TCS Customer Intelligence & Insights™ for banking

AI-driven insights for personalized banking customer experiences

Banks find it difficult to personalize relationships and increase lifetime value with customers

Customers expect the same personalized services, products, and advice from their bank as they get from other industries. Unfortunately, many banks struggle to gain visibility across data silos to understand customer behaviors, sentiments, and preferences. They are unable to personalize customer engagement and offers in real-time to deepen customer relationships and grow customer lifetime value (CLV).

- Relationship managers do not have the real-time, data-driven insights needed to engage effectively with customers throughout their customer journeys.

- Marketing professionals are unable to proactively target the right customers with the right banking products and services via customers' preferred channels.

- Risk managers are ineffective at reducing customer default, predicting early pay-off, and monitoring portfolios.

The effects of not addressing these challenges typically are:
- Not able to meet CLTV objectives
- Low conversion on cross-sell/up-sell offers
- Decreasing or flat revenue
- Slow up-take for new products

- Low marketing conversation rates
- Inactive and/or overactive channels
- Low engagement rates
- Channel abandonment
- Churn rates higher than industry average and internal benchmarks
- High abandonment rates for key processes (such as loan applications)

Explore a flexible customer analytics and real-time CDP software solution, with prebuilt use cases for banking

TCS Customer Intelligence & Insights™ (CI&I) for banking is a flexible customer analytics and real-time CDP software solution, with prebuilt use cases for banking. CI&I collects and unifies first party and multi-source customer data and makes it available to CI&I customer analytics and other systems of insight and engagement – enabling banks to improve cross-sell, upsell, customer experiences, and retention, while reducing loan defaults.

CI&I is powered by a robust underlying platform that provides advanced AI/ML capabilities. Its pre-built use cases for banking sit on an extensible enterprise platform that monitors, manages, and optimizes the customer experience in real-time. CI&I enables banks to understand their current and potential customers better, identify and capitalize on opportunities faster, and build loyalty and value with every customer interaction.

Deployment Architecture on Red Hat OpenShift
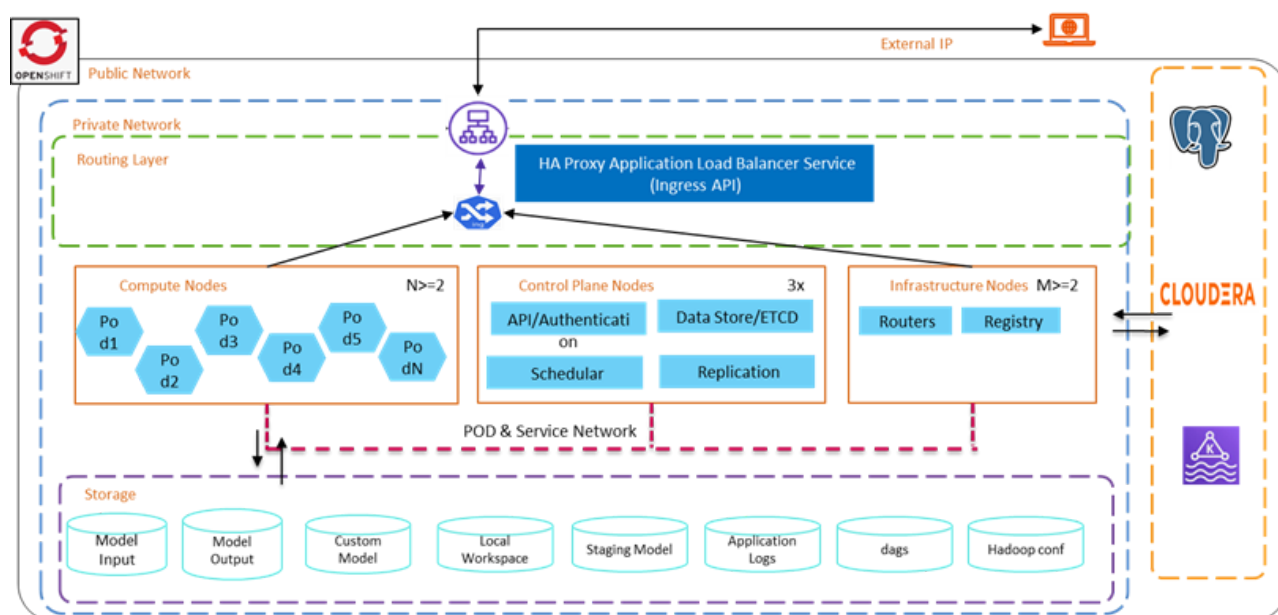
Key Features & Benefits

TCS Customer Intelligence & Insights™ for banking delivers the following benefits:

Retail Banking

- **Customer Analytics:** Activate deep customer insight and foresight with Customer 360/base view, Next Best Offer, and Digital Persona Discovery.

