DATAMATICS
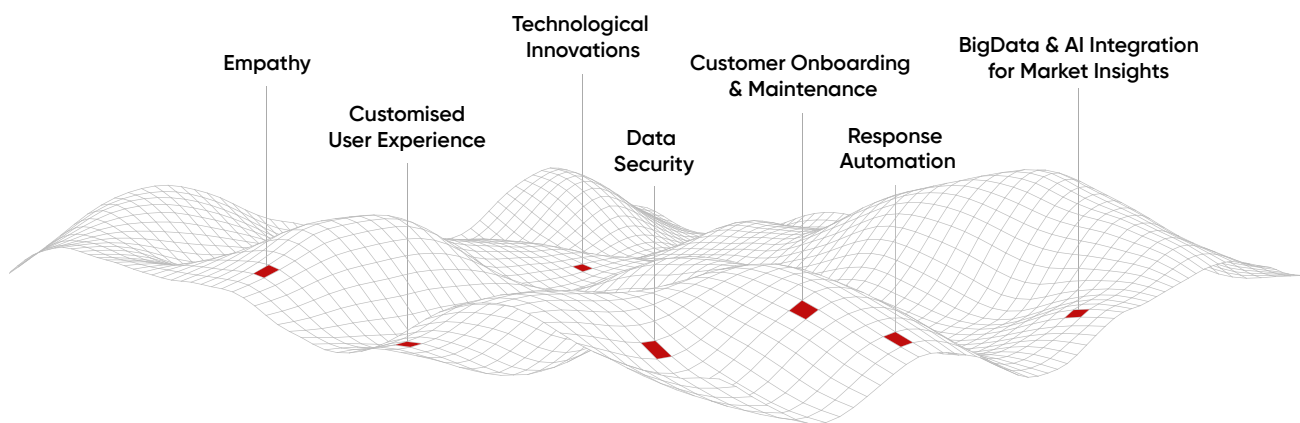
CUSTOMER MANAGEMENT SOLUTIONS FOR FINTECH

The global Fintech market, with a valuation of $7 trillion and annual revenues to the tune of $110 bn, is projected to multiply 7x by 2030 at a CAGR of 23%. Driving innovation with emerging technologies will remain the core strength of Fintech companies. However, these innovations in frictionless product experiences will have to be supplemented with seamless experiences in customer engagement. Focusing exclusively on tech-driven services can put Fintech businesses at risk as a vast majority of consumers still crave the human touch. It comes a full circle, where such customer services representative need to have access to agile consumer insights, intelligent dashboards and prescriptive analytics to enhance their conversations.

Datamatics with its deep understanding of Customer Management and expertise in technology has been at the forefront of this CX revolution. We understand the customer's need of having superior and consistent experiences across the entire Customer Journey Cycle. By leveraging Omni-Channel Support, Multi Lingual Capabilities, digital interventions along with our Robotic Process Automation (RPA) and AI/ML driven automations at each stage, we offer solutions much-beyond conventional Contact Center Services. Our expertise in research, analytics and consumer insights ensures that we are transforming contact centres to insight-generating consumer engagement centres where service efficiencies are a given. The true value is in fortifying our customer service representative with omnichannel customer intelligence (including social media) and data-driven analytics for next best actions.

WHAT A GOOD CMS MODEL FOR FINTECH SHOULD ENTAIL

Empathy

Customised
User Experience

Technological
Innovations

Data
Security

Customer Onboarding
& Maintenance

Response
Automation

BigData & AI Integration
for Market Insights

DATAMATICS OFFERINGS

Automated Data Management

Application Development

Process & Digital Consulting

Increased customer context through **real-time Data Access** (transaction history, complaints, pending payments, offers availed)

Truly **Omnichannel** through integrated & consistent customer service

Intuitive & Interactive **DIY Apps** for increased UX/CX

Conversational AI Chatbots for repeatable tasks

Lead-Gen (MQLs/SQLs) and Campaign Analytics

Workflow automations across account opening, KYC and service requests

Retaining the human touch: **24/7 multilingual support** through 'brand evangelists'

Risk (credit worthiness) & Fraud Analytics

Customer Lifetime Value (CLV),CSat/NPS **Analytics**

DIGITAL

DOMAIN

DATA

Omnichannel Support

Query & Complaint Resolution

Billing & Payment Procedures

BI Dashboards

VoC Monitoring with Speech-to-Text Analytics

Video Monitoring

BUSINESS IMPACT

1. Omnichannel Support and Single source of Truth approach for a leading Fintech player in Singapore
Established an Omnichannel platform helmed by cross-trained agents across channels aided by omni-routing, access to customer timeline, real-time reporting and drill-down dashboards. With better customer context and a 'single view across all transactions & mediums', our agents were able to respond (and not just react) by being more proactive, faster and insightful. Key business impact in the form of **33% reduction in callbacks** from customers and **Turnaround Times (TAT)** for all customer support **reduced by 42%.**

