



*Bringing*  
**HUMAN & AI**  
*Together*

# *Cognitive* **BANKING CX**

Progressive banks need laser-sharp focus on Customer Experience to thrive in the age of Financial Services Disruption.

BankBuddy cognitive banking platform helps you get closer to your customers with a Human+AI , 'friend-in-need' intuitive experience across Channels, Languages, Financial Journeys & Transactions.

**EMPOWERING YOU WITH ARTIFICIAL INTELLIGENCE  
FOR A BETTER BANKING EXPERIENCE**



**BankBuddy**



# Game CHANGER

Leveraging Deep Learning, Natural Language Processing, Computer Vision, Big Data, Recommendation System & Speech Technologies fused with our domain knowledge of working with hundreds of banks across 50 countries, we help financial institutions change:

## From legacy to latest channels

Embedded Financial services

## From reactive service provider to proactive advisor

Robo/AI based advisory

## From transactions to goal-based journeys

Personalized customer experience

## From silos to ecosystems

Open banking



## AUTOMATE

Vertical AI solutions to automate journeys across systems, processes, groups, departments, segments



## ANALYSE

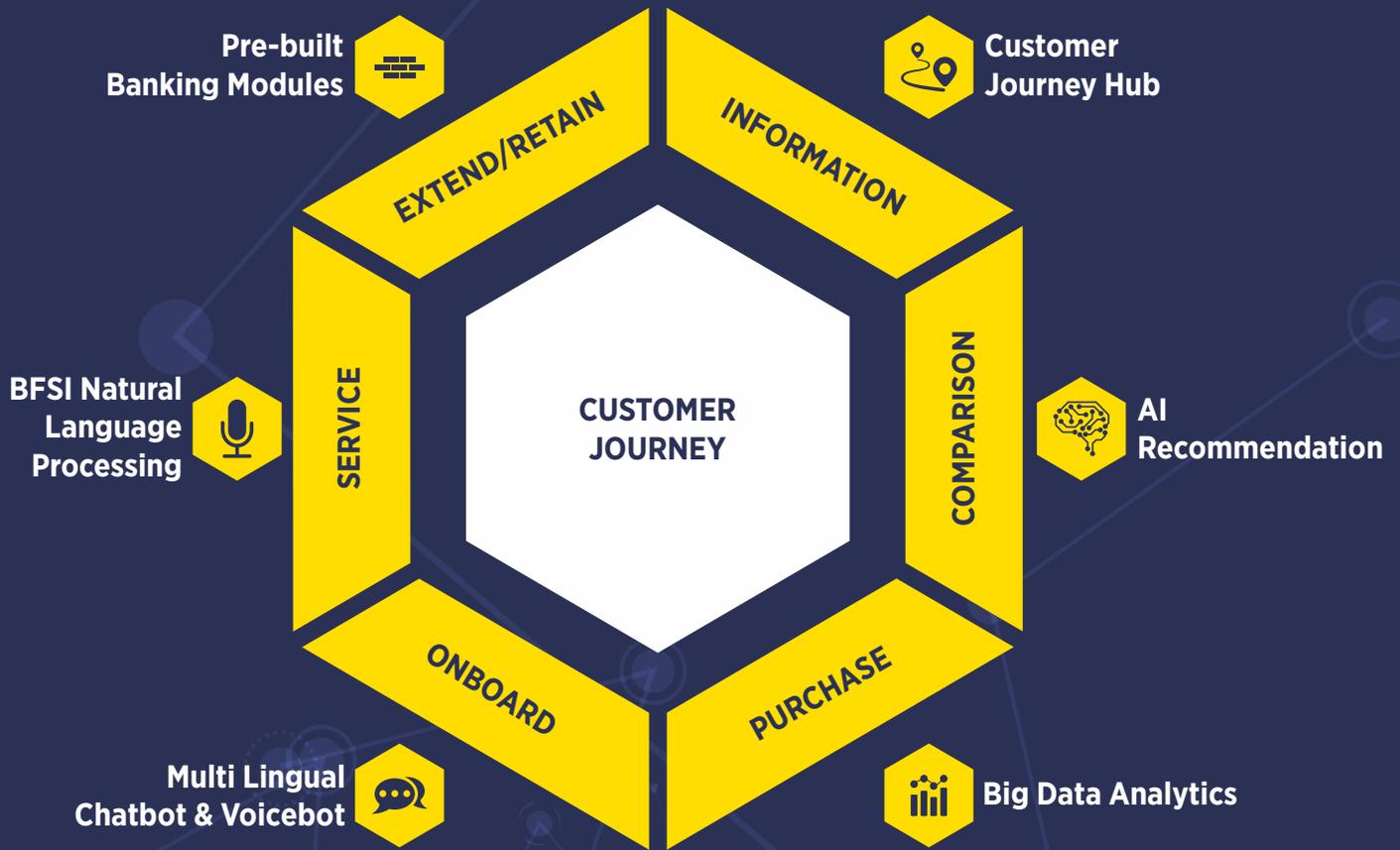
Cognitive Banking solutions to predict, recommend and optimize interactions



