PROCESS INTELLIGENCE · DATA SCIENCE · FINANCIAL SERVICES

Discover, Analyze and Transform Financial Processes

How Process Mining and applied data science create visibility, prioritize improvement and support better decisions across the financial-services value chain.

EXECUTIVE SUMMARY

From operational complexity to measurable action

Financial institutions operate high-volume processes across credit origination, onboarding, risk, collections, customer service, branches and digital channels. When these processes span multiple systems and teams, delays, duplicate activities, manual effort and inconsistent data can remain hidden in day-to-day operations.

Process Mining provides an evidence-based view of how work is actually executed. By connecting event data with business questions, organizations can discover the current process, analyze performance and conformance, quantify friction and prioritize transformation initiatives. Data science extends this foundation with predictive models, intelligent segmentation and decision support.

Discover

Reconstruct the actual process from operational event data.

Analyze

Connect process behavior with performance, risk and customer outcomes.

Transform

Turn insights into prioritized initiatives and measurable change.

> **Core proposition.** Pink Elephant combines process and ITSM expertise, analytical methods and transformation guidance to help financial organizations move from fragmented operational data to a clear improvement roadmap.

01 · THE BUSINESS CHALLENGE

Processes are designed centrally but experienced end to end

Credit and service journeys often cross branches, digital channels, central operations, risk teams, document repositories, CRM platforms and core systems. A process may appear compliant in a procedure manual while the operational reality includes rework loops, repeated validations, manual calculations, duplicate data entry, unclear business rules, capacity imbalances and training gaps.

These conditions affect more than efficiency. They can extend time to decision, increase abandonment, weaken data quality, raise operational cost and make it difficult to determine which improvement should happen first.

02 · WHAT PROCESS MINING REVEALS

A fact base for operational and business decisions

03 · DISCOVERY APPROACH

Start with the business pain, then connect the systems

The engagement begins with business-pain discovery: strategic objectives, customer or employee experience, service expectations and the indicators that matter. Process-pain discovery then maps related processes, documented designs, process KPIs and the degree of traceability available across the journey.

Systems discovery completes the picture by identifying architecture, master-data tables, security requirements and feasible extraction or connection options. This sequence ensures that Process Mining is applied to a decision that matters—not merely to the data that happens to be available.

DISCOVERY LAYER	FOCUS	TYPICAL OUTPUT
Business	Objectives, pain points, outcomes and indicators.	Business questions and success criteria.
Process	Process relationships, design, KPIs and traceability.	Scope, process hypotheses and measurement model.
Systems	Architecture, security, master data and extraction options.	Data-access plan and integration approach.

04 · COMMON FINDINGS IN FINANCIAL PROCESSES

Patterns that create delay, cost and risk

Process execution

Repeated validations, activities performed more than once, manual calculations, unclear rules and handoffs between teams can create hidden queues and inconsistent outcomes.

Data and technology

Mirror databases, disconnected applications, inconsistent naming conventions and manual incident or case loading reduce traceability and make analysis harder.

People and capacity

Uneven workloads, insufficient training and unclear ownership can cause queues to move between teams rather than through the process.

Customer impact

Long waits, incomplete documentation and repeated requests for information can increase abandonment and weaken trust in the service.

> **Analytical principle.** A bottleneck is not only a slow activity. It may be a rule, a handoff, a data-quality issue, a capacity constraint or a missing integration.

05 · FROM DASHBOARDS TO DECISIONS

Measure the process end to end

Dashboards should make the process understandable to both operational teams and executives. A useful view combines flow volume, variants, cycle time, queue time, completion, cancellation, rework, compliance and outcome measures. It also allows users to move from a global view to a specific phase, activity, channel or case type.

06 · TRANSFORMATION LIFECYCLE

A structured path from insight to implementation

Pink Elephant's reference approach connects process discovery, process analytics and process transformation. The work progresses from context and opportunities to scope, data integration, analysis, validated findings, improvement initiatives, implementation and monitoring.

STAGE	KEY ACTIVITIES	DELIVERABLE
Kick-off	Align context, objectives, stakeholders and opportunities.	Agreed scope and plan.
Data foundation	Extract, model and integrate event data; validate security and quality.	Reliable analytical dataset.
Discovery and analysis	Build dashboards, validate variants and connect findings to KPIs.	Current-state insight and pain-point evidence.
Transformation design	Define and prioritize initiatives, business cases and implementation steps.	Prioritized roadmap.
Implementation and monitoring	Simplify rules, align best practices, automate and measure outcomes.	Implemented change and continuous monitoring.

07 · DATA SCIENCE EXTENSION

Beyond process visibility

Once process and customer data are governed and understood, data science can extend the organization's ability to anticipate and personalize decisions. The reference portfolio includes use cases across the financial-services value chain.

Credit and risk

Credit scoring, early-warning signals, risk-based limits and payment-condition recommendations can support more informed origination and portfolio management.

Customer retention

Predictive models can identify customers at risk of leaving and inform targeted actions based on behavior and customer needs.

Intelligent collections

Customer segmentation, payment-behavior analysis and differentiated collection strategies can help shift from reactive action to earlier intervention.

Document intelligence

Validation, classification, compliance checks and extraction can reduce manual effort and improve information quality.

Fraud detection

Pattern detection, alerting and continuous learning can support the identification of suspicious behavior and revenue leakage.

Market and location intelligence

Geographic analysis, demand projection, competition and cannibalization views can support branch and channel decisions.

08 · GOVERNANCE

Responsible analytics creates durable value

09 · PROFESSIONAL SERVICES MODEL

The right capabilities around the process

Process transformation is multidisciplinary. A strong delivery team combines executive sponsorship, process ownership, project leadership, IT access, analytical capability, tool expertise, automation and change management. Pink Elephant's reference material describes roles across these dimensions, including project management, ITSM consulting, Process Mining specialization, data engineering, business analytics, automation and cultural change.

CAPABILITY	CONTRIBUTION
Executive and process leadership	Set direction, remove barriers, own outcomes and validate priorities.
IT and data engineering	Enable secure access, extraction, integration, modeling and data quality.
Process and ITSM consulting	Interpret variants, identify root causes, align best practices and design actions.
Analytics and tool expertise	Build dashboards, quantify opportunities, explain findings and support adoption.
Automation and change	Implement improvements, develop skills and sustain new ways of working.

10 · VALUE FRAMEWORK

Measure the outcomes that matter

The business case should connect operational improvements with strategic outcomes. Depending on the process, the measurement framework may include:

Efficiency

Cycle time, waiting time, effort, throughput and cost per case.

Effectiveness

Completion, quality, compliance, resolution and successful outcomes.

Experience

Abandonment, response time, customer effort and satisfaction.

A benefit is credible when it has a baseline, a target, an owner, a measurement period and a clear link to the initiative that produced it. Process Mining supports this discipline by making the operational change visible over time.

11 · CONCLUSION

Make the invisible visible—and make improvement repeatable

Financial institutions do not need more isolated dashboards. They need a reliable understanding of how work moves across people, processes and systems, and a practical way to convert that understanding into prioritized change.

Process Mining provides the evidence. Data science extends the decision horizon. Consulting and transformation leadership connect both capabilities to business outcomes. Together, they create a repeatable operating model for simplifying processes, improving service, strengthening risk management and accelerating digital evolution.

> **Closing message.** Discover the real process. Analyze the causes. Prioritize the opportunity. Transform with discipline. Monitor the result.

Confidential names, prices and detailed operational figures are excluded.