

TCS Copilot for Retail Banking

TCS – Banking and Financial Services

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Elevate 3Es Efficiency (Productivity), Experience (Customer and Employee Experience) and Edge (Competitive Edge) with 'TCS Copilot for Retail Banking'

Business Challenge

As a Trusted Advisor to our Customers, TCS always has been in the fore front of defining and driving innovative ways to enable our customers with cutting edge technologies. With the current rapid change in AI and Gen AI technologies it has been inevitable to propose, address and infuse them within the industry specific business processes, in an appropriate manner. Innovation at TCS has addressed this challenge by putting in place copilots for industries and cross industries that propose disruption to their existing business value chains along with uplifted personas.

Overview of 'TCS Copilot for Retail Banking'

1. Four key functions covering Customer Acquisition, Customer Onboarding, Customer Services and Customer Engagement are defined and elaborated further depicting the potential role of AI and Gen AI.
2. They are further augmented with TCS recommended Use Cases that would have significant impact on the overall business. For Example: Use Cases like User Segmentation and Lead Score generation would have direct impact on Customer Acquisition.
3. Impact on the life of various Personas is elaborated with recommended Use Cases. For Example: Personal Banker Persona would be significantly uplifted in the areas of Customer Consultation, Credit & Lending, Investment Advice, Financial Planning and Cross Selling/Up Selling. In short, elevate personas while demonstrating and enabling "Job Displacement".
4. TCS Approach for assessing, advising, and implementing these Value Chains and Personas in an easy to comprehend step by step approach. Refer to *"TCS DAIS Framework for GenAI adoption" on Azure Marketplace.*
6. Tight integration with the TCS defined Responsible AI and its associated guardrails. Refer to *"TCS Responsible AI Assessment for Generative AI" on Azure Marketplace.*
7. Microsoft released Copilots for Github, M365, Power BI, FS, etc. can be integrated within the Copilots as appropriate.

Mentioned below are few of the benefits:

1. Readily comprehend the entire impact of AI within its Retail Banking Value Chain and various organizational personas, challenging and disrupting the current Status Quo.
2. Quickly identify the most impactful areas for its business, have a big vision and then implement it in step-by-step manner, leading to faster scaling.
3. Elevate 3Es Efficiency (Productivity), Experience (Customer and Employee Experience) and Edge Competitive Edge).

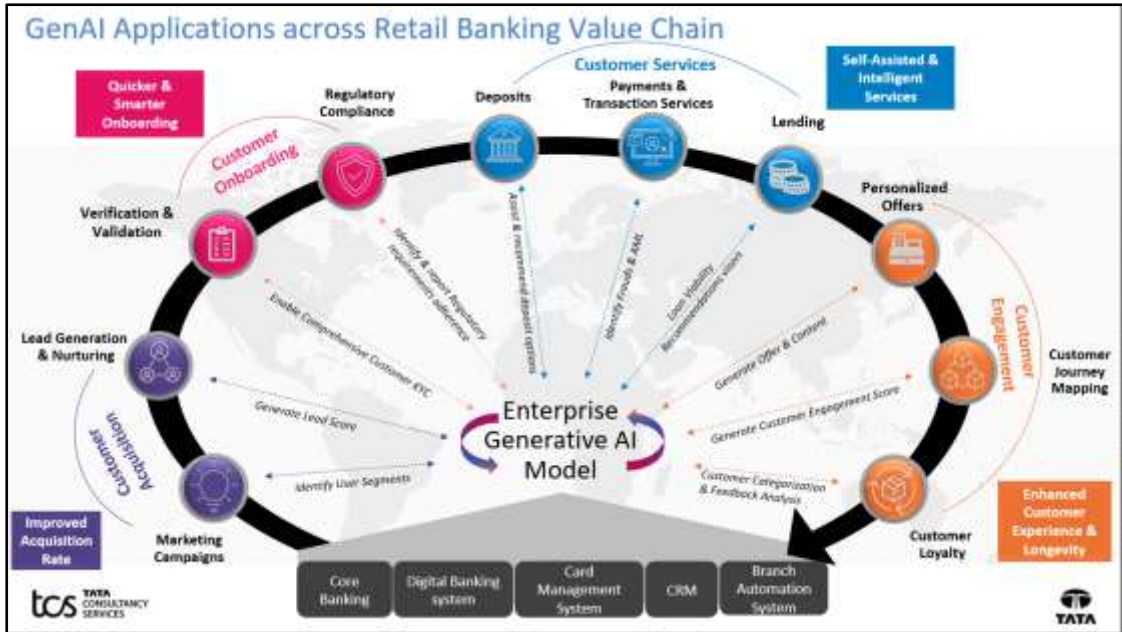


Figure 1 – Example of Retail Banking Value Chain with GenAI use cases

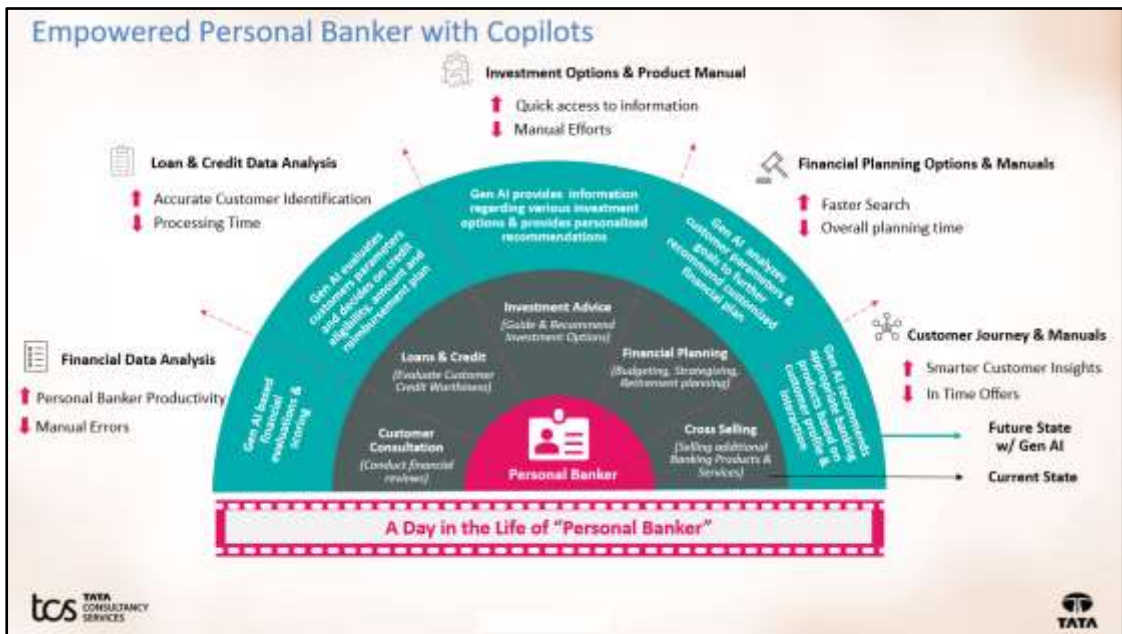


Figure 2 – Example of GenAI Use Cases for Persona: Personal Banker