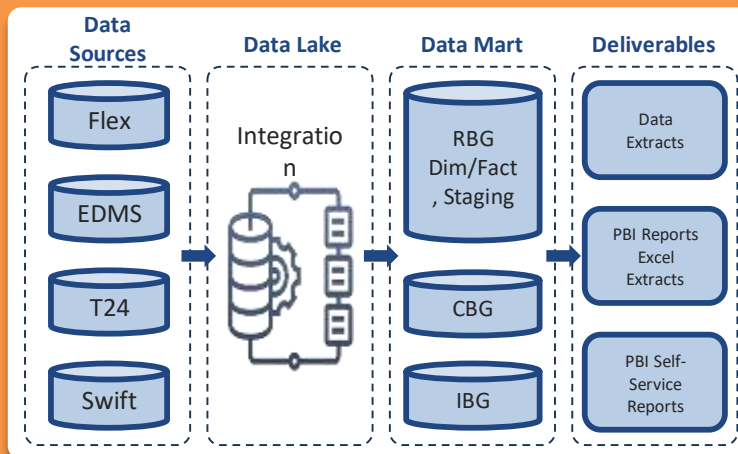
They needed a centralized dashboard that could:

- Monitor all customer applications and onboarding stages
- Track KPIs like cards issued, delivered, and activated
- Support planning for new offerings like savings accounts
- Export data to external business partners for real-time tracking and visibility
- Provide real-time visibility for campaign performance and drop-offs

Our Solution

We developed a web-based Power BI dashboard that consolidated data from multiple sources and enabled real-time visibility into key metrics.

- Built a uniform Power BI dashboard to monitor applications, KPIs, and onboarding performance
- Integrated data using Hadoop, Python, and Hive to unify multiple systems
- Designed a drop-off funnel to identify where users exited during the onboarding process
- Enabled data export to external business partners for performance tracking
- Ensured a user-friendly, responsive interface accessible across devices



Business Outcomes

- Enabled real-time tracking of customer applications and onboarding status, improving operational visibility for business teams
- Identified drop-off stages in the onboarding journey, helping reduce friction and increase conversion rates
- Supported the launch of new products like savings accounts by leveraging insights from current account adoption
- Empowered data-driven marketing campaigns to boost customer acquisition and engagement
- Facilitated seamless performance reporting to external partners, improving collaboration and transparency
- Provided end-to-end visibility into debit card lifecycle KPIs from issuance and delivery to activation



Overall Summary - Customer Count & Drop - Offs At Various Stages

