



CUSTOMER EXPERIENCE MANAGEMENT FOR THE BANKING, FINANCIAL SERVICES & INSURANCE INDUSTRY From Strategy To Execution

A newfangled mobile generation of consumers, the upsurge of direct pay and online financial services, and an increase in banking service fees all contribute to an on-going shift in how banking organizations service their customers. With an almost never-ending pool of financial institutions contesting to provide an extensive range of products to customers, banking organizations must strive to provide the most superior, consistent and effortless customer experience in order to attain new customers, retain existing customers or win back lost customers. This requires a shift from a transactional mind-set to one that is more focused on the relationship with the customer.

In order to optimize its customer experience, a banking organization must understand the needs and behaviors of its customers. A positive and effortless customer experience can result in increased customer satisfaction, loyalty, advocacy and greater customer lifetime value.

ITC Infotech's Solution for the Banking Industry

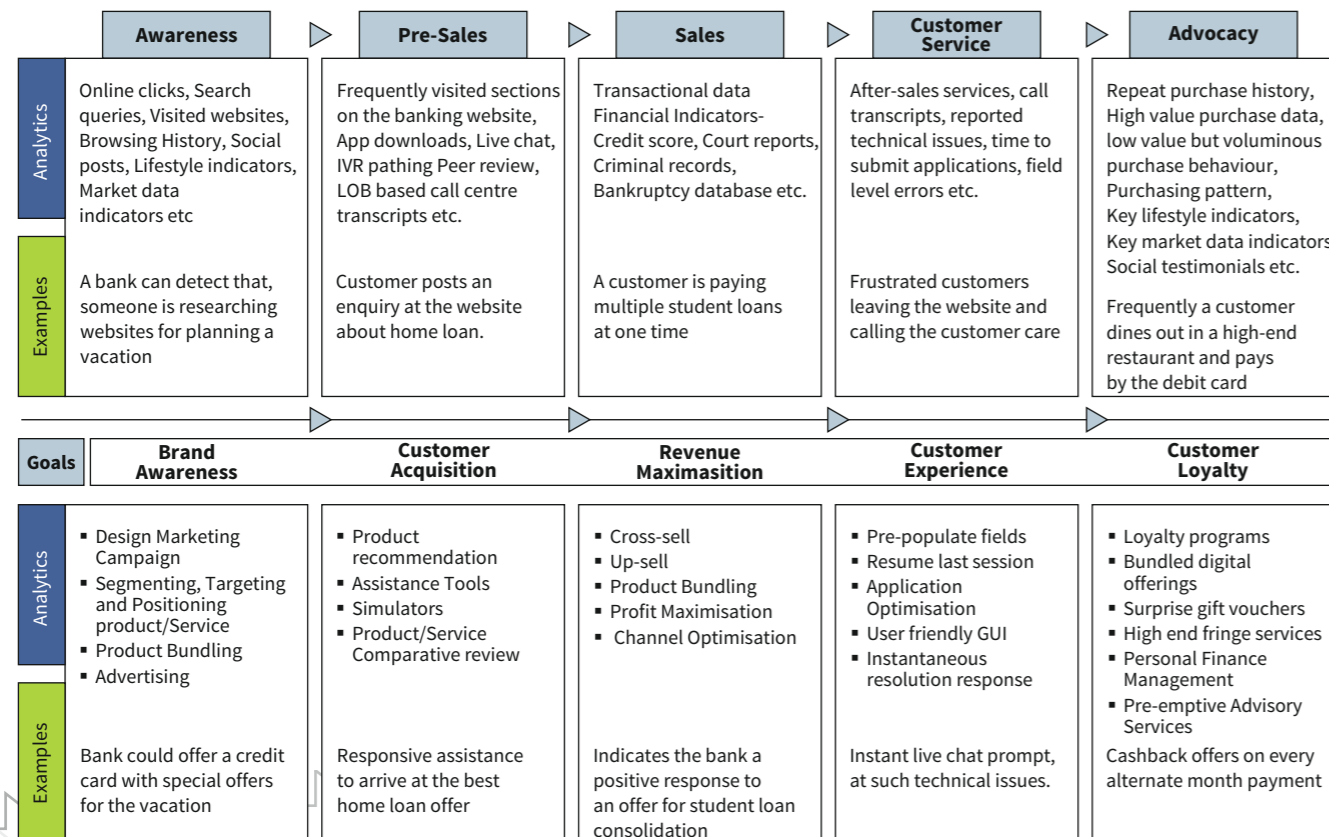
Customer centricity is fast becoming a core enterprise theme for most organizations, from customer loyalty to customer advocacy and now customer experience, deep and targeted customer engagement across all touch points has become a necessity. Choosing the right technologies and partners that allow them to focus on being adaptive to customer requirements is key to sustained growth.

ITC Infotech's customer insight solution provides companies with practically instant analytical data that allows them to respond quickly to trends and user behavior. Companies can now do a range of things like tracking buying behavior and patterns, analyzing website navigation, understanding customer sentiments, viewing channel usage preferences and gathering knowledge of other kinds of online, social or digital activity - all in real time.

