

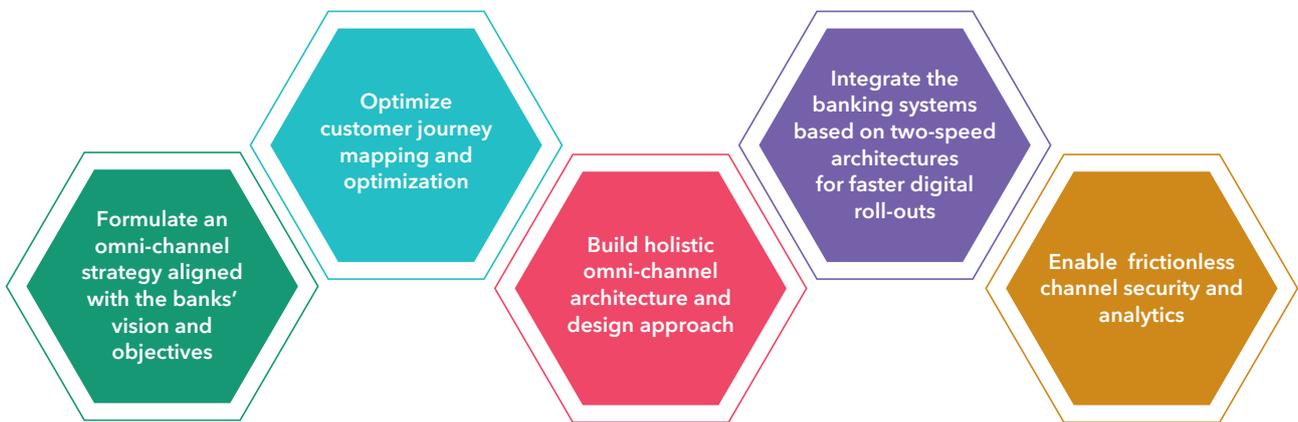


# Omni-channel Banking

Banks have evolved from a brick and mortar based distribution system to multi-channel set-up. Providing a consistent brand experience across various touch points is critical to effectively engage customers in today's omni-channel environment. It requires a sharp focus on channel strategy to enable transactions and interactions on the right channels.

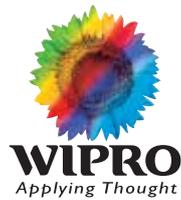
## How Wipro helps

Wipro's omni-channel banking solution propels banks forward in their digital transformation journey by helping:



We provide scale, acceleration, and maturity of process to our banking customers looking to embark on their channel transformation journey. We bring to the table strategic alliances with some of the leading FinTech players in the banking omni-channel space and consistently evaluate new products and solutions available in the market.

In addition, our ready-to-implement frameworks for omni-channel implementation includes digital account opening, real-time customer verification using digital ID and biometrics, and actionable alerts on wearables. These help accelerate solution implementations.



## About Wipro

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Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading information technology, consulting and business process services company that delivers solutions to enable its clients do business better. Wipro delivers winning business outcomes through its deep industry experience and a 360 degree view of "Business through Technology." By combining digital strategy, customer centric design, advanced analytics and product engineering approach, Wipro helps its clients create successful and adaptive businesses. A company recognized globally for its comprehensive portfolio of services, strong commitment to sustainability and good corporate citizenship, Wipro has a dedicated workforce of over 170,000, serving clients across 6 continents. For more information, please visit [wipro.com](http://wipro.com) or write to us at [info@wipro.com](mailto:info@wipro.com)

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