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Your agility.



Delivering Future Ready  
Digital Banking Experiences  
with **Omni-channel**

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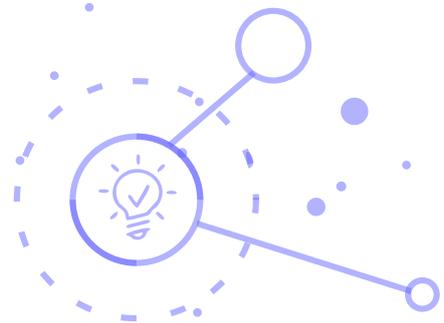


Today's empowered and connected banking customers demand services according to their individual preferences of interaction. They use one or a combination of channels such as online banking, contact centers, chatbots, ATMs, mobile, in-person, etc., to open an account, make payments, apply for loans or manage existing accounts. Customers move and switch between channels quickly: research online, review on social media, call the contact centre, and go back to completing the transaction online.

The banking ecosystem is both competitive and challenging putting the customer at the center of transactions, conversations, products, and services. The customer expects the bank to meet their individual needs and preferences in the same way a big tech company does. They're challenging what banks can do, and how it's done.



**Reimagine the customer journey to make banking experiences contextual, ubiquitous, and seamless.**



## Few **challenges** that banks face

- In times of instant consumer delight, it is quite a challenge to deliver exceptional and seamless customer experiences that span online, offline, social media, the Internet of Things (IoT), etc.
- A disjointed customer relationship management (CRM) across divisions, geography, or product lines
- The technical complexity to connect experiences across channels
- Leading to customer experience across channels that is fragmented, and most often unhappy

## Understanding the customer **journey**

The customer traverses multiple channels, by personal choice or convenience. A consistent omni-channel experience is thus crucial. This needs to be delivered consistently across all applications and devices, personalized to the new age customer to build a competitive edge.

Today, banks can predict customer needs; make suggestions, and offer services even before customers know they need it. Here are a few examples of understanding the customer, sometimes even before he is onboarded:

- Consumers who begin account openings, but do not complete applications online will receive follow-up communication from banking personnel to offer a true Omni-channel experience combining physical and digital support
- A customer browses investment options online, prompting a message from a private bank for a review of investment and payment options
- A non-customer browses loan options without a customer log-on, which prompts a call from a bank employee
- A sales agent builds a proactive outreach campaign, based on analysis of customer buying patterns and priorities

In all these cases, Big Data Analytics makes it possible to identify customer behavior and helps the bank connect with the customer in the way they (customers) want.

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Customer **Data** is an important asset

Every time customers search for a product on devices or visit the bank online, they are providing information that gives banking enterprises access to better customer understanding. Forward-thinking banks ensure that every channel or platform used by the customer will deliver the same experience at all times.

Close the Omni-channel customer experience gap and differentiate your customer service with relevant, contextual interactions.

Omni-Channel is the key to **driving exceptional** customer engagement and better customer satisfaction

#### *An Omni-Channel strategy :*

- Provides a unified method of gathering customer data, insights, and preferences
- Is driven by Big Data analysis of customer information, tracked from every contact point of the customer journey, ensuring that sales and service agents understand customer profiles, preferences, and context at every contact point.
- Additionally, banks that bring in advanced analytics techniques such as predictive and prescriptive analytics enable precise modeling of customer behavior. These in turn drive increased cross-selling and up-selling opportunities, pricing optimization, and targeted offerings.
- Predictive Analytics helps unlock opportunities that drive growth- the insights from big data analytics allows marketing executives to make more informed decisions. Taking into consideration past buying behavior, demographics, and information from social media along with CRM data, Predictive Analytics help improve customer engagement, experience, and loyalty.
- Helps customers to engage and do business with and via their bank moving from one channel to another in a highly flexible manner, while receiving a consistent experience and never having to restart transactions unnecessarily.
- An exceptional Omni-channel customer experience reduces customer churn and increases customer retention with
  - Shorter call handle times
  - Improved customer satisfaction and decreased customer churn
  - Faster and better first-call resolution
  - Enhanced customer value



## The power of Omni-Channel built on **UniServe™ NXT**

UniServe™ NXT platform builds business agility. It gives a 360-degree view of your customers across all systems (CRM, billing, self-care), ensuring the service level and responsiveness received across channels (mobile, tab, laptop, physical) is consistent.

