



Mindtree

A Larsen & Toubro Group Company



Financial Engine for Wellbeing

Welcome to possible

Overview

Customer experience is undergoing a crisis, and now is the time to engage with your customers and help them in their financial wellbeing.

The pandemic has brought a unique opportunity to Banks and Financial Institutions (FI) in helping customers recover from crisis. The need for financial wellbeing is evergreen, and will last beyond the pandemic. This will drive long-term customer satisfaction and loyalty, in turn translating to revenue growth.

While Banks and Financial Institutions (FI) are already offering these capabilities through their existing digital channels, there is a need to introduce **EMPATHY as a unique differentiator**.



The Challenges

- **Individual customers and small business** are going through financial hardship
- Banks and Financial Institutions (FI) fail to provide proactive help, establish personalized interaction and engage customers.
- This results in higher **dissatisfaction, customer churn and declining CSAT**
- Banks and Financial Institutions (FI) are struggling to **promote new revenue stream and cross-sell / up-sell**



Solution Tenets



Mindtree's Financial Engine for Wellbeing (FEW) Platform:



The FEW platform provides a hyper-personalized video-based conversation, which enables a 360° view of customers' financial habit in real-time with actionable recommendations.

Key Benefits

- Instantly engage customers virtually driven by **empathy, customer need, financial behavior & preferences**
- Improving loyalty through **context driven customer experience**
- Navigate customers to their **next best action** optimizing financial wellbeing
- **Cloud based (SaaS)** smart solution helping customers in their financial wellbeing in a **hyper-personalized video** based conversation in real-time



Results

- **50% increase in digital engagement** through the **intelligent customer engagement solution** with **omnichannel** and remote capability
- Ability to navigate the customer to their **next best action**, thereby increasing the Customer Satisfaction (CSAT) by **90%**
- Increased savings resulting in **20% growth** in deposit and credit portfolio for **Banks and Financial Institutes**
- Helps FIs & banks catalyze digital-led growth with a **cloud-first approach**
- Increases predictability on **Cloud Operating Expense (OPEX)** and reduces volatility
- Accelerates **revenue growth** and **profitability** of **Banks and Financial Institutes** by **15-20%**

Are you prepared to take the next step towards ensuring the financial wellbeing of your customers? Experience a demo of Mindtree's Financial Engine for Wellbeing to give your customer the wow experience!

About Mindtree

Mindtree [NSE: MINDTREE] is a global technology consulting and services company, helping enterprises marry scale with agility to achieve competitive advantage. "Born digital," in 1999 and now a Larsen & Toubro Group Company, Mindtree applies its deep domain knowledge to 270 enterprise client engagements to break down silos, make sense of digital complexity and bring new initiatives to market faster. We enable IT to move at the speed of business, leveraging emerging technologies and the efficiencies of Continuous Delivery to spur business innovation. Operating in 24 countries across the world, we are consistently regarded as one of the best places to work, embodied every day by our winning culture made up of over 23,800 entrepreneurial, collaborative and dedicated "Mindtree Minds."