



TCS OPTiX



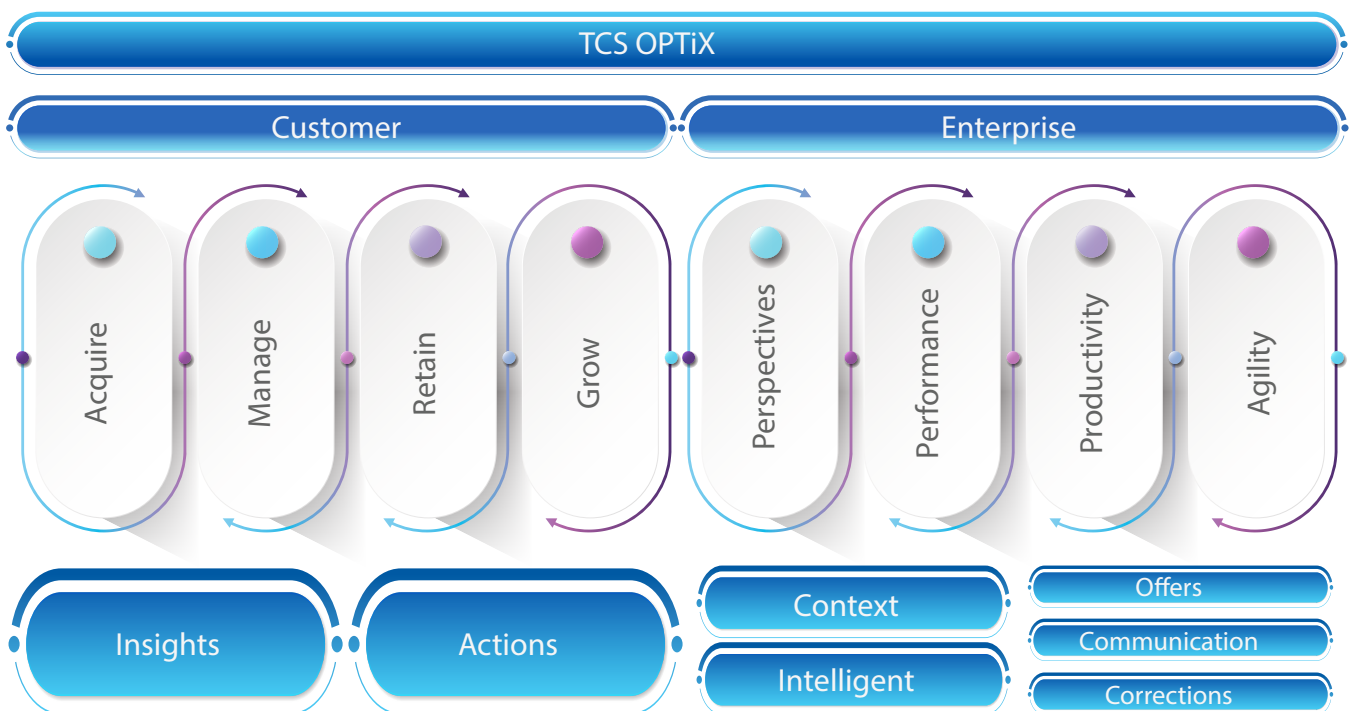
Given customer expectations for personalized and contextual services in real-time, how can banks reimagine their services, respond and stay relevant today? Advanced analytics play an important role in the banking industry – be it for customer acquisition and retention, account management and growth, or branch/product productivity and performance. As banks 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 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 banks predict which of its customers are likely to defect and also recommend optimum strategies to retain them.

TCS OPTiX – Balancing High-tech Digital Delivery with a Zero-touch Customer Experience

TCS OPTiX from Tata Consultancy Services is an advanced analytics solution that enables a bank to gain a “one customer, one enterprise” view. Designed from the experience of having deployed solutions at more than 450 financial institutions worldwide, it comes pre-configured with more than 50 banking-specific analytical models, helping 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 banks leverage the power of new or extended ecosystems.

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. The 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.



Customer View

- CLTV
- PD
- Probability to Churn
- Probability to acquire/cross sell
- Inactive/dormant Periods (Account Activity Analyses)
- Inactive Analyses & Reactivation Strategies
- Spend Analyses
- Personalization
- Recommendation Engine or Next best Offer
- Customer Profiling & 360 view
- Credit Line optimization
- Life Stage Analyses

Enterprise View

- Business Performance Across LOBs
- 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

Enhancing customer experience through advanced analytics

TCS OPTiX can help your bank with:

- Contextual information about customer 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.

Built on a technology architecture that is based on open standards and tools like R, Python, 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 enable future proofing, flexible deployment and cost optimization.

The TCS Advantage

Answering the question, “What is a customer going to like even before they begin looking?”, TCS OPTiX is an analytics solution that offers contextual insights to a bank, rendered through enterprise apps and embedded analytics, enabling faster adoption.

The TCS 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.

In conclusion, for any analytics solution to yield success, it is critical that a bank ask itself what problems require deep insights and how it can mine them to create or add value. Intelligent and contextual analytics are tools that help banks develop and deploy actionable solutions that put them on the fast track towards growth. And, by selecting TCS OPTiX, they are doing just that.



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](#)

All content / information present here is the exclusive property of Tata Consultancy Services Limited (TCS). The content / information contained here is correct at the time of publishing. No material from here may be copied, modified, reproduced, republished, uploaded, transmitted, posted or distributed in any form without prior written permission from TCS. Unauthorized use of the content / information appearing here may violate copyright, trademark and other applicable laws, and could result in criminal or civil penalties.

Copyright © 2020 Tata Consultancy Services Limited