

# Process intelligence @ Rabobank

How can GenAI fuel adoption?

Joep de Reuver



**Rabobank**

# Joep de Reuver

## Process Intelligence Consultant

Joep de Reuver is a process mining consultant with a strong background in process improvement within the health care sector. He has worked extensively with hospitals and health insurance companies to identify operational bottlenecks, optimize patient pathways, and train professionals in applying LEAN methodologies to drive sustainable performance improvements. At Rabobank, Joep plays a key role in translating complex business challenges into actionable insights using process mining, enabling teams across the organization to uncover inefficiencies and enhance their processes. He works within the Process Intelligence Centre of Enablement, which supports all process mining initiatives throughout the bank—from early ideation to full-scale implementation—ensuring data-driven transformation and long-term impact.



# Rabobank at a Glance

*Our mission*  
Growing a better world together



Local Rabobanks

78

Regions

5

Members

2.4 million

Private Customers

8.2 million

Business Customers

0.9 million

## THE NETHERLANDS

### What We Offer in the Netherlands

(amounts in EUR billions)

Residential Mortgages

203.7

Lending to Food & Agri

47.5

Number of Point-of-Sale Terminal Transaction

2.1 billion

Lending to Trade, Industry and Services

86.9

Savings

193.8

Assets Under Management

73.1

Number of BPD transactions

6,256

Leasing

1.6



## INTERNATIONAL

### What We Offer Internationally

(amounts in EUR billions)

