

Wipro's Customer Onboarding Digitization Solution

Customer-Centric, Operationally Efficient and Immersive Onboarding Experience



To ensure the best customer experience, maximize retention bring in operational effectiveness and increase wallet-share through cross-sell and up-sell of services as financial organizations are paying more attention to their customer onboarding processes.

Major Challenges

- ▶ Inability to get a holistic view of operational and other data
- ▶ Client gets frustrated when same document is asked for two different products
- ▶ Manual operations, multiple handovers of documents, and process execution in silos
- ▶ Onboarding is still product-centric and not customer-centric
- ▶ Delays in compliance checks and risk assessment. More than 70% of the firms lack cross-reference to link clients, accounts and respective documents
- ▶ More than 30% of the firms have lots of paper-driven processing and manual workaround

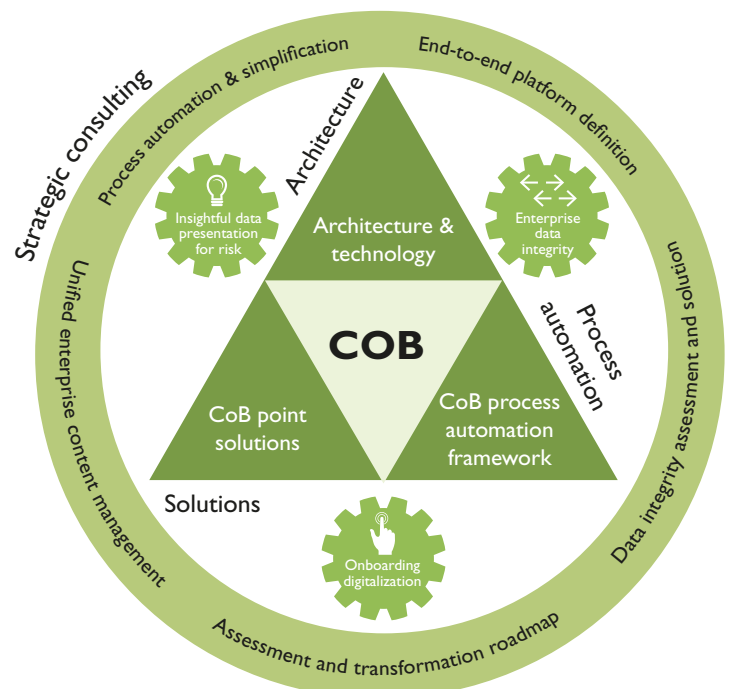
- » **AI Automation** for configurable compliance checks, sanction checks, PEP, Legal and insight driven risk assessment
- » **Next-Best-Action capability** to sell customer value with customer insights.
- » **Operationally effective onboarding** from months to minutes using **business process digitization**

The Solution

Wipro's Customer Onboarding Digitization solution framework has an innovative model of merging multi-channel capabilities, customer insights, smarter and faster risk management, through semantic data extraction (from financial statements, shareholdings, transactions, their market presence, etc.), robotic customer engagement, social data extraction and context generation. The solution framework is designed to build customized offerings, by stitching together point solutions relevant to the financial organization.

The Solution addresses the above challenges and takes the onboarding process to the next level of robotic customer engagement with specialized offerings for:

- » Automated **immersive origination** with **no** physical paper work



Elaboration of solutions through Wipro's industry experience is defined in **Point Solutions catalog. The Process Automation Framework** consists of customizable processes with design patterns for automation and compliance configurations. Variants of technology and platform implementations (on IBM, Oracle, open source, etc.) are addressed through **Architecture and Technology**.

Our Approach

Wipro follows “**Digital Customer Journey Definition First**” approach through an iterative methodology of architecture and implementation aligned to the organizational strategy. **Wipro's a-BPD (Approach-Business Process Digitization) methodology** helps organizations to reimagine business processes, enable digital experience and bring operational effectiveness through end-to-end business process digitization. The approach to digitization takes care of both inside-out and outside-in perspectives by defining a customer's digital journey roadmap and execution plan, process mining and simplification, and enabling automated decision-making.

Why Wipro?



Unique Pattern based design approach creating **shared components for an integrated customer journey across asset classes**



Maximum Automation assured with our COB Continuous Automation Methodology



Faster Modernization of COB with our point solutions and process automation framework



Monitor, measure and improve COB with Wipro's point solutions for **continuous improvement of COB**



Unique compliance linking and managing methodology to **absorb new regulatory changes easily**



Quick visibility to risk through Wipro's integrated data solution to **reduce COB turn-around time**



Automation in data extraction from PDFs, microsites, public sites, structured and unstructured messages for intelligence and **detailed Customer Insights**

Success Stories

Onboarding automation at a bank in Asia-Pacific

“ Achievement of ~45% growth of Auto Loans and ~25% growth of Credit Card Loans through digitization of Onboarding process

Credit card onboarding process analysis & design in a fortune 500 bank in UK

“ Faster onboarding and better customer experience through automation and data integration

Client onboarding engagement in US

“ Achievement of a shortened onboarding lifecycle with a scalable and automated Client onboarding platform

For more information, please visit www.wipro.com/ces or email info@wipro.com

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