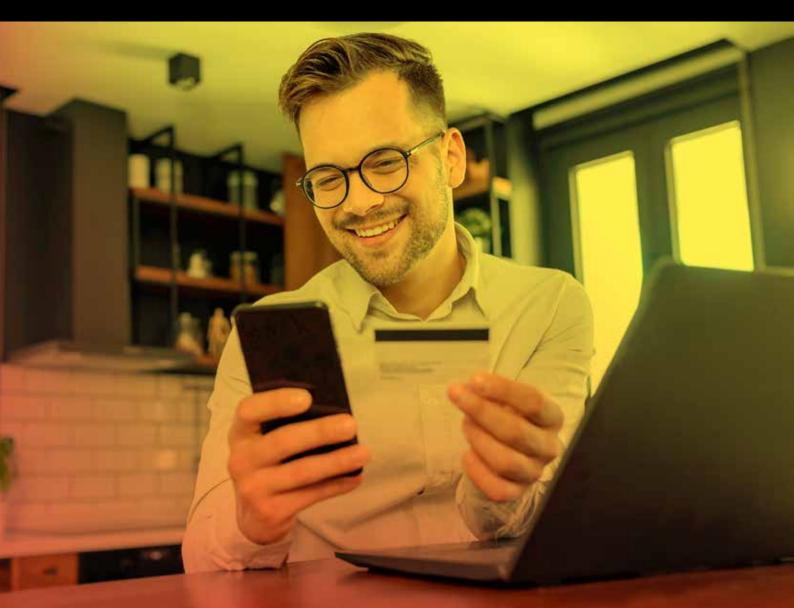# TCS Customer Intelligence & Insights™ for Banking: Predictive analytics and hyperpersonalization for better customer experiences in banking

Digital software & solutions group

At a time when Digital transformation is changing the banking landscape, the need for customer analytics and hyper-personalization has become key to improving the customer experience. Today's customers have limitless choices. Success hinges on the speed with which you can accurately anticipate and adapt to changing customer needs while finding and on boarding your ideal customers before competitors.

Tata Consultancy Services' Customer Intelligence & Insights™ (CI&I) for Banking is built specifically for improving the customer experience in retail banking. Its pre-built use cases sit on an extensible enterprise insights platform that is built to monitor, manage and optimize the customer experience in real time. It enables banks to better understand their current and potential customers, identify and capitalize on opportunities faster, and build loyalty and value with every customer interaction.

Overview

Traditional approaches used by banks to attract and retain customers are not effective in the age of digital transformation. Instead of catching up to customer journeys, banks need to shape those journeys to deliver more value. Success cannot be measured by a single transaction. Instead, connected consumers want experiences that span multiple channels and every interaction from the first engagement to the last. TCS CI&I for Banking helps retail banks own the customer journey by cost effectively accelerating the transition from being transaction focused to customer-centric.

Achieving customer-centricity alone isn't enough. Banks need to do so while reducing operational costs given that yields are declining, regulatory pressures are increasing, and profit margins are squeezed.

Our solution

As a fully integrated software solution developed by industry experts, CI&I for Banking leverages domain specific analytics for out-of-the box insights. Automatic persona discovery, customer 360 views, deep segmentation, real-time contextual offer recommendations and customer journey analysis provide actionable and timely insights, while KPI-based alerts and the integrated next-best-actions rules engine deliver prescriptive. recommendations across products, customers, and operations.

CI&I for Banking's unique architecture, pre-built use cases, reports, dashboards, smart workflows and an extended web services library that lets users build their own additional analytics use cases, help reduce dependency on IT, accelerate ROI and enable seamless integration into existing infrastructures and other applications.

CI&I Banking Platform

The CI&I Banking Platform is a scalable, modular customer engagement platform built on open source for banking. It is the foundation for all the solution modules.

Key features:
- Faster time to value and lower TCO
- Complements and protects current investments

- Enterprise ready (GDPR, security and scalability)
- IoT, real-time, AI, ML and deep learning enabled
- Enables collaboration without boundaries (APIs)

Application Modules

CI&I for Banking includes four application modules: Customer Analytics, Marketing Analytics, Operational Analytics and Contextual Recommendations.

Customer Analytics in Banking: Activate deep customer insight & foresight.