Lending to Food & Agri

70.1

Leasing

44.2

Lending to Trade, Industry and Services

43.3

Europe

33%

North America

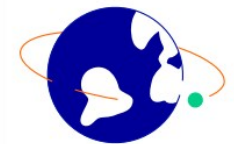
32%

Australia

20%

11% South America

4% Asia



Countries worldwide, including the Netherlands

34

# Process Intelligence @ Rabobank

## Focussing on our goals...



Simplify our bank



Customer focus



Lower our cost/income ratio

## ...and enabling process intelligence...



Measure **real** process execution



Uncover the **process adherence**



Perform **root-cause analysis**



Identify ways to **improve**

## ...results in



Reduction of **complexity**,  
**waste** and **rework**

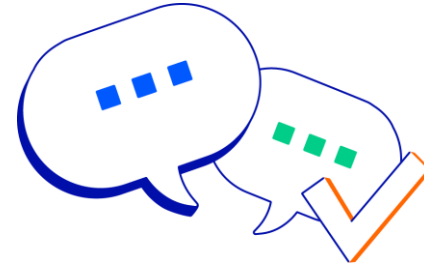


Faster service delivery for a  
**higher customer satisfaction**



Total realized value of **€8.1M**

# How can GenAI contribute to Process Intelligence adoption?



Chat with your process

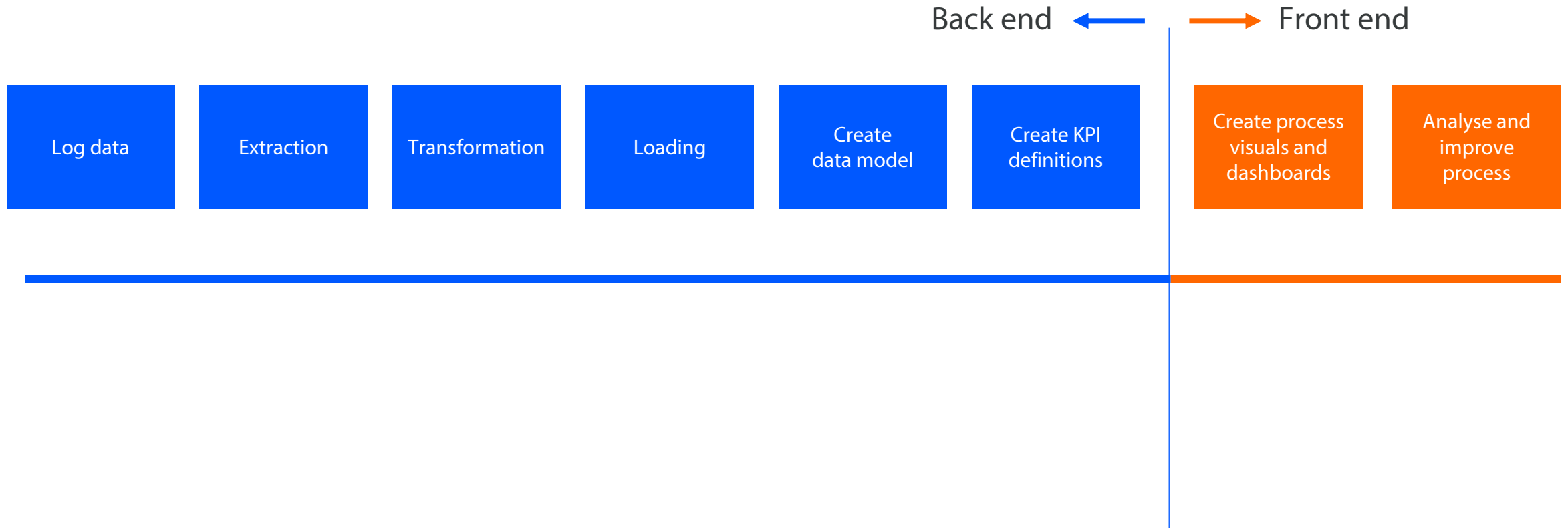
---

Support in building insights  
and visuals

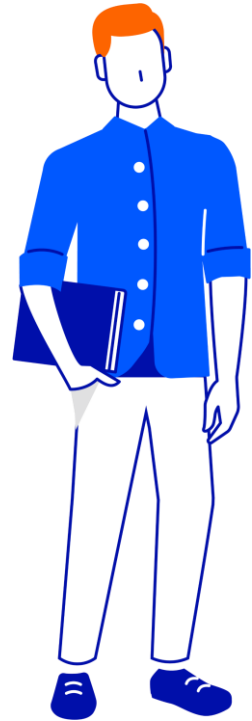


Support root-cause analysis

*Over 80% of the work is done before we have any process insights...*



*... and our biggest challenges are business stakeholders moving fast and building trust in the data*

