TCS Conversa™- Conversational AI Platform

Banking and Financial Services

While artificial intelligence has the potential to dramatically transform customer experience and improve business operations, most BFSI enterprises haven't been able to leverage it optimally. Chatbots today are typically being used as basic FAQ engines, unable to process complex queries, multilingual requirements, and culture-specific approaches. Catering to a wide and geographically dispersed user base, BFSI companies require powerful, next-gen bots that can take on hundreds of use cases and ease pressures on contact center executives, without undue IT dependence or cloud-hosting expenditure.

Tata Consultancy Services' (TCS') Conversational AI Platform has an extensive library of use cases for the BFSI industry – from originations and account maintenance to IT production support and personal assistant for advisors. Business users can leverage graphical flow orchestration to decide the chat flow, configuring use cases without assistance from the IT team.

Overview

In the last few years, we have witnessed an explosion of chatbot applications to transform query resolution and improve operational efficiency. Companies expect these applications to understand queries instantly, gauge cultural nuances, respond with a humanized approach, reduce dependency on manual intervention, and ultimately, decrease operational costs. However, most of the solutions available today aren't equipped to meet these requirements – struggling to handle cultural behavior, unable to adapt to business users' needs, and leading to additional costs owing to large-scale cloud-based implementations.
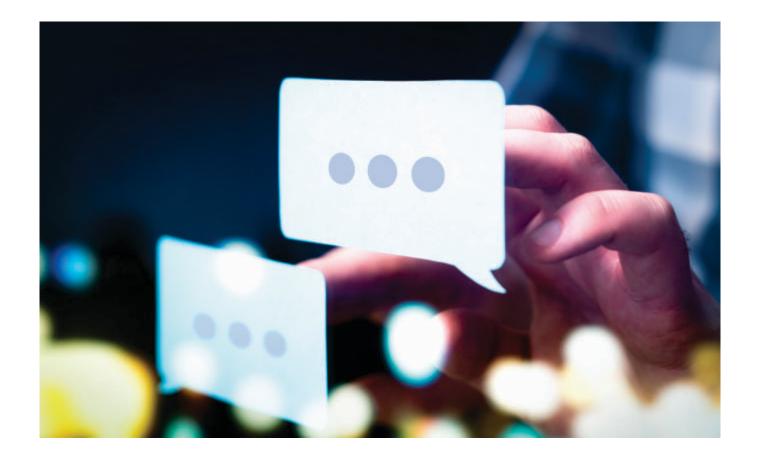
An on-premise conversational AI platform with preconfigured knowledge base for culture-specific interaction management and industry use cases could be the answer. This would allow BFSI companies to scale rapidly without taking on further cloud expenditure to expand their bots' reach.

Keeping in mind the unique requirements of BFSI enterprises, TCS has developed a platform that uses artificial intelligence (AI) and machine learning (ML) technologies to process customer and employee queries and generate intelligent responses. The solution comes with more than 100 industry use cases built in, and a preconfigured intelligence layer (for culture-specific interaction) to expedite deployment in any scenario or location. An on-premise solution, it is deployed through TCS' Machine First Delivery Model™ under flexible pricing models.

Our Solution

TCS' Conversational AI Platform helps BFSI enterprises transform operations, enabling personalized and highly interactive customer experience through the following features:

■ Diverse support capabilities: Engages with customers in a variety of languages, in both text and voice, to aid them in either of these interaction pathways: self-service or assisted service

■ UI modernization: Can potentially replace traditional menu-driven conversational interfaces currently in use, driving user convenience

■ Rapid deployment: Reduces time-to-market and deployment effort by quickly customizing the solution to business-specific use cases

■ On-premise hosting: Allows easier integration with other enterprise channels and application, and fortifies security, which is a must-have for BFSI organizations

■ Interactive channel adapters: Comes with multiple adapters for seamless integration with Google Home, Amazon Alexa, Smart Watches, contact center solutions, and social media channels, among others

Benefits

By using TCS' Conversational AI Platform, equipped with advanced features such as one-stop channel integration, intelligent OCR, and named entity recognition, BFSI enterprises could achieve the following benefits:

Faster time-to-market: Leverage the solution's extensive knowledge base, spanning over 100 BFSI-specific use cases, to accelerate chatbot rollout

Wider market reach: Connect with a vast user base spread across the globe with multilingual support for more than 20 languages

Reduced IT dependency: Enable business users to configure use cases independently and decide chat flows, without technical intervention, through Graphical Flow Orchestration and exception handlers

Streamlined development: Aid solution development for technical teams with built-in industry-focused entities and reusable code configurations

The TCS Advantage

By partnering with TCS, BFSI enterprises can tap into the following:

Delivery excellence: TCS is committed to best-in-class delivery speed and maximum convenience for end-customers, for all chatbot initiatives in the BFSI space.

Embedded knowledge base: Our pre-configured use cases address the most frequent scenarios in the BFSI space.

On-premise deployment: TCS offers clients an alternative to standardized cloud-based chatbots, allowing companies to operate their customer interaction platforms on-premise, enabled by our Machine First Delivery Model™.

Awards & Recognition

To know more

Visit the **Banking & Financial Services** page on **tcs.com**
Email: **bfs.marketing@tcs.com**

About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata Group, India's largest industrial conglomerate, TCS has a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

For more information, visit us at **www.tcs.com**

IT Services
Business Solutions
Consulting