

Payments Trends – Business Intelligence



“In today’s competitive marketplace, it’s essential to know how you’re performing relative to your peers. As a result of SWIFT’s Business Assessment Program, we not only gained a full view of our competitive positioning, we were able to determine our strengths and weaknesses and assess the opportunities.” Senior Vice President – Head of Payment Products

The challenges

- Gain insight into traffic trends
- Assess growth and direction vs. industry peers
- Validate bank strategy and determine wallet share

The solution

- Benchmarking of current traffic growth and market share vs. peers
 - Payment and statement traffic
 - Domestic and international corridors
 - Messaging ratios to determine efficiencies
- Analysis of data including reciprocity with counterparties
- Peers defined by the client

The benefits

- Full view of the transaction flows from other peer groups allowing the client to view the penetration of wallet and see where their peers are going
- Assess country and corridor specific opportunities
- Helped to validate bank strategy (penetration) and if the bank was leveraging their footprint in a specific country

