FCI

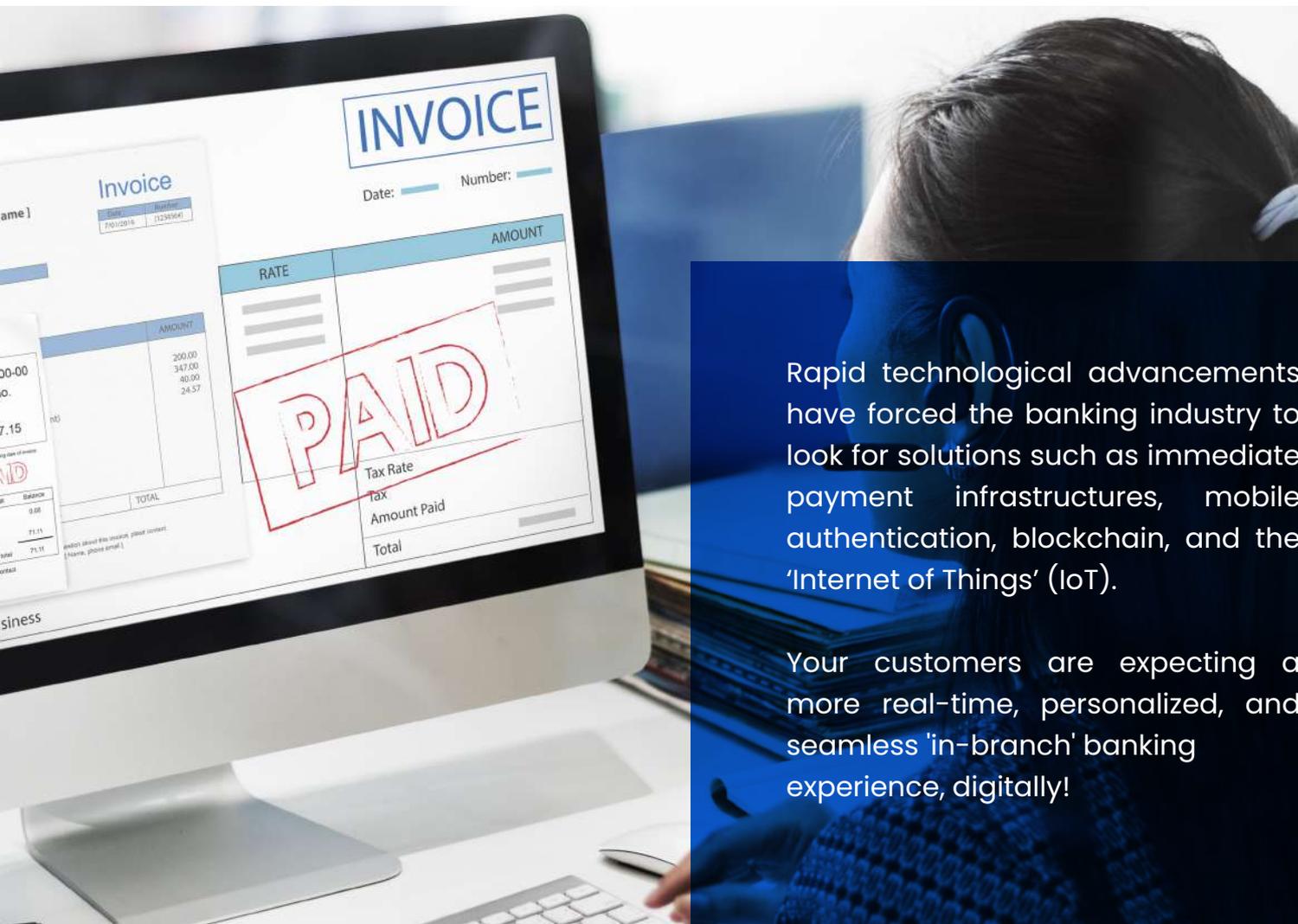# Streamline Customer Experience in

Banking & Financial Services

Rapid technological advancements have forced the banking industry to look for solutions such as immediate payment infrastructures, mobile authentication, blockchain, and the 'Internet of Things' (IoT).

Your customers are expecting a more real-time, personalized, and seamless 'in-branch' banking experience, digitally!

Let us look at a few challenges that map the changing banking landscape in recent times:

01 Intense competition driving pressure over banks to enhance customer experience across multiple touchpoints with their product offerings and services delivered constantly.

02 Neo financial services firms backed by AI and machine learning that aren't hampered by siloed legacy are setting new benchmarks for CX.

03 Customers today are more "tech-friendly" and expect their banks to offer digital and interactive opportunities across various digital platforms.

04 Customers want to access the channel from anywhere, at any time, using a variety of platforms and devices.

How to overcome these challenges?

Banks realize the importance of omnichannel customer experience as it offers opportunities to engage interactively with the customers, provide customized products and personalized services.

An omnichannel approach allows banks to use all available marketing platforms to have a seamless and optimized customer experience. On the other hand, the consumer will switch seamlessly from your app to your website to push notifications to social media while receiving consistent branding and messaging.

Chatbot integration

Enhance the capabilities of your current chatbots. Enable bots to deliver documents to customers whenever requested.

Survey and Feedback

Send dynamic feedback forms to customers through various electronic platforms, accept their responses, and pass them to a repository in real-time communication.

Re-KYC

Create editable PDFs with pre-filled details for customers to verify, insert identity proofs, and send to the bank digitally. Save money on paper forms, scanning, and mailing. The process was made simple!

Audit and Compliance

Follow up on emails to see if they were sent, bounced, or read. Keep track of conversations with specific customers for auditing purposes.

Simplify wealth statements with personalized videos

Create and offer personalized videos that illustrate complex wealth statements made up of various portfolio items in an easy-to-understand manner. Make interactive videos to enable customers to provide feedback and to clarify critical scenarios with detailed advisory reports.

FCI provides the following CCM use cases to transform and empower your Banking services:

Relationship Statements

Consolidated statements for various partnerships and goods, such as CASA, credit cards, DEMAT, Term Deposits, and loans, among others, to provide your customers with a complete picture of their financial situation.

On-demand Statements & Tax certificates

Deliver information to customers as soon as they ask for it, whether via a smartphone app or a web portal. Improve the speed at which complex documents like GST Statements, Interest certificate, Amortization schedules, and more are created and delivered.