

Retail Banking

NBA for Retail Banking Powered By TCS Customer Knowledge Platform



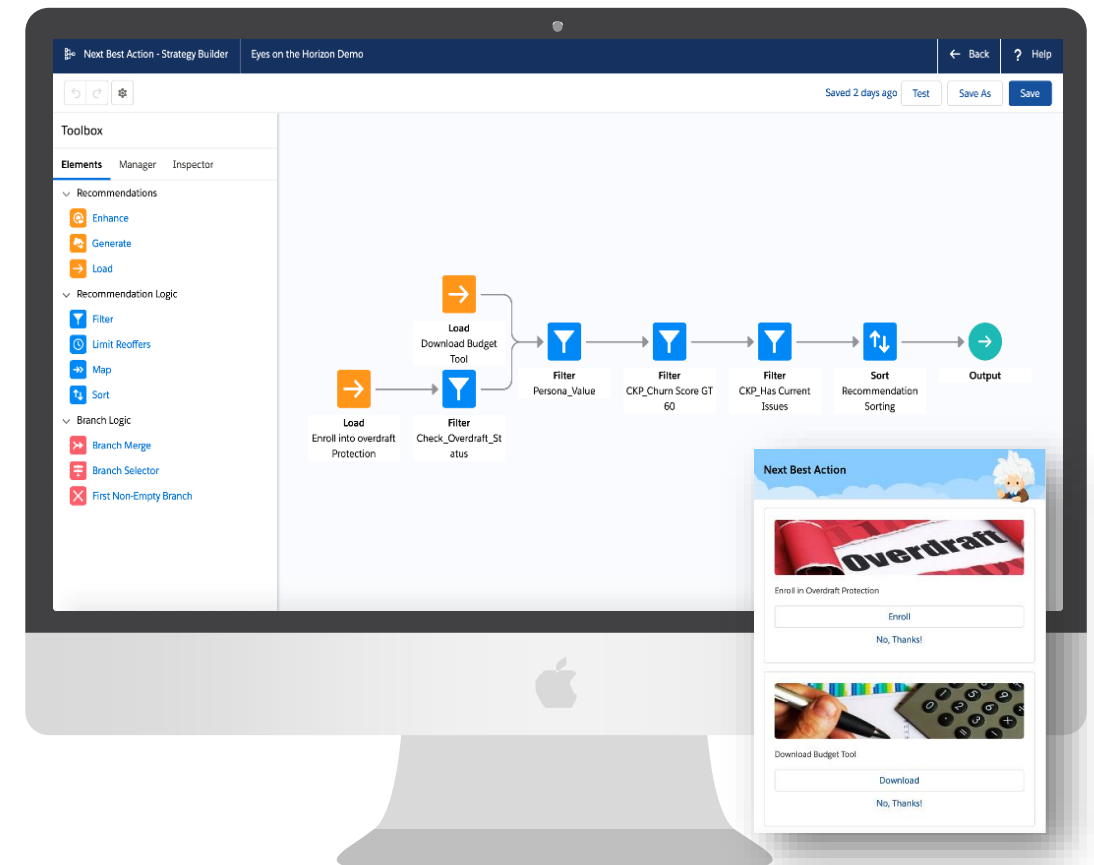
Overview

TCS NBA for Retail Banking leverages the proprietary and innovative data and insights from the TCS Banking/Financial Services Customer Knowledge Platform to power better offers and actions. Solution is designed to show Recommendations for retail banking based on the customer's Churn Score, which is maintained in TCS Customer Knowledge Platform(CKP).

Regions: Worldwide

Headquarters: Mumbai, Maharashtra, India

Website: www.tcs.com



Key Capabilities

- Next Best Action Strategy for Retail Banking that leverages powerful insights from TCS Customer Knowledge Platform to inform and guide the strategy flow. Recommendations that are personalized and based on the customer's persona and behavior.
- Personalized recommendations based on customer behavior, propensity to churn and recent credit card activities. Recommendations include options to download a budget tool, enroll in fraud or overdraft protection or activate global card usage.
- Visibility of recent Card Decline issues from CKP right on the Contact detail page.
- App generates the recommendations based on the CKP data directly without saving the data in Salesforce.

Contact Information

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Value Proposition

The TCS Next Best Action solution can address challenges like meeting customer expectations and customer retention by providing a consistent customer experience and by aligning the interests of the retail banking customer and the issues they may experience with the bank's business strategies.