

TCS BaNCS™



# TCS BaNCS OPTiX (Analytics and Insights)

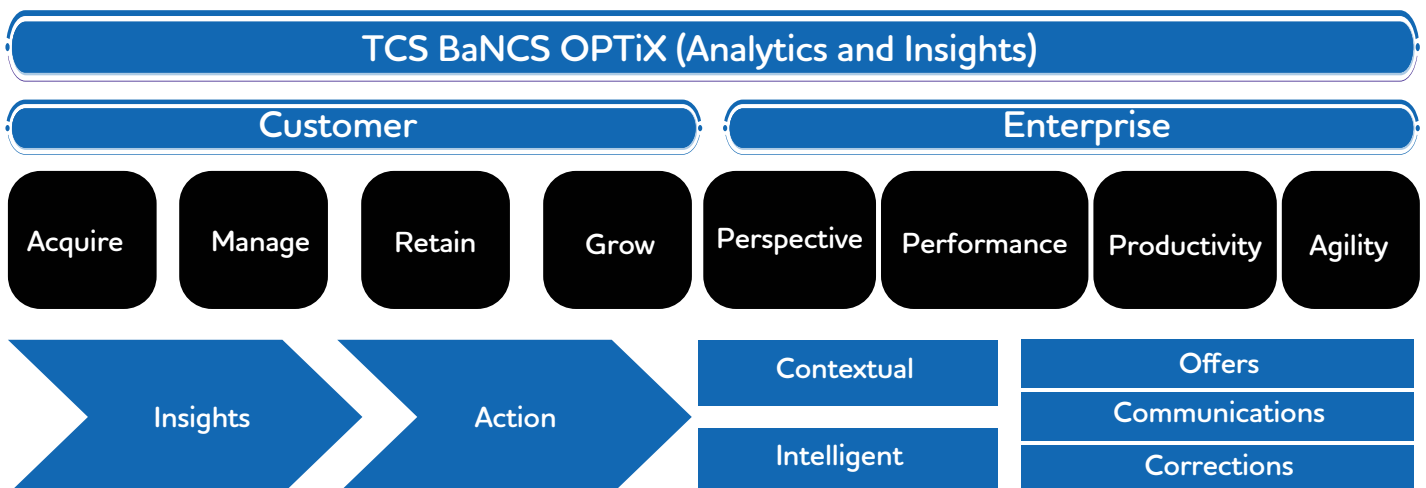


Given customer expectations for personalized and contextual services in real-time, how can financial institutions reimagine their services, respond and stay relevant today? Advanced analytics plays an important role in the financial industry – be it for customer acquisition and retention, account management and growth, OR branch/product productivity and performance. As such organisations have traditionally managed businesses through product silos, deploying an advanced analytics solution means re-hauling architecture to provide a real customer relationship view that recognizes the totality of every relationship.

Predictive analytical models facilitate greater understanding of utilization, product acceptance, cross-selling, smarter pricing, customer sentiments, behavior and retention. Advanced data analytics embody systems that learn on the go, fine-tuning their responses over time. For a bank or a financial institution providing services, this translates to gaining an understanding of its customers in the context of their relationship with the financial institution’s brand, and engaging with them through relevant offers on the right channel, at the right time with the right message. Going a step further, such a solution can help predict which of its customers are likely to defect and also recommend optimum strategies to retain them.

## TCS BaNCS OPTiX (Analytics and Insights) – Balancing High-tech Digital Delivery with a Zero-touch Customer Experience

TCS BaNCS OPTiX (Analytics and Insights) from Tata Consultancy Services is an advanced analytics solution that enables a financial organisation to gain a “one customer, one enterprise” view. Having delivered financial solutions across business domains to more than 450 financial institutions worldwide, we have designed TCS BaNCS OPTiX (Analytics and Insights) that leverages on our experience. With its own data layer that accepts data from multiple applications in the ecosystem and with over 50 banking and insurance-specific analytical models, TCS BaNCS OPTiX (Analytics and Insights) helps generate insights about customer lifecycle around acquisition, development and retention alongside product performance, branch productivity, among others. Enabling contextual behavior, customer centricity and enterprise agility, this solution helps leverage the power of data analytics to better understand and engage with customers. In the banking business, the solution’s recommendation engine coupled with segment and life stage analysis, CLTV (Customer Lifetime Value), survival rates, market basket analysis and uplift modelling empowers a bank to position the most viable offering to its customer. Contextualizing output right from the prediction of churn, account reactivation and CLTV, it can target customers that have the best probability of retention with the highest returns. A bank in turn is empowered with a 360-degree view of enterprise parameters such as product/branch performance, customer acquisition trends, prediction of cash flow (deposits), default (loans), pre-closure (loans) and customer sentiment that aid in prudent financial management, lowering risks and improving outcomes, on the Insurance side, our models lend insights about customer/policy lifecycle around underwriting, policy administration, claim management and retention alongside product performance, branch productivity, among others.



