



Banking & Financial Services Imperatives



Customer Focus

Delivering solutions that are customer focused & enable intuitive experience will be the key to engage with customer. e.g. Payment transformation ensuring security & least possible disruption will be the key



Operational Efficiency

Finding ways to optimize operational costs and drive efficiency without compromising on service will be the key driver to fund new digital initiatives. Leveraging AI, Cloud & driving reusability will be the key



Harnessing Data

Leveraging both transaction & behavior data at every customer touchpoint to derive insights real time would be key to engage with customer, predict frauds and adopt new business models



Solving Compliance Challenges

Ability to comply with regulations corresponding to customer data, housing of data, managing customer preferences, compliance to accessibility guidelines would continue to be topmost concern for banks & service providers

Services



Strategy & Design

Award winning & Industry standard research, customer journey mapping, design, digital assets creation & production



Compliance Management

Service to benchmark compliance, accelerators to implement compliance and ensure adherence proactively



Omnichannel Delivery

Proven & successful platform driven approach to Omnichannel experience delivery driving reuse



Digital Contact Center

Niche offering to reduce call center traffic and drive operational efficiency allowing banks & financial institutes to reduce costs



Intelligent Marketing

Multichannel campaign orchestration, digital analytics, AI based personalization and real-time journey measurement



Digital QA

Our framework driven functional & non-functional QA services to deliver code quality & coverage consistently



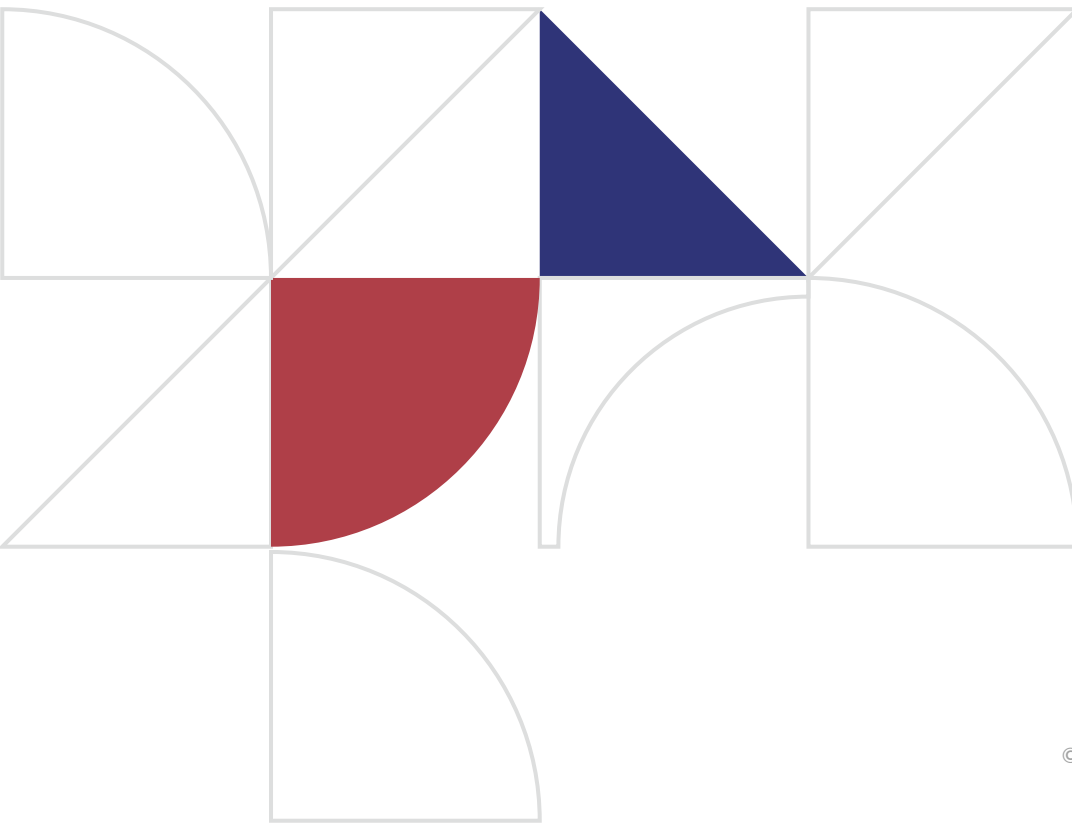
Conversational Self-service

AI & NLP based conversational platform to drive conversational self-service across channels



Digital Operations

Proactive management of digital applications, migrations, upgrade and technology adoption



Key Experiences

Your story and our language. Making Customer presence stronger everywhere!