It helps you to be Omni-channel, send trans-promotional communications, reduce customer communications costs, improve loyalty, and fix the broken customer experience.

UniServe™ NXT platform with its advanced technological capabilities offers an Omni-Channel customer experience using Big Data Analytics, to differentiate and achieve competitive advantage. Banks deliver one experience all the way through each transaction, and customers no longer waste time having to re-explain their need or go back to square one with a transaction.

The UniServe™ NXT platform acts as an integration and presentation layer, the portal collates input from customers and content from existing business systems to deliver a consistent experience. All interactions are based on real-time data and high-quality interfaces, no matter which channel a customer happens to be using at any given moment.

For banks, it helps to drive competitive advantage, as it provides insights about their customers' needs and preferences, to adapt their business model and apply intelligence at every touch- point, thereby raising satisfaction levels and loyalty.

- Unified customer data is collected and stored within a central knowledge repository delivering actionable intelligence and insights through Predictive and Prescriptive analytics
- Build rich customer profiles that enable current patterns to be identified, together with areas of both future opportunity (for new sales) and concern (discontent that might lead to churn)
- Driving targeted personalized fulfilment to customers with these insights
- Drive more targeted and proactive customer fulfilment and monetize the benefits of Omni-Channel, together with Big Data Analytics.
- Exceptional service levels start to build greater loyalty, closer engagement, and more sales opportunities that reduce churn, maintain loyalty, and maximize value from customers.
- A new approach to business operations, through the use of automation and self-service techniques

### Key Features of **UniServe™ NXT** Omni-channel platform

Consumers want to move fluidly from one channel to the next and the digital-first approach by banks brings value to customers by offering personalized and sophisticated services. The platform UniServe™ NXT allows the data generated through digital mediums of operation to integrate their business intelligence and turn it into actionable data. Here are some popular banking services offered through a combination of digital and personalized banking:

- Simplified onboarding process
- Anytime, anywhere banking
- Reward and loyalty programs
- Personalized marketing
- Wealth management, and more...

# Omni-channel CX built on UniServe™ NXT, interactions across multiple customer touch-points are captured, insights are derived, and conversations are personalized and optimized.

## ***Advanced analytics for better targeting-***

Advanced analytics, applied to the data generated by customer transactions and digital banking, allow banks to develop insights on customer segments and behaviors, target and offer tailor-made products and value propositions. Advanced data analytics help banks with actionable insights to create more targeted offerings and campaigns.

## ***Using data-mining techniques-***

Specific to spending patterns and online behaviors, banks can identify high-value and high-potential customers and optimize lead generation, enabling banks to focus on the right customers at the right time.

## ***Marketing personalization across channels-***

Digitally mature banks offer multiple channels, using cross-channel and personalized digital marketing to create tailored customer journeys. Tracking customer preferences, clicks and connecting this data to analytics engines can give some great insights into customer behavior and banks with digital capabilities can quickly make the right offer at the right time.

## ***Personalization of digital touch-points***

is another important aspect. All analytical data and personalized insights are shared with the customer care manager enabling them to use the information for better customer servicing.



***With UniServe™ NXT, banks can***

- Send timely alerts to customers
- Sense online behavior
- Enable self-service portals
- Federate multidisciplinary IT systems
- Capture data from social media
- Unify customer data across silos

***With every interaction, a bank can learn more about the customer's likes and gain various customer insights that***

- Enhance customer experience and engagement
- Increase in efficiency
- Improve strategic decision making
- Achieve financial savings
- Achieve an effective digital transformation
- Improve compliance with laws and regulations
- Improve relations with other stakeholders
- Suggest Next Best Action with best offers and products that improve customer engagement, experience and loyalty, thus leading to increased sales and profitability

A consistent customer experience connects the gap between physical and digital channels. With Omni-channel, banks will not only reduce the cost of operational expenses, increase sales, but will see an increase in customer satisfaction.

Today's connected customer has brought in the importance of personalization on a scale never seen before. We help banks offer digital experiences, which boost engagement and ensure lasting relationships with their clients. UniServe™ NXT's Omni-channel digital banking platform puts you in control of your digital strategy, enabling you to create, manage, and optimize the end-to-end customer experience that puts you ahead of the competition.

Intense Technologies helps leverage big data in ways that help deliver a superior customer experience. We have a proven track record of enhancing business agility that drives customer centricity.



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