



AI-Driven Process Intelligence in Retail Banking.

Harnessing AI to Revolutionize Retail Banking through
Advanced Process Intelligence



As the landscape of Retail Banking continues to evolve, the integration of Artificial Intelligence (AI) stands out as a transformative force. Among the myriad of potential applications, we have pinpointed three AI-driven solutions that promise not only rapid implementation but also immediate value creation.

1 Improve the branch experience:

Even in this digital age, the unique personal interaction offered by branch visits remains invaluable to customers. By employing process mining techniques, we can identify and transition simple, manual, and repetitive tasks from customer-facing employees to an AI-powered automation queue. This strategic shift allows staff to dedicate more time to engage in meaningful conversations and address complex customer queries, thereby enriching the overall branch experience.

2 Keep new customers in the pipeline:

Through the application of process mining, we can pinpoint the stages at which potential customers disengage during the product or account application process. AI can then be leveraged to craft and deliver targeted offers, keeping prospects engaged and interested. Additionally, AI can optimize the prioritization of operator queues for processes such as credit checks, especially for high-income customers, and proactively inform customers if additional information is required, thereby reducing the likelihood of application rejection or the need for further clarification.

3 Track product lifecycles:

Implementing process mining to map out the entire lifecycle of a product—from inception and onboarding to decommissioning—enables the identification of bottlenecks and opportunities for enhancing uptake. If a product's uptake falls below a certain threshold, Generative AI (GenAI) can be utilized to swiftly create tailored advertising campaigns for the marketing team's review. In cases where these efforts do not yield the desired results, the process can seamlessly transition into the decommissioning phase, ensuring resources are allocated efficiently.

By focusing on these three strategic areas, Retail Banking can harness the power of AI to not only streamline operations and improve customer experiences but to foster innovation and growth in an increasingly competitive landscape.





Ambitions Realized.

Wipro Limited
Doddakannelli
Sarjapur Road
Bengaluru – 560 035
India

Tel: +91 (80) 2844 0011
Fax: +91 (80) 2844 0256
wipro.com

Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading technology services and consulting company focused on building innovative solutions that address clients' most complex digital transformation needs.

Leveraging our holistic portfolio of capabilities in consulting, design, engineering, and operations, we help

clients realize their boldest ambitions and build future-ready, sustainable businesses. With over 230,000 employees and business partners across 65 countries, we deliver on the promise of helping our clients, colleagues, and communities thrive in an ever-changing world.

For additional information, visit us at **www.wipro.com**