

# Wipro

## Data Discovery Platform

<https://www.wipro.com/analytics/data-discovery-platform/>



# The New-age Retail Banking Industry

Retail banking has evolved from merely being digital to now being intelligent, with AI infused across the process chain. In tandem with customer expectations and industry evolution, retail banks have technology as a core, to drive meaningful, inclusive and hyper-personalized experiences for their customers.



## CHALLENGES

Increased competition, low customer stickiness, bleeding costs, low returns on marketing spends are some of the pertinent challenges that the current retail banking industry is grappling with

## IDEAL SOLUTION

Enables a transformation to intelligent banking by facilitating a 360 degree view for their customers, so the right products can be served to the right audience, while reducing operational cost leakages and improving the end consumers' experience and satisfaction

## DESIRED OUTCOMES

Modular, pointed apps to address the pain points, while ensuring the flexibility and scalability to meet the growing and fluctuating needs of a data driven bank



# Intelligent Banking

## Data Discovery Platform

The Intelligent Banking apps on Data Discovery platform are specifically designed to address the intrinsic challenges that are prevalent in the retail banking industry, using a robust approach that involves infusing AI with strong domain understanding.

### KEY SOLUTION FEATURES

- ML-based customer segmentation to provide flexible, personalized offers
- Manage marketing campaigns better
- Early risk and fraud detection for loans and claims to prevent cost leakage
- Predict withdrawing customers and take timely measures

### SOLUTION BENEFITS

- Enable an insight-driven enterprise
- Faster time to market
- Reduced TCO
- Increased “analytical throughput”

### MICROSOFT INTEGRATION BENEFIT

- End to end analytical technology stack
- Out-of-the-box cognitive APIs
- Scalability and ease of integration

# Intelligent banking powered by Data Discovery Platform built on Microsoft Azure



## Customer Segmentation

Helps segment customers into homogeneous groups and provide flexible market offerings suitable for customer needs

## Campaign Response Model

Identifies highly responsive customers for any new campaign and enables a foresight driven targeting strategy to improve returns on marketing spends

## Claims Settlement Analytics

Provides a holistic analytical view of the claims process chain from new claim intimation to claim settlement and loss ratio, and identifies avenues for improving operational efficiency

## Silent Attrition

Provides foresight into possible churn from high value segments help proactive retention

## NPS Analytics Survey

Enabling effective strategies for product and rider designs based on in-depth analysis of customer survey responses

## Loan Default Model

Cash flow analysis based identification of customer segments who have a higher propensity for loan recovery, leading to cost optimization

# Intelligent Banking powered by Wipro's Data Discovery Platform

Ask a question via email: [gtm-ps@wipro365.onmicrosoft.com](mailto:gtm-ps@wipro365.onmicrosoft.com)

Learn more: <https://www.wipro.com/analytics/data-discovery-platform/>

