



Leveraging Self-Service & Automated Analysis to Enable Actionable Decision-Making

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Agenda

- About Worldline
- Our challenge
- Our approach
- Key takeaways



Who we are

Worldline is a global leader in digital payments and transactional services. We are at the forefront of the digital revolution that is shaping new ways of paying, living, doing business and building relationships.

Transforming the digital payment ecosystem

Real-time and high-volume processing

Blockchain / Stablecoins & CBDC

Data protection & privacy

Autonomous Payment

API management

Artificial Intelligence

Machine Learning & RPA



Innovation

Powering the global transition
to a cashless economy

Visible-light communication

Cryptography / Identity

SmartBots

Conversational / Voice & touch

IOT/M2M

Fraud & Anomaly detection

Biometry and continuous authentication

Real-time analytics



User
experience



Trusted
services



Performance
& intelligence

Leadership & scale

Our truly global capabilities

c. €3.7 BN
2021 revenue

c. 18,000
Worldliners
in **40+**
countries

Commercial
presence
in **170+**
countries

#4

Largest
payment player
worldwide

#3

European provider
of e- & m- payment
solutions

1.1 M
merchants
served

#1

European
payment
processor

#1

Merchant acquirer
in continental
Europe

320+
financial
institutions

c. 22 BN
Acceptance
and acquiring
transactions
per year

c. € 250 M
spent
in R&D

Our challenge



WORLDLINE 

ingenico


Payment Services

bambora

PAY/ONE

Atos

- Simplify processes.
- Make decisions at the right level.
- Speed up execution and remain agile.

Our challenge

Create a self-service analytics solution that:

- Provides quicker and broader access to key metrics for HR and Business.
- Integrates cross functional view of key HR measures.
- Provides insights to make informed decisions.
- Stays consistent with global reporting definitions.
- Creates a data-driven culture with fact-based approach for HR and Business decisions.