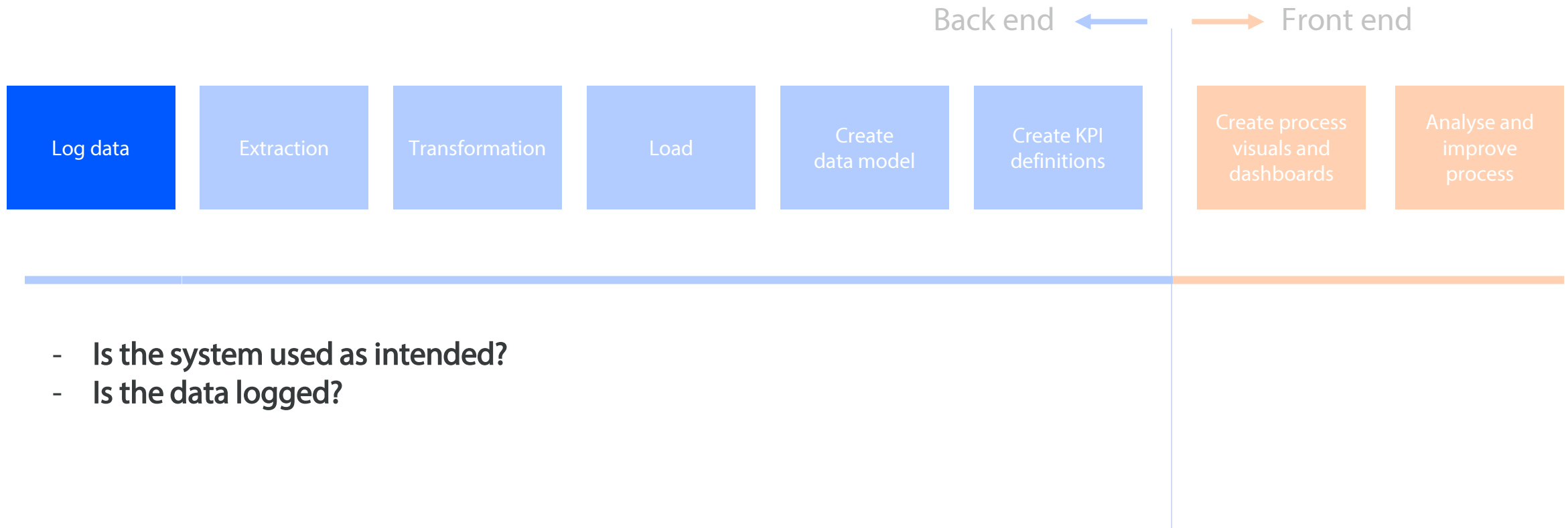


*Why are the insights I asked for still not available?*

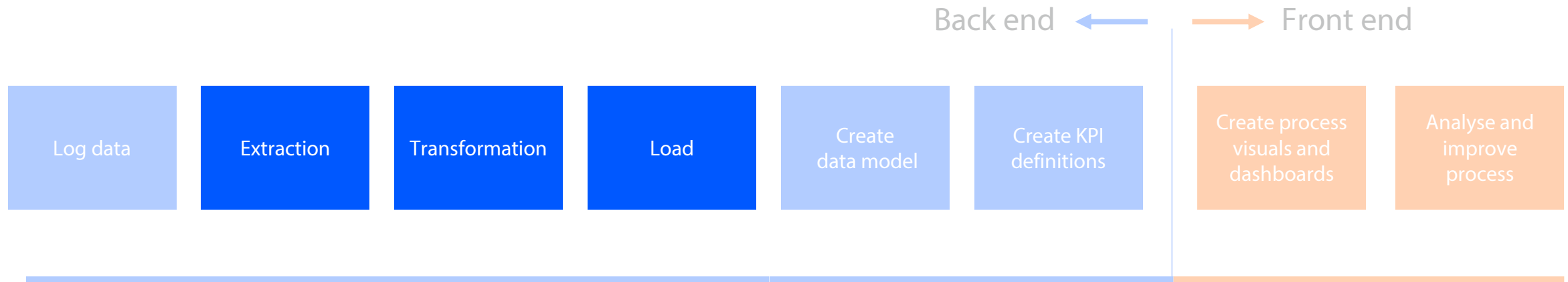
*How can I trust these insights? My other dashboards portrait different numbers*



