

AXXIOME DIGITAL CUSTOMER SERVICE

An experience you can bank on

Research has found that it takes about 12 positive customer experiences to make up for one unresolved negative experience. News of bad customer service spreads faster and wider than good customer service. More than 50% of customers are willing to consider alternate banks for better customer experience. Such statistics are rather alarming for banks.

In an era marked by strong competition and commoditization of banking products, customer service can serve as one of the key differentiators for banks. Positive customer experiences translate into customer trust, loyalty and increased revenue for banks. Axxiome Digital Customer Service is designed for banks to deliver seamless customer service in every banking transaction across channels.

ABOUT AXXIOME DIGITAL:

Axxiome Digital is a digital platform designed to purposefully transform financial institutions into customer-centric and future-ready digital enterprises. The platform supplements the existing technology landscape with ready-to-use omni-channel solutions and UIs, out-of-the-box banking processes, and digital widgets that ensure seamless operations and superior experiences in every customer interaction across devices and channels.

ABOUT AXXIOME DIGITAL CUSTOMER SERVICE:



Axxiome Digital Customer Service is a predefined functional module for financial institutions, which enables every customer facing employee – within the branch, in the back-office, or across user channels - to deliver simplified, quick and unique customer experiences. The product leverages the power of the overarching omni-channel platform, Axxiome Digital, to empower banks to:

- ✓ Gain 360 degree views of customers that enable employees to provide sound financial advice
- ✓ Renew the role of the branch to be the go-to place for advisors and relationship managers to provide valuable customer service
- ✓ Enable bank employees to go beyond the branch and serve customers at their preferred location
- ✓ Quickly resolve customer complaints through any channel
- ✓ Deliver customer service in multiple languages



Axxiome Digital is designed for financial institutions to embrace the digital challenges they face today

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Solution Overview



SOLUTION HIGHLIGHTS:

- CUSTOMER 360 VIEW:** Consolidates data from across sources to provide bank employees a 360 degree view of customers that include demographics, transaction history, product & service subscriptions, among other key attributes, allowing bank employees to provide great customer service
- CHANNEL SOLUTIONS FOR SALES:** Provides channel solutions and UIs that can be readily implemented into the devices of the sales teams. The solution is integrated to the back-end and provides mobility to sales teams to deliver positive customer experiences outside the branch
- INDUSTRY-STANDARD PROCESSES:** Includes a huge set of industry-standard processes that span customer & accounts, product origination, loans services, collateral management, and corporate banking readily available across channels. It reduces manual tasks, promotes standardization and automation, and thereby allows the banks to create positive customer experiences

CUSTOMER JOURNEY VIEWS: Leverages omni-channel capabilities of Axxiome Digital to provide views into customer journeys across channels and devices. Enables bank employees to view customers' past steps or actions in the event any support is required and assist the customer in completing the transaction.

PROCESS EFFICIENCY: Combines a powerful Business Process Management engine (BPMN2 standard) and Business Rules Management for standardization, automation and centralised management of processes & workflows, which improves process simplicity and efficiency in customer service.

ROBUST PLATFORM: Provides a platform designed for banks to deliver secure, reliable and 24/7 customer service for many years to come. The platform also integrates with back-end, 3rd party systems such as credit bureau and address validation, peripheral devices, among others and presents a robust platform for the bank to provide great customer service across channels.

LOANS SERVICES AND COLLATERAL MANAGEMENT: Contains functionalities to support end-to-end management of loans, including origination, credit bureau integration, decisioning, disbursement and loan management & servicing. Enables banks to manage collaterals associated with lending

CORPORATE BANKING: Provides the interface and functionalities that support corporate banking functions, including account origination, account management, and lines of credit

Axxiome Digital Customer Service – Overview of benefits