2. Process Automation & Omnichannel CX for a leading German Investment Bank
Delivered a **seamless, omnichannel customer experience** to streamline **Trade Finance Process** through intelligent automation & RPA. This was further supported with a highly qualified and trained team of Customer Service and Technical Service Reps (CSRs and TSRs). Consolidated each of the multi-channel touch points into a fully-integrated channel agnostic helpdesk. Consolidated each of the multi-channel touch points into a fully-integrated channel agnostic helpdesk. **First Contact Resolution (FCR)** increased from 62% to 91%. **Reduced business process cycle time** from **7 days** to **5.5 days.**

3. Insight-driven and Recommendation-engine based Next-best actions for agents for a Wealth Management Fintech
Reduced **TAT (Turnaround Time) by 32%** and **TCO (Total Cost of Operations) by 24%** through a highly agile recommendation engine & dashboards to enhance customer conversations. Tracking the entire customer journey so that the agent could gain a 360-degree view of the customer. Integration with all other platforms and tools already in use so agents did not have to jump between tools to answer queries. Offering a simple, intuitive User Interface that provides the customer's details and history, allows agents to perform transactions and ultimately solve the issue within a single dashboard. Significant impact on CX, also witnessed through higher proportion of topline revenues through cross-sell.

4. Cryptocurrency wallet & Advanced Technical Helpdesk for World's Leading Binary Trading Company
Automatic payment settlement and information on **real-time value of Bitcoins invested** through which the client was able to gain **actionable insights.** Transactions worth **2 million USD every month** with **multi-factor authentication for high level of security** and **Inbuilt monitoring** for all transactions. This was layered with a very advanced level of technical helpdesk handling the entire range ofL1, L2 and L3 queries.

5. Frictionless UX/UI supported by highly engaged customer service for a leading financial services company for rural consumers
Capitalized on 80% of lost opportunities and helped **over 500,000 families** from timely loans by **developing a UX/UI and feature rich app** and minimum app size, thus encouraging higher number of installations. Closely supported by an evolved customer service team focused on educating about the product & services across all the touchpoints. This allowed the firm to extend their business to make a strong impact beyond employment generation.

6. Highly responsive mobile apps, web apps and Omnichannel Customer Service for an Indian Financial Institution
Increased market penetration with over **1 million downloads** and an **increased rating from 3.6 to 4.3** on Play Store in **less than 8 months.** Features like **Multi linguistic** and **3D Touchpoints** offered a hassle free and seamless customer experience. This was further strengthened by an Omnichannel customer service team focused on providing consistent experiences & razor sharp focus on problem solving.

7. Integrated App & proactive CSRs and TSRs leading to higher engagement levels for a Leading Provider of Expense Management Solutions
Reduced AWS cloud operating cost **by 20%** for by creating an interactive app integrated with banks, auto-payments, bill planner, split payments and interactive charts and expense reports. Over **2.5+ Million Users** and **4.1 out of 5 stars** on AppStore and ranked **#1 Hyper-personal Finance App** in 22 countries. ` The CSR and TSR teams involved were also entrusted with customer surveys around usage patterns and feature updates

ABOUT DATAMATICS

Datamatics enables enterprises to go Deep in Digital to boost their productivity, customer experience, and competitive advantage. Datamatics' portfolio spans across three pillars of Digital Technologies, Digital Operations, and Digital Experiences. It has established products in Intelligent Document Processing, Robotic Process Automation, AI/ML models, Smart Workflows, Business Intelligence, and Automatic Fare Collection.

Datamatics caters to a diverse global clientele across Banking, Financial Services, Insurance, Healthcare, Manufacturing, International Organizations, and Media & Publishing. The Company has a presence across four continents with significant delivery centers in the USA, India, and the Philippines. To learn more about Datamatics, visit www.datamatics.com

Domain
- Omnichannel Support
- Connected Data Platforms
- Industry & Product Experts

Digital
- Intelligent Data Transformation
- AI/ML driven Data Pattern Mining
- BI Dashboards
- Robotic Process Automation

Data
- Richer Candidate Profiling
- Data Science/ Data Modelling
- Speech, text & Behavioural Analytics

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