



DYNAMIC HYPER- PERSONALIZATION with Microsoft and Capgemini

Financial Services

A brave new world

How customers needs are changing



Banking anytime, anywhere

59% of customers expect to be able to transact and communicate with their service providers whenever, however, and wherever they need to. (Capgemini, 2021).



Well-being and sustainability

88% Of consumers want companies to help them improve their environmental and social footprint (Forbes, 2022).



Humanizing digital engagement

50% of customers think their banking relationships are neither emotionally connected nor well-integrated into their lifestyles (Capgemini, 2022).



Personalized digital experiences

65% of customers look for personalized product offering, and advisory services enabled by digital channels (Accenture, 2022).

New Imperatives in Connecting with Customers

Where Microsoft is working with financial institutions

ENGAGEMENT



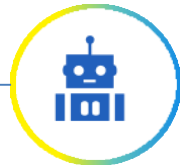
Secure, low friction **authentication** via all channels



'**Remote advice**' – connecting relationship managers, private bankers, loan officers, agents and advisors with customers in a low friction compliant way.



Modern **omnichannel contact center capabilities & telephony**



Rich **self-service capabilities** via digital channels.



Service **optimization on mobile and internet banking channels**

INSIGHTS



Customer **insights supporting highly personalized** experiences. Dynamic feedback to relationship managers, contact center staff & others to enhance customer experience.



Hyper-Personalization: A segment of one

Personalized digital experiences

65% of customers look for personalized product offering, and advisory services enabled by digital channels*

Today: How FSI's personalize

SEGMENT OF MANY

Customer data and analytics, single point in time

High Level Customer Segmentation:		
Small Business	Mass Market	Mass Affluent
Next Best Offer		
Product Relationships		
Multi-product	Single-product	Engagement
Channel Preference		
Contact Center	Advisor	Branch/Online
Data Sources		
Internal Data	Siloed by LOB	Transactional

Hypersonalization

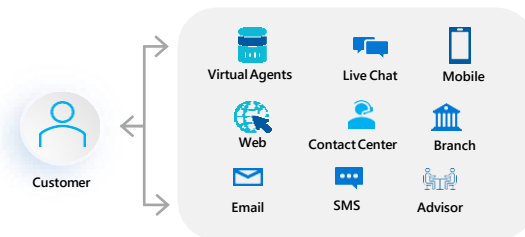
SEGMENT OF ONE

Real-time data, 1st party and 3rd party data, machine learning / AI

You Know me



My interactions with you matter



How is it different:

HYPER PERSONALIZATION PROVIDES...

- **Machine learning algorithms that monitors user's content reaction** and reports a reward score back to the Personalizer service
- **Personalized options** based on past engagements with customer to enhance customer experience and increase wallet share
- **Extract relationships** from data using Knowledge graph and derive features for use in AI models
- **Personalized relevant promotions** and offers
- **Surprise and delight moments** that support **recognition and engagement** of long-term quality relationships
- **Flexible "rails"** to test and experiment mapping segments and list of options/offers
- **Multi-channel tests** that drive customer engagement

Hypersonalization provides smarter solutions to evolve customers into more profitable relationships based upon their individual needs and lifecycle stage.

Hyper-Personalization: From a Customer's POV



Customer View of Personalization

Right Time

Customers needs and wants evolve quite significantly over time based on socio-geo-demographic attributes, tastes, life experiences, influence networks, risk appetites, life events, etc.

Right Product

It is important to understand what products or product features are important to customers. In addition to simply understanding preferences, we need to assess how important they are to buying or attrition decisions.