- **Marketing Analytics:** Increase conversion & acquisition with better targeting features, dynamic segmentation, events-based marketing, and Next Best Action.

- **Lending Risk Analytics:** Reduce the risk of defaults and improve overall portfolio performance with features including probability of default, probability of early payoff, and covenant recommendations.

Business Banking

- **Intelligent Prospecting:** Identify and acquire new SMB customers with business fit discovery, banking intent signals, and contextual product recommendation.

- **Actionable Cashflow Insights:** Improve cross-sell and upsell with cashflow prediction and cashflow exceptions, ranked leads, recommendations and alerts, and loan default reduction.

- **Real-time Activation:** Improve retention, manage risk, and grow customer lifetime value (CLV) with contextual product recommendations, real-time journey tracking, probability of early payoff prediction, and customer lifetime value calculation.

Key Differentiators

- Pre-built, banking-specific use cases for faster time to value.

- Business user self-serve with minimal technical support.

- Multi-channel APIs that improve all digital touch points.

- Transparent algorithms that customers can maintain and enhance.

- Extensible platform to build custom use cases.

The Red Hat Advantage

Build Once, Deploy Anywhere with Red Hat® OpenShift® Container Platform

Red Hat® OpenShift® Container Platform is an industry-leading hybrid cloud application platform powered by containers and Kubernetes. Using OpenShift Container Platform simplifies and accelerates the development, delivery, and life cycle management of a hybrid mix of applications, consistently anywhere across on-premise, public clouds, and edge. OpenShift Container Platform is designed to deliver continuous innovation and speed at any scale, helping organizations to be ready for today and build for the future.
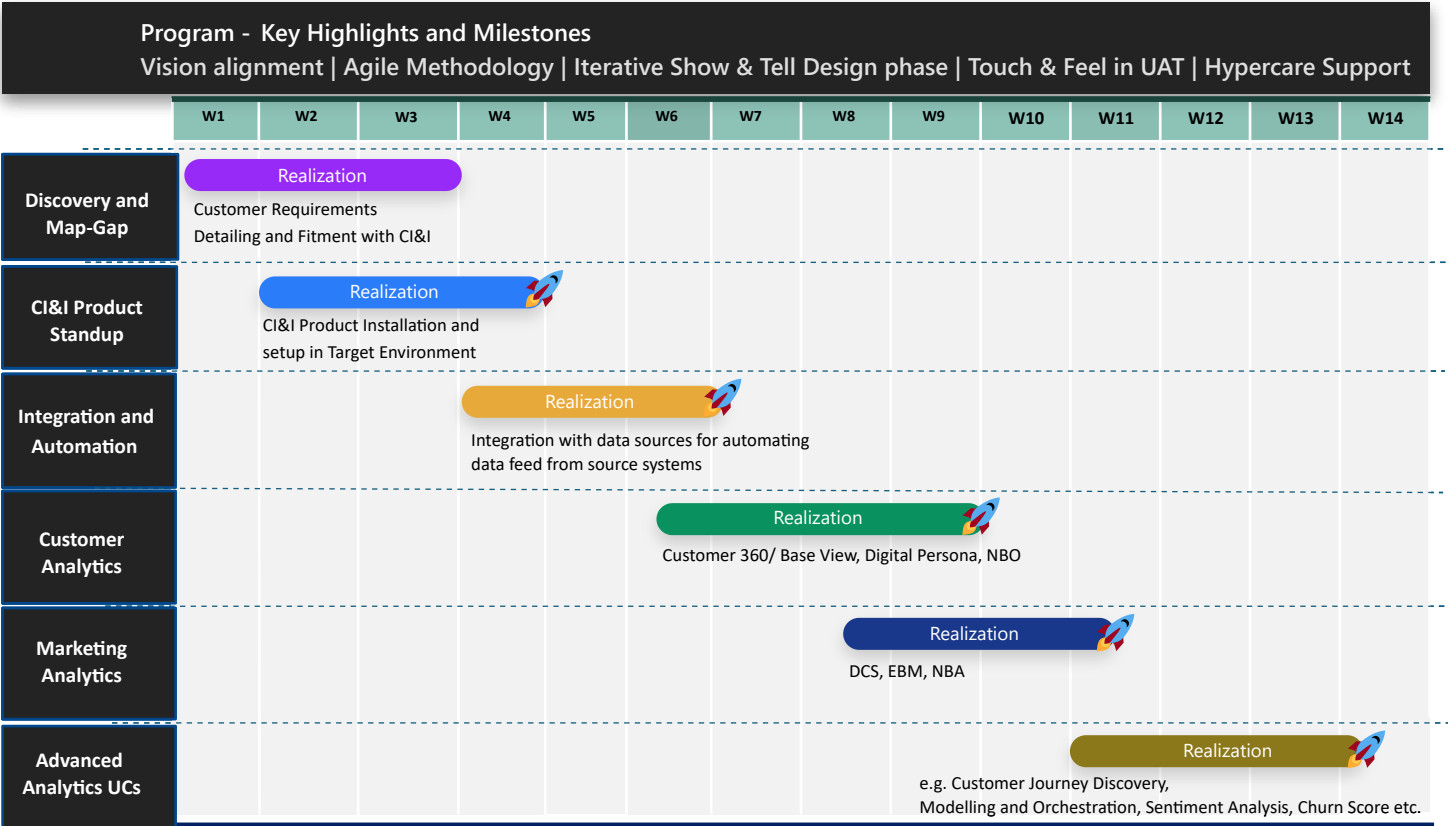
Platform Capabilities

