

2019 DIGITAL PRIORITIES IN BANKING



By 2020, customer intelligence will be the most important predictor of revenue growth and profitability for banks¹

10110
001
101
11010

65%

Banks ranked data analytics as one of their top two emerging fintech technologies of most interest²

TCS Customer Intelligence & Insights for Banking (CI&I for Banking) is built to improve customer experience with deep analytics, using machine learning as applied AI to learn from customer data to understand customer needs and recommend the most effective and personalized action at every step of the customer journey

40%

By 2020, 40% of leading brands will offer their customers continuous digital customer experiences that span both in store and out of store; these brands will enhance their physical products and locations with augmented digital properties that are visible to mobile technology users³

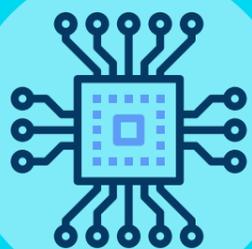
CI&I for Banking delivers persona discovery, deep segmentation, and customer journey mapping with customizable KPI-based alerts and integrated next-best-offer management



60%

Banks ranked APIs as one of their top two emerging fintech technologies of most interest⁴

CI&I for Banking is infrastructure agnostic and built on an extensible open-source foundation with common APIs



69%

Global data and analytics technology decision makers at financial services firms already work with AI, or plan to implement it within the next 12 months⁵

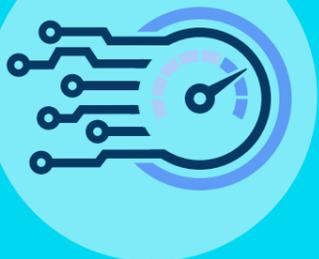
CI&I for Banking has pre-built use cases for customer experience in banking, leveraging machine learning algorithms and AI to optimize customer journeys and engagement, with built-in workflow management capabilities



81%

Banking CEOs are concerned about the speed of technological change, more than any other industry sector⁶

Our flexible and future-proof software approach is backed by our TCS Experience Certainty commitment and award-winning expertise demonstrated in serving the technology needs of banking



TCS Customer Intelligence & Insights for Banking is software built specifically to improve the customer experience in retail banking. It sits on an extensible platform and is trained to learn about your customers and surface the results such that they are immediately useful and actionable. Proven persona discovery, deep segmentation, and customer journey mapping delivers a uniquely nuanced view while customizable KPI-based alerts and the integrated next-best-offer rules engine automate decisions and actions.

To learn how TCS can help retail banks create exceptional end-to-end customer experiences



Download the Brochure Today



Learn More

¹Source: PwC | ²Source: KPMG | ³Source: IDC | ⁴Source: KPMG | ⁵Source: Forrester | ⁶Source: PwC