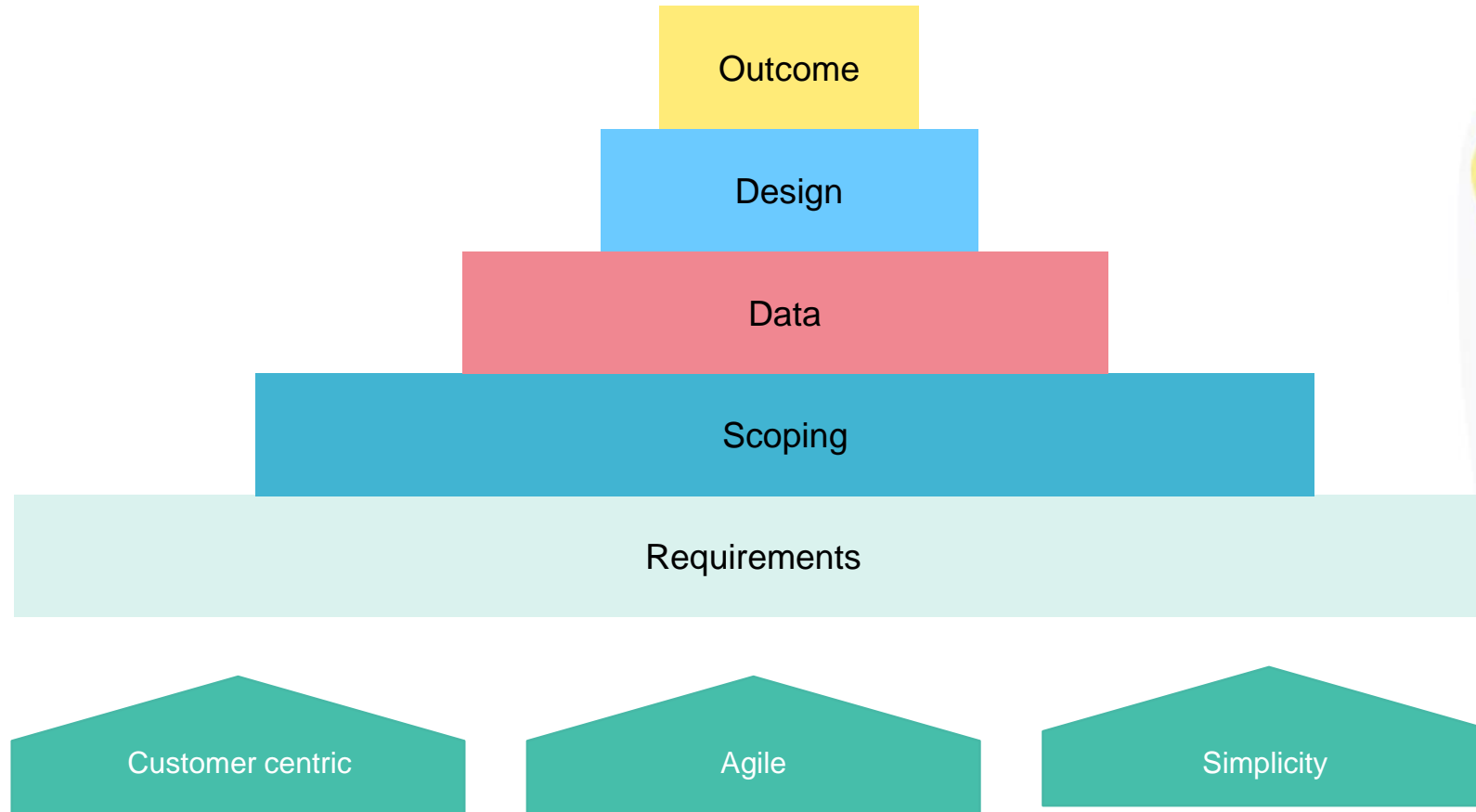


Our approach

- Customer centric UX design.
- Agile and iterative process.
- High focus on simplicity.



Our approach – Key steps



Gathering requirements

- Use Design Thinking to understand what really matters.
- Listen to user challenges and their problems.
- Be inclusive towards all stakeholders.



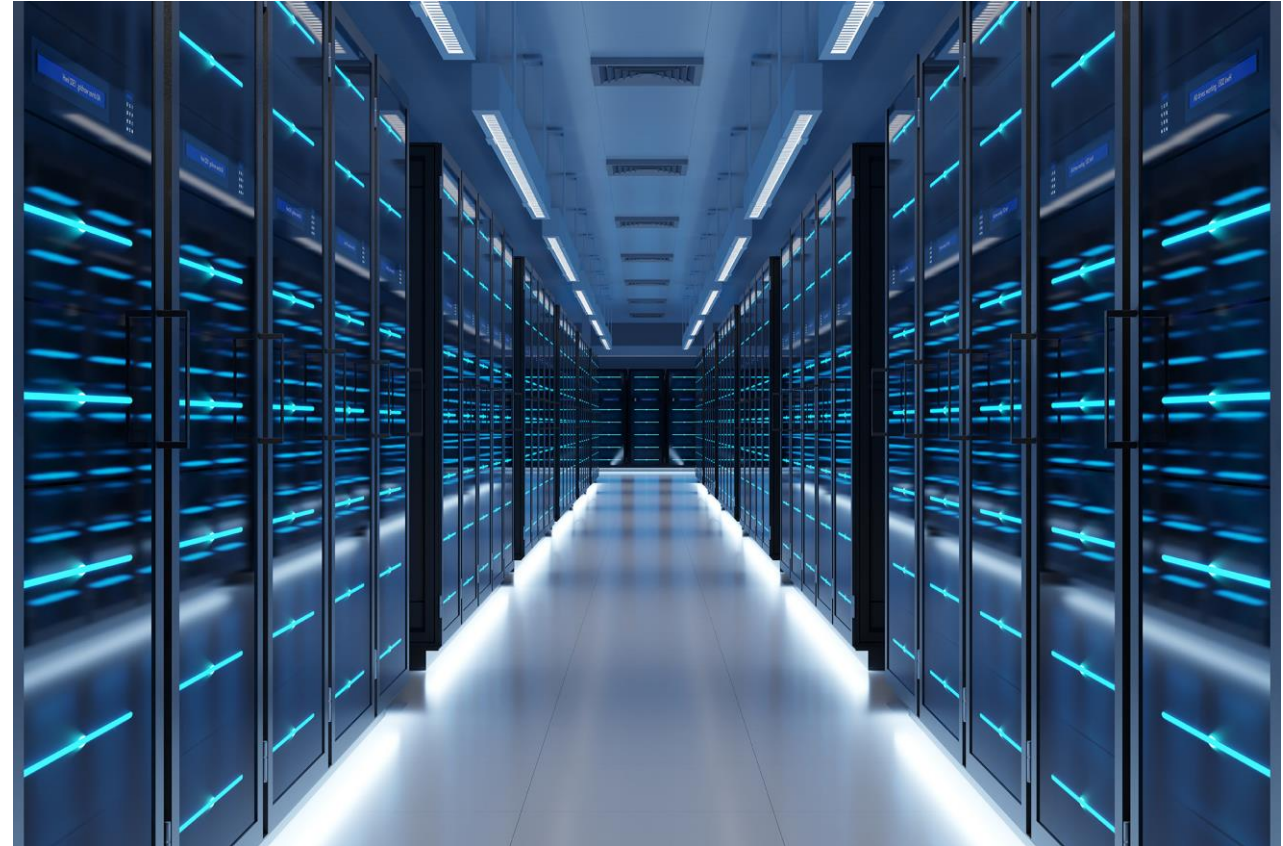
Scoping and concepting

- Find answers to real business questions over personal preferences.
- Identify the key users and their needs.
- Focus on providing real analysis and insights.



