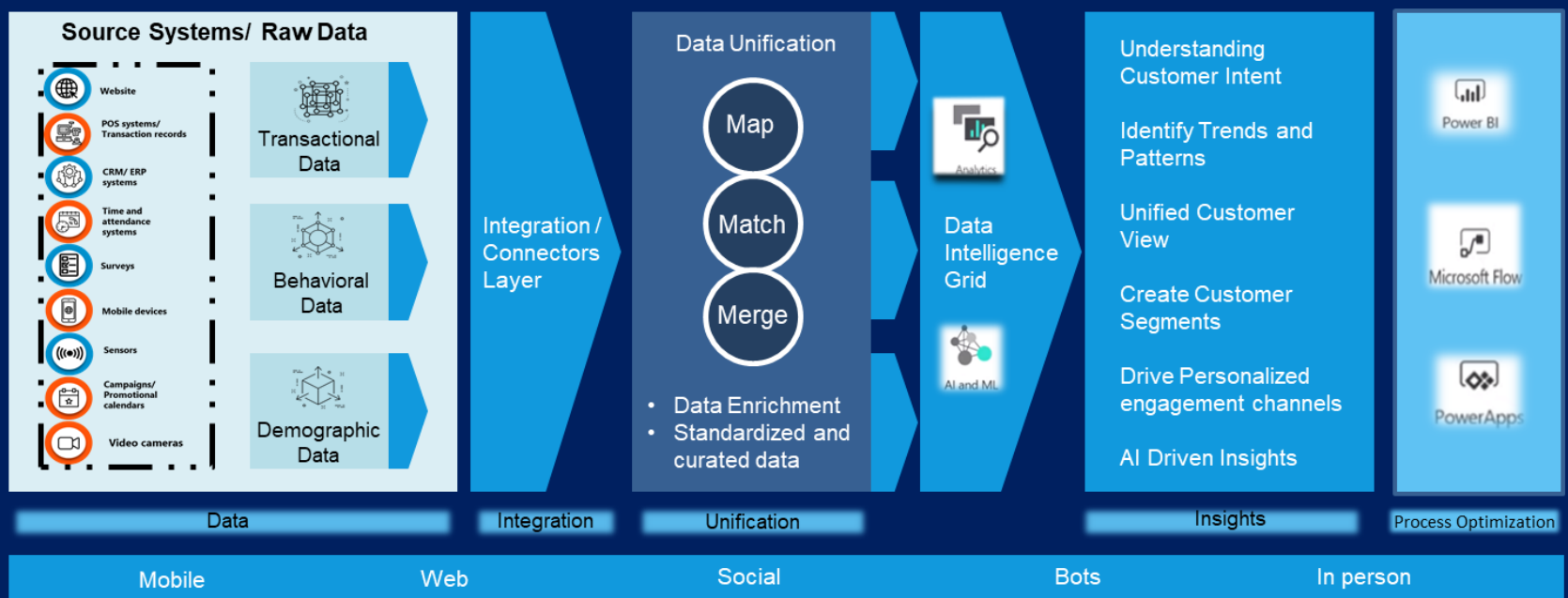


Infosys Solution for better Customer Insights for Banking

The Infosys Solution for better Customer Insights offers a Configurable, end-to-end banking solution, tailored to develop a single customer view, bringing together customer data from all disparate systems. They also need to leverage machine learning and deep learning tools to deliver financial solutions where, when and how the customer desires. It establishes a direct link between raw customer data and the creation of personalized experiences that drive stronger loyalty and better service. Infosys Solution comprises of Business Measures, Key AI based Insights, proven best practices. Infosys Solution enables customers achieve greater business value with Microsoft Dynamics 365.

The Infosys Solution for better Customer Insights offers solution components which helps banks with efficient marketing campaign, better cross-sell and upsell opportunities, enhances the customer loyalty, improves workforce productivity, greater customer satisfaction by personalizing experiences with a 360 -degree view of customers, predict customer intent with limitless analytics, drive meaningful actions with AI-powered insights

Infosys Insights Solution Approach



Transform with Infosys Insights



Engagement Approach

Initiate Due diligence

Data Unification

Insights Driven actions

Personalized Experiences

Data Identification

Consistent Customer Cross-References

Predictive and Prescriptive Analytics