Information classification: Open

Change management in an international decentralized enterprise

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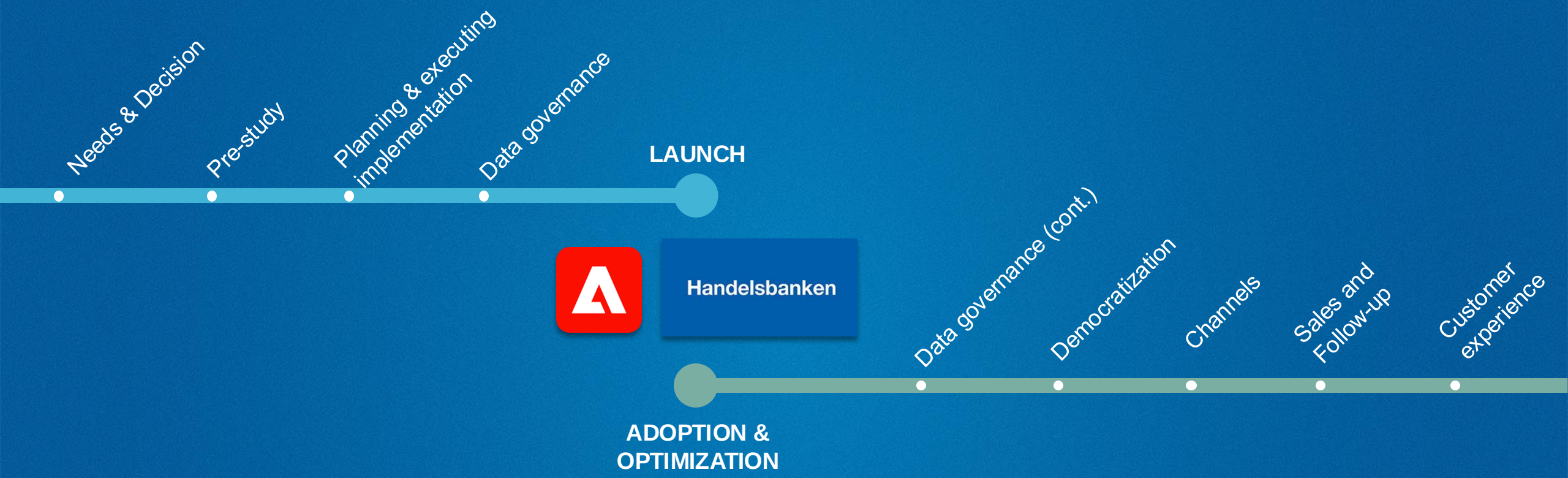
Our goal

Regardless of channel – Handelsbanken understands me

Personal and relevant

Seamless experience

Data-driven and customer centric decisions


Needs & Decision
Pre-study
Planning & executing implementation
Data governance
LAUNCH
Handelsbanken
Data governance (cont.)
Democratization
Channels
Sales and Follow-up
Customer experience
ADOPTION & OPTIMIZATION

Planning and executing implementation

- Identify & engage key technical stakeholders
- Create a detailed roadmap
- Agree upon work processes
- Supply comprehensive technical documentation for developers

Data governance

- Establish a robust data governance framework
- Develop a measurement plan & naming convention
- Promote the benefits of analytics & data-driven decision-making

Democratization

- Ensure data literacy across the organization
- Implement user-friendly self-service dashboards
- Foster a data-driven culture
- Regularly review and adapt efforts

Key findings

- Engage stakeholders and plan thoroughly
- Establish a robust data governance framework
- Promote data literacy and accessibility
- Foster a data-driven culture

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Thank you for attending!