### Enhancing customer experience through advanced analytics

TCS BaNCS OPTiX (Analytics and Insights) can help you with:

- Contextual information about your customers’ buying behavior, spending patterns, life events, segmentation, life-stage analysis
- Predictive models describing the “next best product” and information about customer lifetime value, share of wallet and product growth, pricing and usage

- Channel performance reports, which can be integrated with any CRM for campaign management
- Focused cross- and up-selling through a recommendation engine, coupled with market-basket analysis and uplift modelling
- Customer attrition scores and profitability measures; customer centricity through portfolio and sentiment analysis
- Improved risk identification through the prediction of default, churn, loss given default and exposure at default
- Insights into loan repayment patterns can enable a bank to initiate steps to control delinquency
- Better cash management through forecasting payouts; account reactivation, opening and renewals
- Instantaneous, dynamic visualization dashboards, for instance, initiating a reminder from the bank to pay EMIs.
- Predictive models describing the “next best product” with focused cross- and up-selling and information about customer lifetime value, policy pricing
- Customer attrition scores and profitability measures; customer centricity through portfolio and sentiment analysis  
Claim prediction and fast track settlements; Fraud alarms
- Image processing; object detection
- Channel performance reports, which can be integrated with any CRM for campaign management
- Instantaneous, dynamic visualization dashboards, for instance, initiating a reminder from the bank to pay premiums.

Built on a technology architecture that is based on open standards and tools like R, Python and Apache Hadoop, the solution allows for seamless integration with the existing ecosystem and the delivery of analytical outputs for critical decision making and strategy deployment. The adoption of these technological components enables future-proofing, flexible deployment and cost optimization.

## The TCS BaNCS Advantage

- Answering the question, “What is a customer going to like even before they begin looking?”, TCS BaNCS OPTiX (Analytics and Insights) is an analytics solution that offers contextual insights, rendered through enterprise apps and embedded analytics, enabling faster adoption.
- The TCS BaNCS Business 4.0™ framework can help your firm leverage new age technologies to create and extend your reach and capabilities to new ecosystems and marketplaces, creating exponential value for your end customer.
- With our coherent data management strategy and analytics solutions, your organization can enable customers on a ‘Zero Touch’ system, making interactions simpler, convenient and fast.
- Through our Digital First, Cloud First philosophy that drives all of our product and solution design, we help you transfer non-differentiated assets to the cloud or an ecosystem of industry utilities and fintech businesses.

### Customer View

- CLTV
- PD
- Probability to Churn
- Probability to acquire/cross sell
- Inactive/dormant Periods (Account Activity Analyses)
- Spend Analyses
- Personalization
- Recommendation Engine or Next Best Offer
- Market Basket Analysis
- Risk-Relationship based Pricing
- Customer Profiling & 360 view
- Credit Line optimization
- Loss Ratio model
- Probability to Churn/Lapse
- Claim Reopen
- SP Adjuster Relationship
- Claim prediction

### Enterprise View

- Business Performance Across LOBs
- Branch Performance
- Product Performance or Profitability
- Customer Acquisition & retention
- Delinquency related Analyses (Worst defaulters/exposure at risk)- Non Performing Assets (Risk Management)
- Demographic Analyses
- Channel Management
- Customer Segmentation
- Social Media (Sentiment) Analyses
- Operational efficiency
- Business Performance Across LOBs
- Branch Performance
- Pricing and Risk assessment
- Customer Acquisition & retention
- Fast Track Claim settlement
- Fraud Analytics
- Reserving and risk management

## About TCS BaNCS

TCS BaNCS' comprehensive product portfolio is dedicated to providing business solutions to financial institutions globally. The solution suite is designed to help financial services institutions enhance end customer experience, enabling them to embrace open and innovative technologies that embody true digital customer engagement. Deployed at more than 450 installations worldwide, it is the largest collection of components, enterprise and consumer apps for the financial industry made available through the cloud, helping firms become more agile and intelligent by leveraging the power of new and extended ecosystems.

To know more about TCS BaNCS, please visit: <https://www.tcs.com/bancs> or write to us at [tcs.bancs@tcs.com](mailto:tcs.bancs@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 can match. TCSers 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](http://www.tcs.com)