Right Price

Finally, it is critical to price both products as well as features in a way that reflects the cost, as well the desirability of features in question. In the end, different customers different values on the same features

BUSINESS DRIVERS FOR HYPER PERSONALIZATION

Deliver seamless engagement experience across all channels in different banking areas like Contact center, Collections and Marketing to existing customers

BUSINESS DRIVERS

1. Expand wallet-share of customer by personalized cross sell/upsell offers - bank guarantee, short- and long-term credit, short- and long-term lease, etc.
2. Increase offer take-up rate by personalized recommendations
3. Enhanced customer satisfaction with personalized engagement across all self-service channels
4. Maximize Contact and Collections Center's resources with efficient self-serve options
5. Deepen customer relationship with proactive debt restructure options

CALL TO ACTION

1. Existing customer is valuable and easier to sell to than acquiring new customers. **Increase PPC**
2. Every customer **engagement** is to be **maximized** as a selling opportunity
3. Most of these engagements on chatbot, website help, mobile apps. **Centralize intelligence**
4. Become lead generator to related products and **provide better customer experience**

SOLUTION OVERVIEW

Acquire customer data from different sources, optimize aspects such as customer segmentation, product ranking and customer churn prediction using industry data models, semantic web technology and reinforcement learning algorithms.

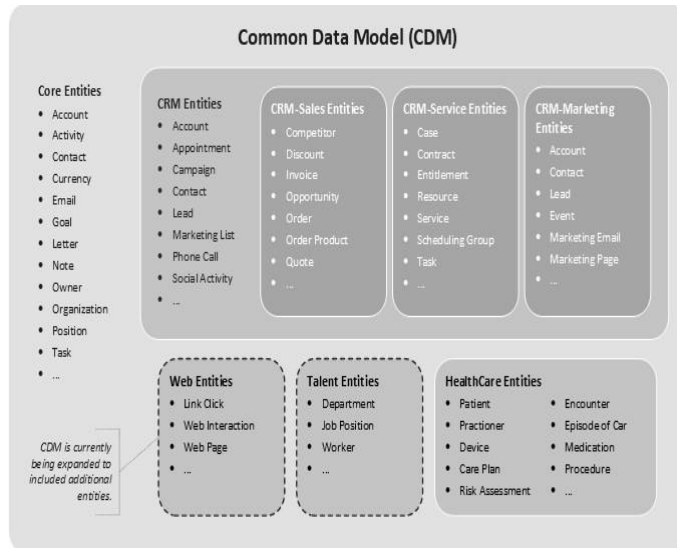
QUICKSTART WITH MICROSOFT COMMON DATA MODEL

A leader in large-scale, industry-specific data models covering multiple industry segments Drive multiple use cases

