

# Customer Intelligence & Insights for Banking: Predictive Analytics and Hyper-personalization 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" real-time 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

With TCS CI&I for Banking, you can:



### 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, net-promoter score, etc.



### Improve marketing effectiveness

- Improve targeting with automated customer persona discovery
- Create target lists for campaigns with dynamic customer segmentation
- Deliver campaigns using customer-preferred 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 & Recognition



### 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.

### To know more

Visit : [dss.tcs.com](https://dss.tcs.com)

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Blog: [Catering to the Connected Consumer](#)

### 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.

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