A Brave New World: Creating a Data-Driven Compliance Organization

March 23, 2018

Boston Regional Compliance & Ethics Conference
Society of Corporate Compliance and Ethics

Jennifer Cloutier, Vice President and Head of Retiree Middle Market
Robert Goff, Assistant Vice President, Compliance & Ethics Division
MassMutual

What We’ll Cover

● Compliance and Data Analytics
● Mindset and Attributes
● Using Data Analytics
● Success Stories: Customer Experience Indicators
● Final Tips To Take Action Today

Compliance and Data Analytics
Mindset and Attributes

- Curiosity
- Adaptability
- Growth Mindset
- Passion

Using Data Analytics

- Uncover compliance and other risks (e.g., business, financial, reputational)
- Use data-informed decision making
- Insight key risk indicators
- Observe, explore, trend, measure
- Drive the conversation
- Influence business outcomes

Success Stories

Customer Experience Indicators

- 6 - High Priority
- 5
- 4
- 3
- 2
- 1 - Low Priority
Final Tips To Take Action Today!

- Be ready to answer “Why is Compliance looking at data?”
- Terminology matters
- Reactions matter
- Take risks – don’t strive for perfection
- Get comfortable with being uncomfortable