# Challenges with logging the data

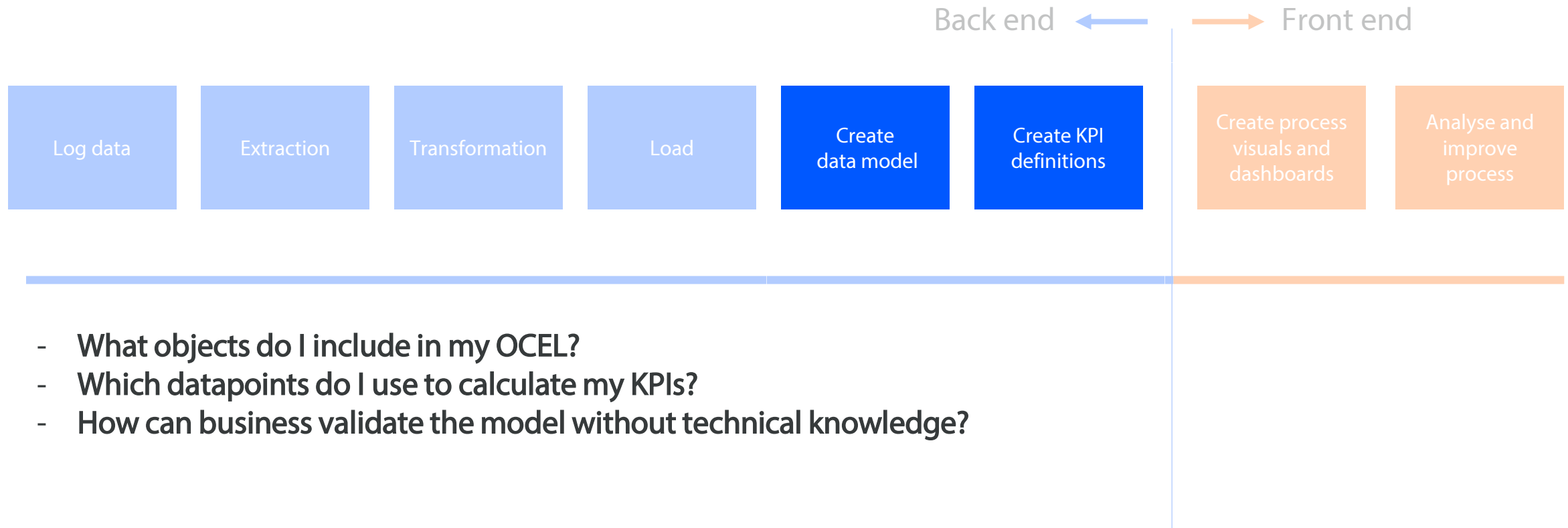


# Challenges with the ETL

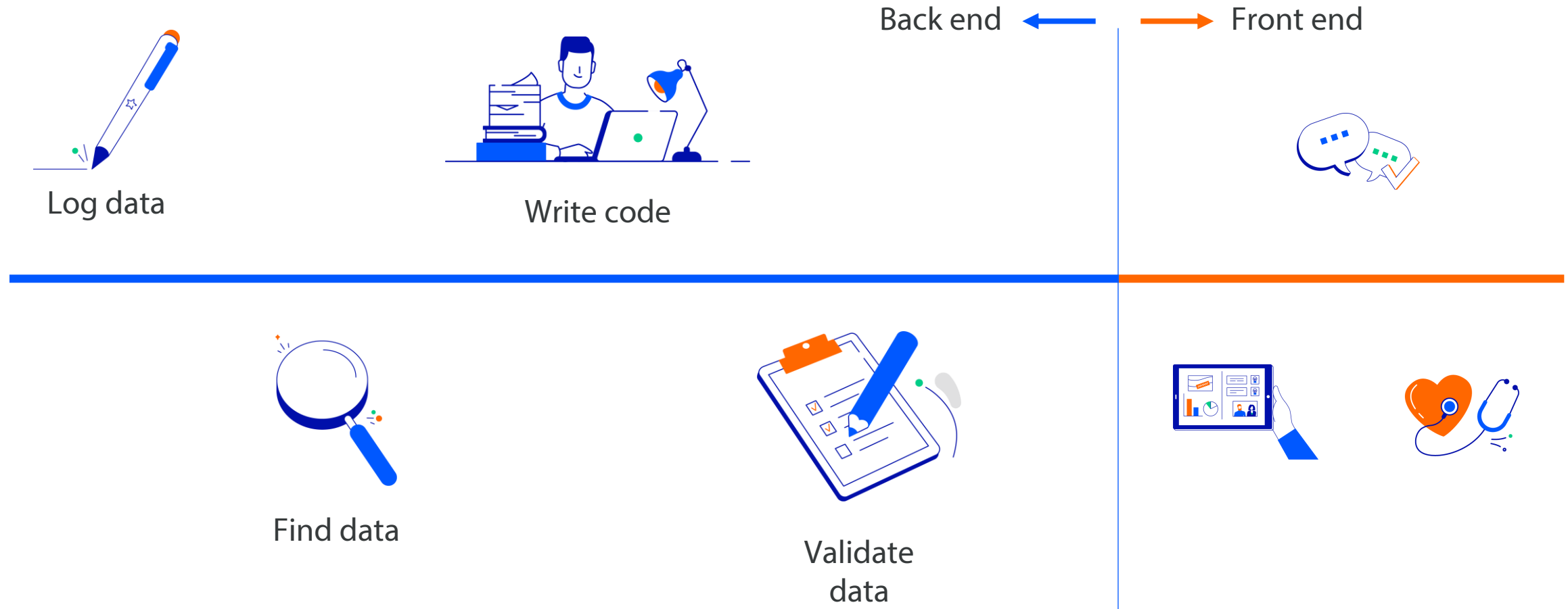


- Of the 1000 or more tables in a source system, which one(s) do I need?
- What are the primary and foreign keys?
- How do I write a sound query to transform the data?
- How to set up the (delta) load into my process mining tool?
- How do a keep the ETL up to date when system/process is changing?

# Challenges with preparing data model and KPI definitions



# How can GenAI improve and speed up data preparation



# *Conclusions*

**GenAI can support the entire process intelligence journey**

- But be aware: it is not magic
- Adoption is about people not technology

**In our context the focus it will get is**

- Get insights faster
- Build trust