## ASSIST

Applied AI solutions using a judicious mix of human and machine interactions to assist stakeholders in effective task completion

# What YOU GET



Innovative Human+AI solutions to enhance the end-to-end customer experience to help you move the needle in a positive direction by providing :

## ENHANCED CX

BankBuddy delivers Intelligent & Dynamic customer journeys for proactive customer engagement based on intent, context and predictive data analytics with seamless Human handoff.

## UBIQUITOUS PRESENCE

Embedded banking in Mobile Apps, Internet Banking, Website, WhatsApp, Facebook Messenger, Google Assistant, Amazon Alexa and more.

## REVENUE UPLIFT

Personalisation at scale, product recommendations, advisory for next best action/product/content delivery to increase retention, renewal, cross-sell & upsell.

## EXTEND REACH & REDUCE COST TO SERVE

Leverage automated yet meaningful natural language conversations to foster a better relationship with prospects and customers at effective cost-to-serve.

# How We SERVE YOU

## SIMPLIFAI

We've done all the hard work to help you deploy secure, accurate and flexible Artificial Intelligence-powered solutions in weeks with pre-built AI Models, Domain NLP, Language Packs, Customer Journeys, Channel Integrations & Core Banking Adapters.

## BREAK THE SILOS

Whether it is Retail Banking, Investments, PFM, Cash Management, SME Banking, Trade Finance or more, we have solutions across banking sectors, so that no matter what your customers need, you have the means to serve them.

Our wide functional AI layer, enterprise wide data pipeline & models cohesively bring together legacy systems, products, departments and processes for seamless customer experience

## FUTURE PROOF

Managed service model with continuous updates to deploy & enrich your use case.  
Extendable AI infrastructure to add new models, journeys, languages, intelligence et al.

## INNOVATION PARTNER

Magical combination of design thinking, user experience, banking technology, customer experience & your business expertise to foster continuous co-innovation.

### RETAIL BANKING

Loans  
Deposit & Accounts  
Remittance  
Cards  
Cross Sell, Upsell,  
Churn, Offers

### CORPORATE BANKING

Cash Management  
SME Finance  
Treasury  
Product Recommendations

### INSURANCE

Health  
Motor  
Claims  
Cross Sell, Upsell

### INVESTMENT BANKING

Mutual Funds  
Securities  
Private Wealth  
Cross Sell, Upsell, Churn

# INNOVATIONS



## CARD REWARDS AND OFFERS

Voice & chat bot for credit card rewards and offer search and AI recommendations



## INSURANCE

Information and claims voice and chat bot

## AUTO ONBOARDING

Account opening bot with computer vision to prefill data from passport image



## PERSONAL FINANCE MANAGEMENT

Voice & chat bot for savings, Expense and investment management



## FINANCIAL INCLUSION

Multi-lingual voice bot for financial literacy and inclusion



## ACCOUNT SERVICES

Transaction processing bot with AI cross sell and up sell product recommendations

## RETAIL BANKING VOICE BOT

Google Assistant Voice bot to answer prospect queries with human



## REMITTANCE SERVICE

Multi-lingual Foreign Exchange remittance bot



## LOAN ORIGINATION

Loan origination with inline data check bot



## CASH MANAGEMENT

SMB cash and liquidity management bot with auto recommendations



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