Bureau Data

Product Relationships

Customer Engagement



Demographics

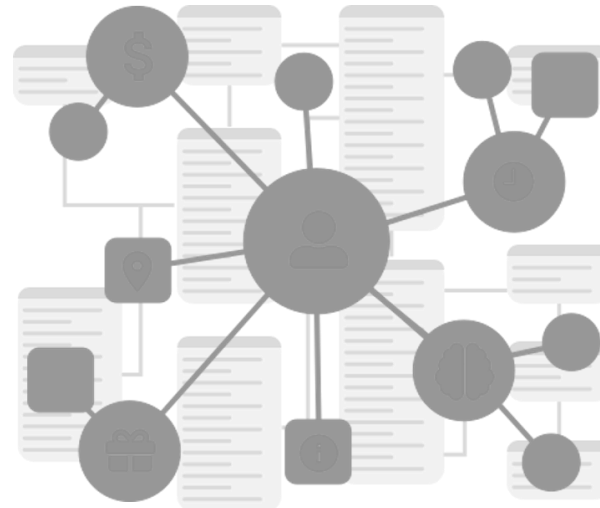
Product Transactions

Products

UNCOVER THE HIDDEN RELATIONSHIPS USING SEMANTIC GRAPH

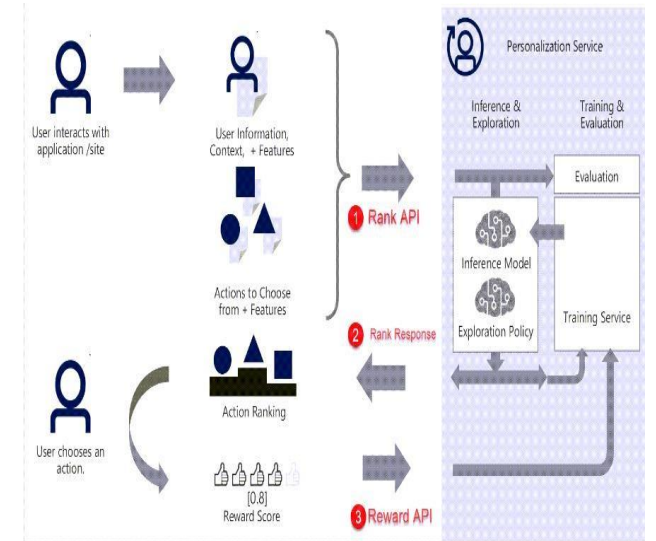
Virtual Semantic Layer over existing data sources, Business entities with hierarchies & relationships

No Data Copy Required



CONTEXTUALIZE RECOMMENDATIONS USING PERSONALIZER

Monitors user's content reaction and reports a reward score back to the Personalizer service Select the best item (action) based on collective behavior and reward scores across all users



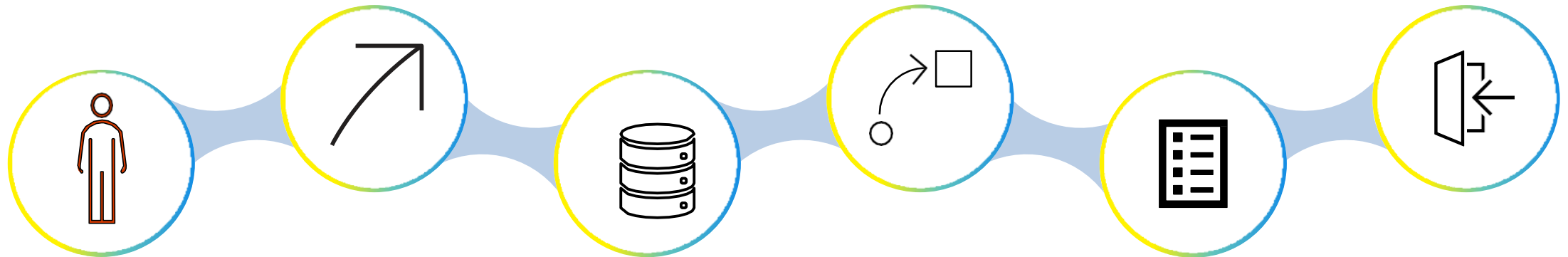
Unique value proposition

Extract relationships

from data using Knowledge graph and derive features for use in AI models

Ability to **test and experiment** mapping segments and list of options/offers – A/B testing

QuickStart project with Microsoft industry models. **Reduce time to implement** solution



Personalized options based on past engagements with customer to enhance customer experience and increase wallet share

Reuse infrastructure for multiple areas – **Cross selling, Debt Restructure** and Dynamic menus for IVR/chatbots

Calculate features using Semantic SQL by **abstracting the underlying complexities** from the user in data from disparate systems

Microsoft & Capgemini Hyper-Personalization

Creating a fintech-like customer experience to drive better business outcomes (i.e., present highly relevant content and offers)



Leading Cloud partner for Financial Services customers globally with extensive cloud certifications.

Estimate 100+ banks running production core banking on Azure.

Extensive range of financial services ISV partners offering Azure-based services.

Expanding Cloud for FSI capabilities.

Dedicated Financial Services 'Service Line' Consulting capability. Cloud architectures to meet FSI resilience and security requirements.

Capgemini offers innovative Financial Services solutions and accelerators aligned with Microsoft Industry Priority scenarios.

Proven successes at leading Banks with transformative solutions on Azure.

Ecosystem Driven - Partnered with industry specialist providers

Capgemini is committed to focus on bringing accelerated innovation and business transformation as an early adopter and launch partner for Microsoft Cloud for Financial Services.

Together providing services from envision to build to run Hypersonalization for Financial Services

