



Case Study

## **Credit Union SA – Operator Performance Management**

Providing on time, actionable insights into  
Operator and Contact Centre  
Performance.



## Credit Union SA – Operator Performance Management

*Business Intelligence Transformation from Restrictive, Manual and On-Premise to Scalable, Repeatable and Governed Cloud.*

### **Problem.**

Decentralised from Credit Union SA's data team, Operator Performance reporting and analysis was undertaken via excel tables and visuals. As the requirements for insights had increased over the years, the viability of spreadsheet analytics had diminished. The daily process of manual data acquisition from different sources, and at different granularities, created not only key person risk, but also brought to question data integrity as data was remodelled from a variety of pre-aggregated reports.

In order to improve the responsiveness and load times, which would run into the late morning, the requirement for a purpose-built toolkit and data model was apparent. This approach would ensure data governance and integrity by transferring data ownership to the centralised data team and would provide a self-service mechanism to the wider business.

### **Solved.**

Consolidating Operator Performance data into the previously Exposé designed and delivered Customer Insights Data Analytics Platform, the retirement of the manual data processes for measuring operator performance allowed for consolidated data ownership by the Credit Union's data team. The new automated processes introduced integrity and repeatability, as well as offering scalability and opportunity, by increasing the breadth of available data domains for analysis.

Introduction of a best-practise cloud data platform removed the requirement for the reporting environment to connect directly to operational production environments, and profoundly improved the processing and responsiveness of reporting. Furthermore, the introduction of Power BI as a purpose-built reporting and exploration tool provided much needed access, and self-service to the wider business.

### **Business Benefits.**

Incorporation of Operator Performance information into the Customer Insights Data Analytics Platform provided a two-fold benefit, by enriching the existing assets, and improving reporting abilities of the previous reporting process. The enhancement in scope, coupled by on-time reporting (by the opening of business) through the streamlined, automated, consistent and high integrity approach allows the business a scalable and responsive solution.

Key person and operational risk have been mitigated through the creation of corporate assets in the form of an Operator Performance data model, and pre-built reports, allow interactive data exploration in a controlled and governed manner. The ability to further develop and scale the solution has been significantly improved through the use of scalable and purpose built Business Intelligence tools, more than capable of providing continual benefits to the Credit Union.

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Do you have any additional questions, or  
want to know more?

We would love to hear from you.

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