Key features:
- Customer Base Analysis
- Digital Persona
- Customer Scoring
- Propensity Modeling
- Behavior Models
- Next Best Offer Recommendations
- Experience Alerts

Marketing Analytics: Increase conversion and acquisition with better targeting

Key features:
- Dynamic Segmentation
- Event Based Marketing

Application Modules (continued)
Operational Analytics: Improve operation efficiency through better process visibility

Key features:
- Customer Journey Analysis
- Service Request and Complaint Analysis
- Alerting Framework

Contextual Recommendations: Deliver "in-the moment" realtime system-recommended contextual offers to customers.

Key features:
- Next-best Action Recommendations
- Real-time Contextual Recommendations
- Alerts with configurable Calls to Action

The TCS advantage

Award-winning expertise: Our software has been created by industry experts who are actively and continuously scanning the global business horizon. Our industry specific development approach is complemented with the latest innovations from TCS' award-winning R&D efforts.

Lower cost of ownership: We create modular and integrated solutions for solving the real-world problems our customers face. Our flexible platform architecture allows you to adopt what you need today and scale as your needs evolved -- all with limited if any downtime and no fork lifts.

Simplified business and engagement models: We offer flexible business models that adapt to how you want to engage. We build our solution to enable rapid implementation that accelerates time to value.

World class innovation: Unencumbered by legacy code and requirements, we bring state of the art open source technology to our solutions that fits today's and tomorrow's requirements – such as machine learning and intelligent workflows.

Experience Certainty commitment: Our corporate culture is one of superior delivery and customer certainty. Our world-class consulting organization is known world-wide for the quality it delivers and now, customers can get that world-class quality and certainty in their solution software as well.

Benefits

Understand and engage your customers in real time
- Improve teller and call center interactions with Customer 360
- Improve retention with churn prediction and voice-of-the-customer analysis
- Discover cross sell and up-sell opportunities with real-time contextual next-best offers
- Drive KPIs such as customer lifetime value, customer satisfaction, netpromoter score, etc.

Improve marketing effectiveness
- Improve targeting with automated customer persona discovery
- Create target lists for campaigns with dynamic customer segmentation
- Deliver campaigns using customerpreferred communications channels
- Drive KPIs such as campaign response rates, conversion rates, lead/cost ratio, etc.
- Identify and simplify processes that impede customer experience

Drive operational excellence
- Identify and simplify processes that impede customer experience
- Reduce costs and streamline processes based on analytical insights
- Leverage operational analytics to promote proactive care and retention
- Unify your analytics initiatives under a single data lake based platform
- Drive KPIs such as product adoption rates, customer retention rates, process efficiency, customer experience scores, etc.

Awards and accolades

#1 IN CUSTOMER SATISFACTION 2020/21 EUROPE

top EMPLOYER NORTH AMERICA 2021 — CERTIFIED EXCELLENCE IN EMPLOYEE CONDITIONS

top EMPLOYER GLOBAL 2020 — CERTIFIED EXCELLENCE IN EMPLOYEE CONDITIONS

POLL 2020 ASIAMONEY

STEVIES 2020

CIO100 WINNERS 2020

FinanceAsia ASIA'S BEST COMPANIES 2020

DIGITAL IMPACT AWARDS WINNER

HR AWARDS 2020

THE CIVIC 50

FTSE4Good

CDP DISCLOSURE INSIGHT ACTION

2020 Brand Finance Awards — TOP 3 IT SERVICES BRAND

2020 Brand Finance Awards — FASTEST GROWING IT SERVICES BRAND FOR THE DECADE 2010 - 2020

AWARDED Superbrands BRITAIN'S CHOICE 2020

AWARDED Superbrands AMERICA'S CHOICE 2020

About TCS Digital Software & Solutions Group

TCS Digital Software & Solutions Group delivers on the promise of Connected Consumer Intelligence. Our experience working with the world's most successful enterprises drives the development of integrated software that helps them meet the higher expectations of today's wired consumers and citizens. With TCS DS&S Group software, organizations can design experiences that logically connect every touch point of the consumer's digital and physical journey.

Contact

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Blog: Catering to the Connected Consumer

About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is a purpose-led transformation partner to many of the world's largest businesses. For more than 50 years, it has been collaborating with clients and communities to build a greater future through innovation and collective knowledge. TCS offers an integrated portfolio of cognitive powered business, technology, and engineering services and solutions. The company's 469,000 consultants in 46 countries help empower individuals, enterprises, and societies to build on belief.

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