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**COVID-19**  
and the need for businesses to accelerate  
**DIGITAL TRANSFORMATION**

**In10s**<sup>7</sup>

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With almost the entire world in lockdown, the impact of Covid-19 is disturbing and it has brought the world to a standstill. In these times, the need to be agile is more critical than ever. The pandemic has triggered an unprecedented demand for digital technology and solutions that can support customers through collaborative platforms that include user-focused solutions and customer engagement.



Tech Experts say that

**It is the right time to accelerate business transformation. Disruption has always led to innovation through digitalization, so all roads lead to a “Digital-first” strategy, another cornerstone of digital business.”**

While the Financial sector and Banks have been early adopters of digital transformation with transactions through mobile/web browsers, digital onboarding of customer, automation, etc. insurance and telecoms have also followed suit. Today, digital is the need for multiple industries.

Your customers may be on self-quarantine, but that doesn't mean you can't stay connected. Explore digital ways of engaging with your customers. Let your customers know how important they are and deliver results that make a difference. You will be rewarded by customer loyalty and trust.



Boosting business resilience to keep moving forward means optimizing customer service, working in concert rather than in siloes. With this mind set, enterprises must build in the necessary operational resiliency to survive this new reality. The COVID-19 pandemic has showcased the value digital transformation and organizations should use this time to accelerate the transition.

## **Here is how enterprises can embark on a digital transformation journey, grow business and add value to their customer experience**

### **Get started with Digital Onboarding!!!**

#### **Social distancing doesn't mean you distance yourself from your customers**

In response to the global crisis, social distancing and lockdown rules, the time is right to support new digital relationships using digital technologies and seamless customer communications.

From opening new accounts or new connections, more and more enterprises are moving towards building a true digital experience for their customers. Right at the comfort of their homes! The idea is to streamline the customer onboarding journey and enable customers to create new accounts and transact from any device, anytime even as we are all homebound.



## Embark on digital transformation by creating new accounts online and in Compliance with KYC

Compliance with Know Your Customer (KYC) enabled via AI technologies to verify customer ID is used to authenticate other transactions and/or engagements. AI-based technology helps simplify the onboarding process with “**Digital KYC**” that captures the live photo of the customer and valid document or proof with seamless, real-time, secured, end-to-end encrypted, video interaction allowing for identification of the customer in all authenticity. In this context, regulators are changing to make KYC convenient for their customers.

It is expected that with the threat of Covid-19, many organizations are moving towards advanced digital authentication technology. This includes video verification, transaction monitoring in real-time, and even behavior recognition.



According to Deloitte

**38% of customers say user experience (UX) is the most important factor when choosing a digital bank”**

# Drive Self-help strategy!!!

## Even as workforces go remote, empower your customers to stay connected

Enterprises that drive Self-help strategy do so with interactive statements that use videos as a tool to empower customers. The interactive video will simply take the customer through the tour of his bill or policy, allowing him to chat with intelligent chatbots, register any feedback, all within the short video. The tool reads out the parameters that the customer has selected in the buy journey and enables customers to confirm the same over a video recording.

Enabling a digital journey with AI technology, fuelled through mobility and next-gen technologies gives customers the advantage of processing requests, and information even when there is no staff available to take customer calls. Additionally, chat-bot integration leverages the power of artificial intelligence to answer routine issues quickly and efficiently. With increased consumer engagement across mobile applications, enterprises have an opportunity to deliver great user experience, provide meaningful advice all of which are necessary during times of uncertainty.

**This, in turn, reduces the number of calls to customer care saving you time, money, reducing churn and improving customer loyalty and CX.**

“

A recent report revealed that

**tech support call could cost as much as 120 times the cost of web self-service.”**



# Seamless multichannel integration and connected devices!

**Digital is the best bet for your business to remain connected with your customers.**

Social media integrations for customer service is a great way to connect to customers. Integration on chat apps like Whatsapp can provide quick answers to customer queries with chatbots that interact and help organize customer inquiries. Social media integration on apps like Whatsapp will help companies decrease calls to the contact center, and aid crisis communication.



**The talk about connected devices and IoT is a reality**

A single application or a communication engine that empowers customers to connect to new devices seamlessly is a possibility today. The internet of things (IoT) is improving customer experience at all levels of our everyday lives. Previously customers would get in touch with a call center agent often resulting in a cumbersome process, but, not anymore.

Think **VIRTUAL ASSISTANT** and smart watches that can send out Alerts and notifications keeping the customer engaged with intelligent connectivity. Smart watches that convey health data in milliseconds, a voice command to schedule a meeting, alerts and more, connected devices are changing how people interact.

Easy integration with virtual assistant allows efficient self-service, from registration and policy conversions to alerts and notifications with IoT-connected devices, problems are solved before you notice them.

**International Data Corporation (IDC) estimates that there will be 41.6 billion connected IoT devices, or “things,” generating 79.4 zettabytes of data in 2025.**

A hand holding a smartphone with a glowing network overlay. The background is a blue gradient with a network of white dots and lines. The smartphone is held in the foreground, and a bright light emanates from the screen area, illuminating the network lines.

## Data Monetization Opportunities, Using data/analytics to your advantage

### Accelerate your business by implementing a digital-first agenda

The use of digital channels to re-engage with existing customers across channels, understand their online behavior and leverage on the customer database is a good way to upsell and cross-sell.

Enterprises can leverage customer insights by combining consumer data points with insights around customer demographics, customer experience, data extraction from across all customer touch-points, customer patterns and customer behavior on social networks. With AI-generated predictions, enterprises generate hyper-personalized offers to every customer, offering value-adding experiences for users and personalized journeys across their life cycle.

**A study found that 25% of B2B companies were using intent data and monitoring tools, but 35% of companies expected to use them within the next 12 months.**

A person's hands are shown holding a tablet. Overlaid on the tablet and extending into the background is a digital network diagram with nodes and connecting lines, set against a soft, glowing cloud. The overall color palette is blue and purple.

**Covid-19** pandemic remains a crisis, but we can help make your business more resilient. Intense Technologies offers you solutions built on **UniServe™ NXT**, a platform that will help you move forward in these challenging times. Bring in new customers with digital onboarding, right at their doorstep with our onboarding solution or engage your customers with personalized communications through email, mobile app, virtual assistant, interactive videos and more. While employees are safely working from home, empower customers with self-help and interactive digital communications powered by **UniServe™ NXT**.

**Covid-19 is a call for digital transformation, an opportunity for enterprises to embrace a new digital reality where Data and analytics are more important than ever and digitalization has found a new meaning.**

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Enterprises are facing increased pressure to enable business continuity, it is time for you to look ahead to the future.

We help you do it!!!

[Contact us today to know more!](#)

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**Stay Safe!!! Be Well!!!**