Customer experience must be treated like a business discipline in order to achieve optimal results in this area. ITC Infotech's customer experience solutions offer numerous benefits:

- Increased customer loyalty leading to repeat business
- Reduced cost managing customers
- Manage and improve brand reputation
- Increase customer retention rates
- Increased conversion ratio
- Increased share of wallet and cross sell opportunities
- Brand Awareness through consistent, value driven brand exposure for top of the mind recall

From Digital Information to Actionable Insights



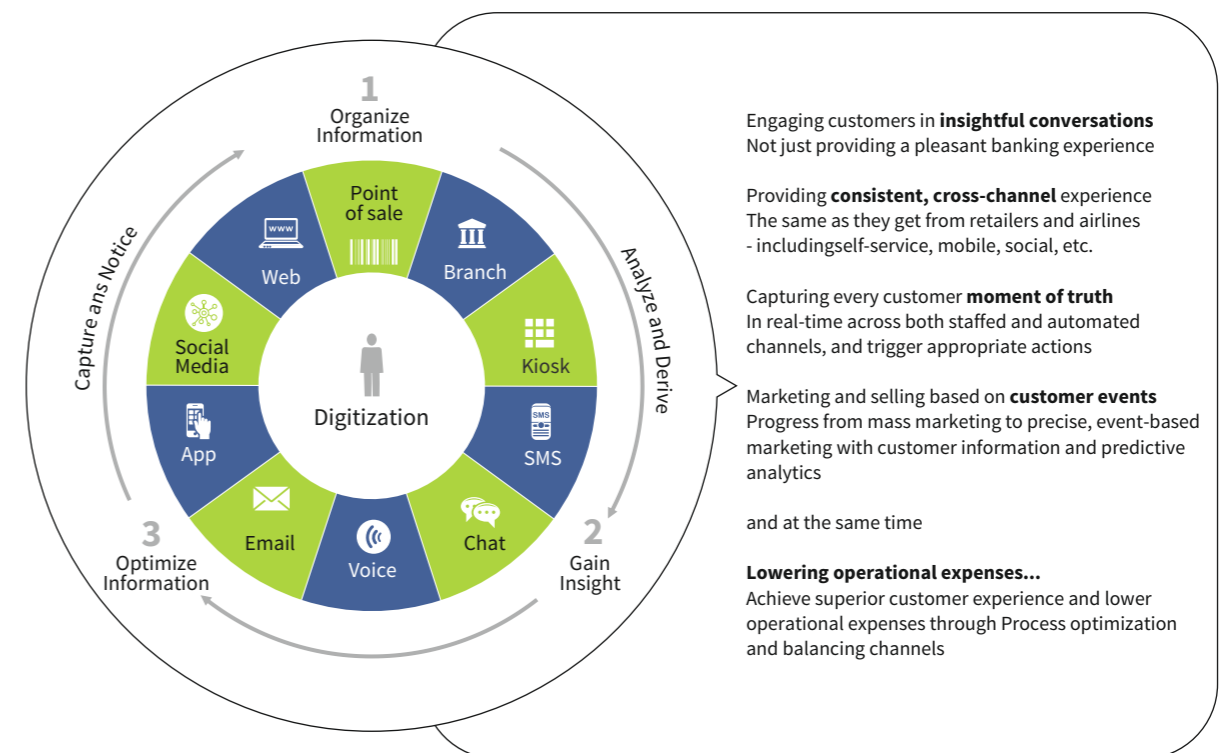
Our customer experience management framework and solutions help financial institutions define their experience strategy and roadmap leveraging best practices from adjacent industries, adapt newer technologies that assist them through the experience management lifecycle helping them to listen, analyze, engage, measure and train - creating a customer activated enterprise.

- Integrated view of customer for improved customer value management
- Real-time customer feedback and lead generation from social media along with improved customer service and support
- Brand Awareness through consistent, value driven brand exposure for top of the mind recall
- Customer sentiment analysis using historical trend and current customer sentiment
- Targeted Product offerings for niche customers and measuring campaign effectiveness
- Integrated insights dashboard spanning across brand and competition social media channels
- Social reach and engagement statistics for actionable information

Insight Driven Transformation for Enhanced Customer Experience

It's our strong belief that the foundation in enhancing customer experience lies in understanding the customer through insights from data that already the bank has access to. Our analytics solutions help banks to listen, analyze, understand and predict the customer buying behaviour as input in shaping banks acquisition and retention strategies. Helping banks devise ways to improve banks revenue through an improvement in brand equity, social sentiment and customer engagement.

ITC Infotech's analytics and big data solutions include offerings like integrated view of customer data, social media analytics, real time analytics dashboards, omni channel dashboards and predictive models that help reduce churn and improve cross sell.



Case Study

Driving holistic customer experiences

A leading bank in Europe was tracking its communication channels to get insights for driving better customer experiences and marketing initiatives. However, they felt challenged by the ocean of data that was available with no real actionable information.

Solution

ITC Infotech team was engaged to provide data and business analytics support. The solution included:

- Creating micro segments based on statistical behavior and customer preferences rather than simple demographics and business decisions to tailor marketing programs across key products.
- Utilizing predictive analytical techniques (like response models and campaign analytics) to
 - ▶ Identify target customers
 - ▶ Offer the right product features
 - ▶ Use the right channels and
 - ▶ Deploy the right messaging strategy that works best
- Providing customer insights for informed business decisions and using product cross-sell/ upsell propensity scores to ensure targeted marketing.

Business impact

Since the engagement, the bank has been able to take better business decisions through robust statistical information and analysis – all derived from within its communication channels. The bank is already in the process of revamping its marketing programs and providing holistic customer experiences.

About ITC Infotech

ITC Infotech brings a strategic organizational focus for the BFSI industry and provides rich domain experience powering services across Application Development, Maintenance & Support, Testing, Infrastructure areas and Domain led Business Consulting. Our services spans across Core Banking and Channels including Retail, Corporate and Wholesale banking, Treasury and Capital Markets and Insurance. We bring in rich experience and expertise of creating focused engagement models varying from large scale Extended Enterprises to individual project centric engagements for leading fortune financial institutions.

ITC Infotech is a global IT services & solutions company, and a fully owned subsidiary of USD 8 bn ITC Ltd – one of India's foremost private sector companies.

For more information, please write to: contact.us@itcinfotech.com | www.itcinfotech.com