Data and infrastructure

- Accept the fact that data is not always 100% correct.
- Look for opportunities for cross-functional collaborations and relationships.
- Focus on single data model that is agile and easy to build upon.
- Be clear on data definitions and metrics.



Design and deployment

- Focus on simplicity and user experience.
- Use agile approach to incremental iterations.
- Involve real users in the process.
- Fail fast — prototype until you get it right.
- Don't forget branding.



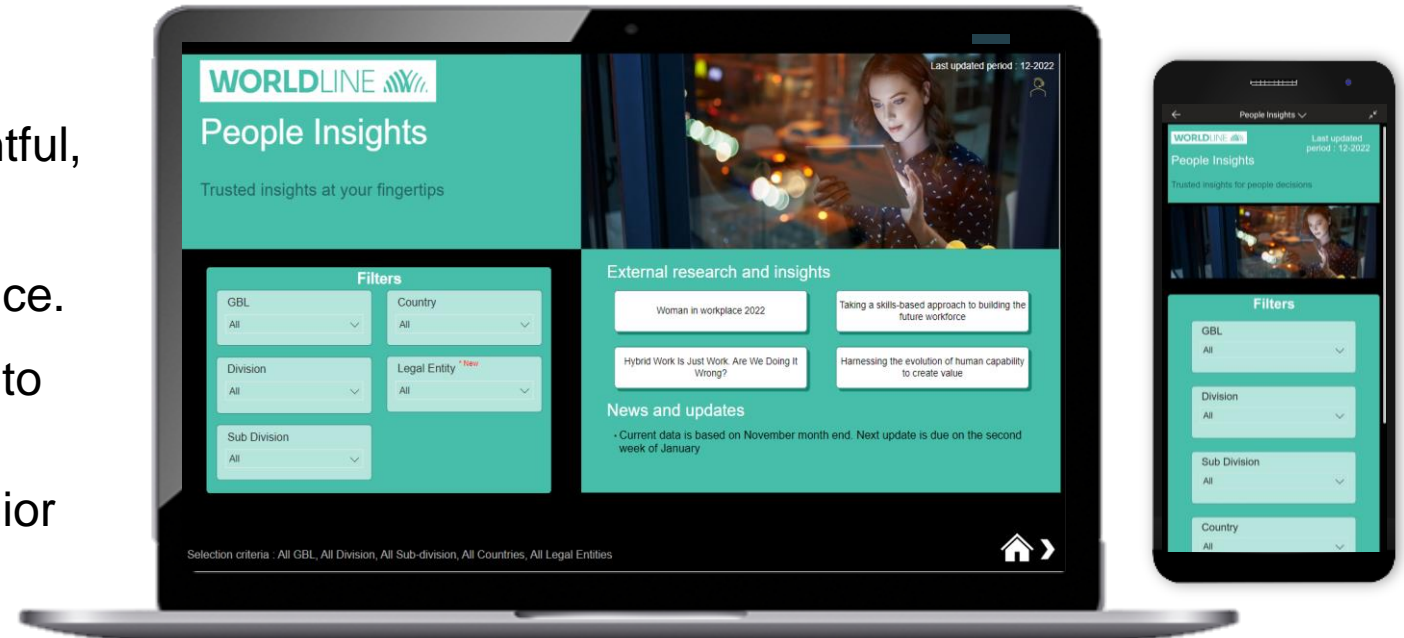
Communication and change

- Be bold in communication and marketing efforts.
- Focus training on storytelling.
- Drop-in orientation sessions and webinars to drive high engagement.



Outcomes

- Self-service dashboard which is insightful, highly integrated and engaging.
- Focused on exceptional user experience.
- Available on both mobile and desktop to provide seamless experience.
- Accessible to everyone in HR and senior managers.



Key takeaways

- Frame and focus on the business problem.
- Keep things simple, start small and work with what you have.
- User experience plays a key role in self-service analytics tool design.





THANK YOU

WORLDLINE



Digital Payments
for a Trusted World