

NEXT-GEN CUSTOMER PARTNERSHIP THROUGH INFOSYS 'DIGITAL BANKING' SOLUTION

Enhance customer experience at every stage of life...

In today's competitive world, businesses need to be very sharp and responsive to their customers and the need to think ahead of their clients. Business with a large customer base should grow with customer's growth in life, personally and professionally. Infosys 'Digital Banking' solution, with its omni-channel, AI/ML driven contextual and timely/proactive customer engagement, helps banks develop a life-long partnership with its customers.

A young lady **Sarah Connors** after getting a job opens her first account with **MeNext**

Bank and bank promises to take care of her finances at every stage in her life. **Sarah**, who is highly active in social media, finds a new friend in **MeNext Bank** such that on change of her job and city, just a twitter update was all that was required for **MeNext Bank** to **update the account addresses** and provide statements at new address. When she entered a new phase of her life with her spouse, **MeNext Bank** could read from social feed about her life event and preemptively suggest account upgrades for joint accounts and new debit cards, delighting the new couple.

As **Sarah** moved along different stages of her life, from being a young homeowner, to being parent and all the way through work retirement, **MeNext Bank** always had the insight on the right product offer, be it home loans, education loans, Insurance advises or IRA accounts, just at the right time for **her**.

MeNext Bank could establish a lifelong partnership with **Sarah Connors**, using Infosys 'Digital Banking' solution.



Infosys 'Digital Banking' solution powered by Pega Infinity

The Infosys Digital Banking solution takes advantage of the below features to ease the client's financial journey:

1. **Optical Character Recognition** for gathering customer data from documents uploaded by the user to fetch user details. While applying for Bank account or loan, customers simply click via the mobile app and easily upload digital versions of documents.
2. **Real time KYC using Blockchain:** Digital Identity of a person will be added on the blockchain, which will be used for subsequent events of her life. Hence bank will save time and money for doing the KYC again. Keeping in view the need for effective risk management, Digital Bank helps in automated credit decision making with comprehensive credit scorecards, based on inputs received from blockchain and credit bureaus.
3. **Decision Strategy Management (DSM)** feature of Pega helps in analyzing the user details and computes best suitable

offer that can be proposed. The system is capable of generating multiple offers suitable to the user's requirement and will be displayed to user (most suitable first) based on the feedback of the user for previous offer.

4. **Pega Marketing** for offering suitable products at different occasions and life stages of the customer.

5. Fraud detection using **Robotics Process Automation** which will help bank to assess fraudulent customer detection using bots automation

6. **Intelligent Virtual Assistance:** Robotic simulation of CSR to guide the users through the process via chat or messenger option. This is carried out with the help of below features incorporated in the solution.

- a. Text Analytics to capture key words entered by the user in the chat window
 - b. Artificial Intelligence (AI) to divert the user to the most suitable offering based on the text analytics results
7. **Pega Case management** to keep track of each lead processed until closure. One can generate reports and track the status at real time.

Features of the Infosys Digital Bank Solution:

- Utilizing Blockchain technology for real time KYC
- Amplified Social Connectivity with Proactive/Preemptive Customer Service with Next Best Offers a click away
- Eliminate manual effort of customer data collection with Paperless operations
- Intelligent Virtual Assistance using Text analytics through Natural Language Processing and Artificial Intelligence
- Transform financial services to the client through Open Banking APIs
- Quicker processing through robotic automation of manual tasks

For more information, contact askus@infosys.com



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