

IS YOUR BANK READY TO RIDE THE NEXT WAVE OF PERSONALIZATION?

5 steps banks can take to harness the power of personalization for:



superior customer experience | higher customer lifetime value

1 Integrate data across your entire ecosystem to bridge physical & digital experiences

59%

of marketers surveyed said that breaking down organization silos is the most important step their businesses could take to drive growth and better customer connections¹

TCS Customer Intelligence & Insights for Banking (CI&I) incorporates all your relevant customer data sources (interactions, transactions, behavior, demographics) to provide views, insights and recommendations for each customer to deliver seamless experiences across physical and digital touchpoints.

2 Implement real-time analytics to engage customers in the moment

87%

of banking executives agree that the integration of customization and real-time delivery is the next big wave of competitive advantage²

CI&I for Banking provides users with insights and individualized recommended interactions & engagements in real-time. The solution enables banks to capture customers' sentiments and emotions using Voice of Customer analytics and take proactive actions that improve loyalty and satisfaction.

3

3 Deliver predictive and prescriptive insights to foresee and meet customer needs

86%

of predictive analytics users report tangible gains to their bottom line³

More than

90%

of the top 50 banks around the world are using advanced analytics⁴

With AI, machine learning and use cases purpose built for banking, CI&I for Banking accelerates analytic value with a future-proofed analytics platform. Understand customers' behaviors, preferences and goals to empower agents/tellers with next-best actions to expand customer footprints and improve their experiences.

4

4 Hyper-personalize your customers' journeys to differentiate your business

89%

of digital businesses are investing in personalization but most still have a long way to go to reach strategic individualization⁵

91%

of consumers are more likely to shop with brands who provide relevant offers and recommendations⁶

CI&I for Banking engages customers with personalized journeys tailored to their goals, preferences, histories and contextual situations. Using sophisticated analytics models, banks can identify cross/up selling opportunities tailored to each customer while improving capabilities for credit risk assessments.

5

5 Adapt to changing customers' needs with empathetic digital banking experiences

40%

of customers said that insufficiently personalized treatment was a factor in leaving a bank⁷

Empower your bank with a solution that engages clients with timely, contextual and relevant offers and services that drive loyalty and boost Net Promoter Score. CI&I for Banking can help banks adapt their service offerings to everyday changes, or major disruptions, in customers' lives.

CI&I for Banking software applies advanced analytics to banks' enterprise-wide data to provide customer insights and real-time contextual recommendations, enabling banks to deliver hyper-personalized and differentiated experiences that build loyalty, engagement and value at every point of the customer journey.



Download Brochure



Learn more



Sources: ¹Association of National Advertisers ²Accenture ³Forbes ⁴Mckinsey ⁵Forrester ⁶Accenture ⁷BCG