- Real-time data processing for personalized customer experiences

- Profile matching and unification for a comprehensive customer view

- Customer scores (sentiment, churn) for proactive engagement and retention strategies

- Real-time journey orchestration for seamless, personalized customer interactions

- Customer action alerts for timely and targeted response strategies

- Event-based marketing for engaging and relevant customer experiences

Outcomes

- Improved targeting with automated customer persona discovery and dynamic customer segmentation

- Enhanced decision-making through immediate, actionable insights Improved customer retention and targeted engagement strategies

- Seamless and personalized customer experience across all touch points

- Timely interventions and enhanced customer satisfaction Increased customer interest and improved conversion rates

Implementing TCS Customer Intelligence & Insights™

The implementation timeline for TCS Customer Intelligence & Insights™ depends on multiple factors like number of input data sources, modules in scope, specific use cases to be implemented to name a few. A typical implementation plan timeline ranges from 12-14 weeks and follows the agile methodology with multiple Go-live milestones.

Program - Key Highlights and Milestones
Vision alignment | Agile Methodology | Iterative Show & Tell Design phase | Touch & Feel in UAT | Hypercare Support

	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12	W13	W14
Discovery and Map-Gap	Realization — Customer Requirements Detailing and Fitment with CI&I													
CI&I Product Standup		Realization — CI&I Product Installation and setup in Target Environment												
Integration and Automation				Realization — Integration with data sources for automating data feed from source systems										
Customer Analytics						Realization — Customer 360/ Base View, Digital Persona, NBO								
Marketing Analytics								Realization — DCS, EBM, NBA						
Advanced Analytics UCs											Realization — e.g. Customer Journey Discovery, Modelling and Orchestration, Sentiment Analysis, Churn Score etc.			

Typical standard Implementation ranges from 12-14 weeks

🚀 **Go-live**

Case Study

CI&I for banking at a mid-sized US bank - Retail banking and SMB/Commercial banking

About the Bank

Five Star Bank is a $5 billion community bank offering a wide range of consumer and commercial banking and lending services to individuals, municipalities, and businesses through a network of ~50 locations in Western and Central New York. The bank sees digital transformation as an imperative for growth.

The Need

The bank was looking for a solution to integrate all customer data to achieve the following:

- Get contextual insights to better meet customer expectations and bring competitive differentiation.

- Drive business growth while reducing customer turnover.

Solution

TCS CI&I for banking delivers:

- Customer Analytics for unified profile, digital persona and advanced segmentation.

- Marketing Analytics for contextual AI-driven recommendations for next-best offers.

- Lending Risk analytics for Payable-through-draft (PTD) & Early PSMB / Commercial Banking Insights.

Approach

- Implement an agile plan to deliver benefits quickly.

- Establish a strong customer data foundation.

- Engage LoBs including business, sales & servicing, marketing, product and IT.

- Deliver LoB-specific use cases.

Business Benefits

- Data-driven insights to empower LoBs.

- Improved segmentation and targeting.

- Increased deposits growth.

- Improved SMB retention and increased CLV.

About Tata Consultancy Services Ltd.

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.

To learn more about TCS Customer Intelligence & Insights™, visit **TCS Customer Intelligence & Insights to Deliver Personalized CX** on www.tcs.com

To setup a meeting and understand more about the solution write to: **dss.partnersales@tcs.com**

About Red Hat

Red Hat is the world's leading provider of enterprise open-source software solutions, using a community-powered approach to deliver reliable and high-performing Linux, hybrid cloud, container, and Kubernetes technologies. Red Hat helps customers integrate new and existing IT applications, develop cloud-native applications, standardize our industry-leading operating system, and automate, secure, and manage complex environments. Award-winning support, training, and consulting services make Red Hat a trusted adviser to the Fortune 500. As a strategic partner to cloud providers, system integrators, application vendors, customers, and open-source communities, Red Hat can help organizations prepare for the digital future.