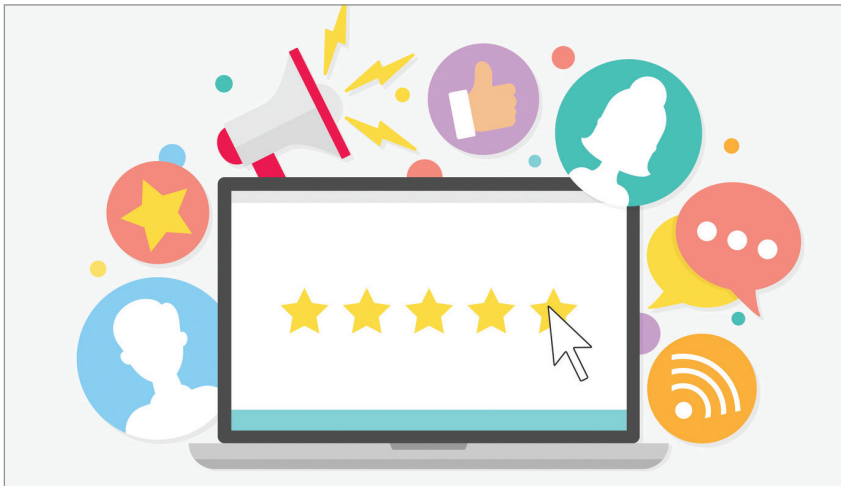


# Changing the Customer Engagement paradigm: transforming 4500+ bank branches with instant insights



## CLIENT SNAPSHOT

**India's Top 5 Private Bank**

**Asset size:** USD 110 bn

**Accounts:** 80 mn

**Employees:** 81,000

**Branches:** 4,500

**Products & Services:** Retail Banking, Investment Banking, Insurance, Venture Capital and Asset Management

## SOLUTION

**Clari5 Customer Experience Management**

"The use of Clari5 is limited only by the implementing bank's imagination. We are extremely delighted with the product and what it is enabling us to do."

- Group CTO

## INDUSTRY

Branch banking has been the linchpin of banking activity since the evolution of banks. The rise of financial services and a new mobile generation of consumers contribute to an on-going shift in how banking organizations service their customers. With competition intensifying among financial institutions to provide the best services to customers, it has become imperative for banks to provide superior, consistent and effortless customer experience to acquire new customers or retain existing ones.

## CLIENT BACKGROUND

A large private bank with over 80 million accounts, 81,000 employees, more than 4,500 branches, presence in 19 countries with total assets around US\$ 110 billion. The bank offers a wide range of banking products and financial services to corporate and retail customers through a variety of delivery channels and through its specialized subsidiaries in the areas of Retail Banking, Investment Banking, Insurance, Venture Capital and Asset Management.

## BUSINESS NEED

### Support for the bank's vision

The bank took on a strategic decision that it needed to change its philosophy and become customer-centric. To this end the bank launched its new brand identity that conveyed: *We always care for you*. The bank felt the need to inculcate a culture of delighting the customer in every transaction rather than pushing products without any prior knowledge about the customer. Moreover, current solutions were unable to empower employees to provide consistent customer engagement across all channels.

### Need for actionable information

To prevent increasingly innovative, sophisticated frauds due to their cross-channel, cross-product services, the need was for a solution that could target specific fraud scenarios and create overhead of maintaining and integrating multiple solutions.

## SOLUTION HIGHLIGHTS

- Bank went live with Clari5 in less than 4 months, with the implementation across multiple channels and 2700+ branches. As of today, Clari5 is live at 4500 branches.
- At the bank, Clari5 is the first screen that every Customer Service Representative interacts with. CSRs access account, opportunity, contact, and product management areas through a single Web interface, making it easy for them to update information.
- Solution consumes all transactions initiated that it uses to generate intelligence.
- A branch employee typically has access to information via Customer Snapshot, Conversation Enabler with Chat Interface, Next Best Product Recommendation, Products Portfolio, Intuitive Intelligence, Relevant Message Pointers for enabling conversion conversation.
- Fraud Alerting & Case Management solution spanning all customer facing channels with users across Risk Team, Vigilance, Transaction Monitoring & Suspicious Activity Monitoring.

## BUSINESS IMPACT


- Today, Clari5 generates around 1000 sales opportunities every day across all branches in India. Taking a highly conservative estimate on each opportunity, the bank stands a chance in increasing income from contextual cross-sell and up-sell by USD 4.2 million.
- The savings in reduction of customer TAT amounts to around USD 1.6 million per year.
- The total savings in data clean-up of customer accounts is over USD 0.16 million per year.
- The total savings through the real-time charge recovery is over USD 15 mn per year.


## ROI IMPACT

- Go-live in less than 4 months
- Generating 1000+ sales opportunities /day
- Clari5 is the primary CSR interface for Account, Opportunity, Contact, and Product Management
- ROI - savings in customer TAT - USD 1.6 mn /year
- ROI - savings from clean account data - USD 0.16 mn /year
- Value of potential to increase income from contextual cross-sell and up-sell - USD 4.2 mn

CustomerXPs is an enterprise software product company offering Enterprise Financial Crime Management (EFCM), Anti-money Laundering (AML) and Customer Experience Management (CEM) products for Tier-1 global banks. CustomerXPs is revolutionizing Fraud Management and Customer Experience Management in Fortune 500 banks by harnessing the power of extreme real-time, cross-channel intelligence. Voted 'Best Fraud Detection Product 2016' by OpRisk / Risk.net, CustomerXPs' flagship product Clari5's differentiated approach deploys a well-synchronized, context-aware 'central nervous system' in banks with the ability to stop fraudulent transactions with real-time, actionable insights. It monitors suspicious activities in real-time, and takes the right decision at the right time as opposed to end-of-day reporting and analysis. Designed precisely to meet the fraud detection, investigation, prevention, monitoring compliance and audit needs, Clari5 is a highly-scalable enterprise fraud and compliance solution with a capability suited to enterprise-wide deployment for global financial institutions. It uses advanced statistical and analytical techniques to identify patterns of unusual and suspicious behaviours hidden deep within a bank's data and provides a single view of customers across the entire portfolio of products and brands.



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