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SECTOR

Financial Services

DIVISION

FX Sales & Trading

REGION

United Kingdom

APPROACH

FX
Trading
Financial Industry
Sales
Client pricing Solution

CASE STUDY

Finding the right client pricing solutions with FX Sales & Trading

Providing transparency amongst the traders and clients while upholding the banks high standards amongst their client relationships

If you are an FX Trading specialist managing multiple clients, it can become easy to lose track of the original price plan issued for each client. In the competitive world of banking it is imperative that a front runner bank should ensure that their pricing per client is as accurate as possible not just to monitor revenue concerning spread but for the sake of their clients

Problem

The issues that came into play within the bank when they first engaged with the client was that their price plans were being issued to clients initially but then a record was not being kept of the clients activity in relation to their stated price plan in order to ensure that this price was still relevant.

The key stakeholder at the bank was trying to ensure that all their clients within FX sales & trading were being priced accurately in order to save revenue as well as upholding the responsibility of ensuring that their clients where being priced fairly and accurately.

Solution

Pomerol implemented a Business intelligence tool called QlikView in order to develop a pricing analysis system.

Qlik was a tool already used within other areas of the bank, it was just a case of leveraging this amazing tool in order to get the answers that the bank needed.

Pomerol developed a pricing application which ensured accurate analysis by developing a feature in the application where Traders could bucket clients in relation to certain features, as well as being able to select different months, time frames and distinguish currency all in order to determine if repricing for a client was required.

Result

£2mil+

Saved for the bank to date.

Once the QlikView application became global within the bank, Pomerol received gratification from the key stakeholders throughout the different global branches of the bank which steamed across to Asia, USA and the UK.

Our experienced developers who built out the application were also given large amounts of credit and Pomerol successfully, to date, are still running a team of 3 to 4 developers that have formed an integral advisory part of the team for both the banks New York and Chicago offices.

Pomerol have provided their true value to the bank by the continual increase of the banks global ROI that this one pricing application has gained.

Pomerol has continued to produce and build out multiple applications within this space of the bank and more specifically for their Sales & Trading teams. Our team of consultants now manage the banks migration from QlikView to Tableau for this sector and we are ensuring that the quality of the applications can be transferred seamlessly.

These applications could be applied to other areas of the bank that deal with customers such as customer service. Pomerol's applications are used by hundreds of BAML employees global and our consultants ensure that all the applications are relaying the information in as real-time as possible. This is a huge responsibility that Pomerol upholds & is one to be proud of.

We're ready to partner with your leadership team to future proof your business.

About Pomerol

We create and deliver meaningful Data-Driven Business Focused Solutions & Services. We've been operating in Data Analytics and Intelligence Reporting for over 6 years within Pomerol and our Partners have a cumulative 100 years in Global Experience. Pomerol partners with our clients to optimise the intersect between changing business demands, technological progress and sustainable business growth.

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