

AI TRANSFORMATION TALES

Fabricate
AI Customer
Intelligence to
Augment Customer
Onboarding



BACKGROUND

Our client is a leading global banking firm that wanted to enhance its customer onboarding process and improve overall efficiency using customer intelligence. The client aimed to streamline operations, make data-driven decisions faster, and provide personalized services to its diverse customer base. To achieve these goals, the client approached us to leverage customer intelligence and advanced analytics.

The client faced challenges in effectively utilizing customer data, identifying potential risks and opportunities, and creating tailored offerings for its customers. With Aspire Systems' expertise, the client sought to transform its customer onboarding process, reduce resource workload, and enhance overall customer satisfaction at scale. The objective was to use customer intelligence to enhance to customer onboarding process to:



BACKGROUND

- Reduce resource workload and to analyze data accurately
- Fasten data analysis and thereby decision-making
- Detect patterns and trends that could be useful for identifying potential risks or opportunities.
- Create personalized offers for individual customers based on their profile, income, and other influencing factors



THE SOLUTION

Our team of experts conducted an in-depth analysis of the client's existing customer onboarding process, data management systems, and business objectives. Through collaborative workshops and interviews with key stakeholders, we gained a profound understanding of their unique needs and identified areas where customer intelligence and advanced analytics could bring about transformative changes.

Then, our experts proposed a comprehensive solution to the client's decision-makers for their approval. It is important to highlight that the client was delighted with the proposed solution that centered around customer intelligence and advanced analytics to enhance their customer onboarding process.

By leveraging cutting-edge technologies and our expertise in digital transformation, we implemented the proposed solution that automated, predicted and visualized critical data insights, setting the stage for a more efficient and resilient banking ecosystem. Here's a breakdown of the key activities performed in this lucrative business opportunity:

- **Automated Data Processing and Analysis:** by leveraging machine learning algorithms, the experts automated the entry and analysis of loan data. Later this improved efficiency and reduced the manual errors.
- **Predictive Modeling:** Advanced predictive models were developed to analyze customer and banking transaction data. With predictive modelling in place, the system could predict reliable customers and potential risk factors. This enabled the client to make more informed lending decisions and proactively manage risks.
- **Data Visualization and Reporting:** developed user-friendly reporting tools and dashboards that presented complex data in a simplified and visually appealing manner. This ensured that relevant and actionable information was readily accessible to stakeholders, facilitating faster decision-making.
- **Enhanced Risk Management:** By detecting patterns and anomalies in customer behavior, the system provided early warnings of potential risks or fraudulent activities. This proactive approach allowed the bank to mitigate risks effectively and protect its customers.



TECHNOLOGY SNAPSHOT

- Python - Numpy, Pandas, OpenCV.
- Framework – Django/Python.
- Recommender systems- Machine learning-based recommender systems suggest card and feature of every account
- Extraction Tools - Tesseract OCR, PDF, plumber.
- Visualization - Plotly, Chart JS.



BUSINESS BENEFITS

- Improved efficiency through automated data processing and reduced manual errors.
- Better risk management
- Increased customer satisfaction and loyalty





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