Fortune 100 Financial Services Company

Experience led transformation with Digital Experience Platform (DXP)

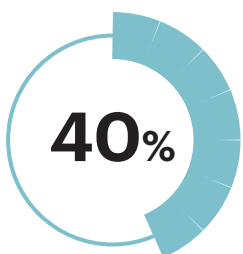
Top 5 financial technology service provider globally needed to ensure they provide a consistent brand experience across the board, improve customer engagement & self-service on digital over call center traffic, ensure 100% regulatory compliance and reduce operational costs

The key was to drive the transformation that eliminates pain points by focusing on customer-centricity & common reusable architecture

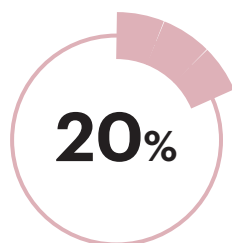
Vertically & horizontally scalable modular, decoupled, micro-frontend solution.

- A flexible, plug and play architecture enabling decoupled front end using micro-frontend architecture
- Architecture that can empower business and partner ecosystems by seamlessly adopting new acquisitions, expansion of business with partner ecosystems
- Platform with 106 reusable components, a customized low code solution that can host 400+ sites across brands & geographies
- Has modules that enables Marketing teams to reuse DXP components to build campaign / microsites
- Built in Omnichannel experience platform to enable Omnichannel experience and Self-service for Customers

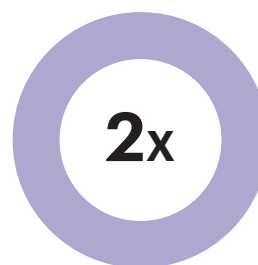
Business Impact



Improvement in Go-to-market timelines



Improvement in Y-o-Y Operational efficiency



Improvement in customer engagement



**Multinational Investment Bank
and Financial Services Holding Company**

Global Research & Delivery of Digital Design Standards

We developed a process that helps the client create consistent and customer-centric experiences across all areas of the digital landscape, on a global scale.

Our 9-year engagement with the bank has covered all aspects of the brands financial portfolio from retail, business, corporate, investment, wealth and private banking across 4 continents.

In the last 5 years we have been working closely with the client in pursuing a comprehensive redevelopment of its global consumer facing digital touchpoints including mobile, desktop, RM engagement and ATM.

Designing Engaging Experiences for the customers

Three days of research taking place in the UK and Hong Kong and one other rotating country (US, Canada, China or Mexico) every three weeks.

Throughout the programme we have been an integral part of the clients central Digital Design Standards group and have developed multiple assets for the client to help better understand their consumer (both internal and external) through a sustained and integrated workflow of:

- Stakeholder workshops
- Strategic visioning
- Corporate wide forums
- Customer journey mapping
- Consumer engagement (one-to-one, guerrilla, focus group, ethnographic etc)
- Persona generation

Business Impact



Delivery of Global design standards across 4 continents



Faster Go-to-market allowing bank to launch new services



Improvement in customer engagement

3 **Leading Banking Conglomerate from South Africa** Reimagined experience to drive digital on-boarding

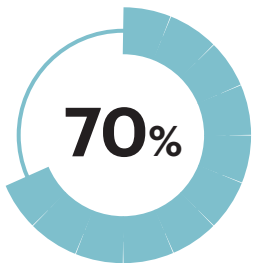
A large bank in Africa region with an aim to become #1 financial service provider in Africa region by providing consistent brand experience across country of operations

Intuitive, engaging & reimagined experience across customer segments. Personalized contents providing tailored information on digital channels throughout the journey with an objective to achieve 70% of on-boarding digitally

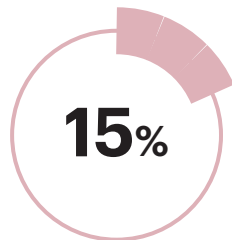
Platform based approach to build a decoupled and scalable solution.

- An end-to-end transformation program that is driven by providing personalized & contextual on-boarding experience to the customers throughout the journey
- Experience characterized by deep understanding of the customer journeys and expectations both outside-in and inside-out leveraging XD framework
- Building of digital platform on Adobe experience cloud solutions leveraging DEXA, which can be rolled out across bank's business units and geographies
- Multi-stage agile program focused on rolling out capabilities that are customer focused

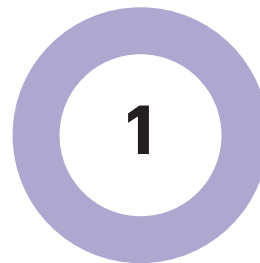
Business Impact



Digital Customer Onboarding



Y-o-Y Operational efficiency



Multi-country solution across region

zensar
An **RPG** Company

We conceptualize, build, and manage digital products through experience design, data engineering, and advanced analytics for over 130 leading companies. Our solutions leverage industry-leading platforms to help our clients be competitive, agile, and disruptive while moving with velocity through change and opportunity.

With headquarters in Pune, India, our 10,000+ associates work across 33 locations, including San Jose, Seattle, Princeton, Cape Town, London, Singapore, and Mexico City.

For more information please contact: velocity@zensar.com | www.zensar.com

