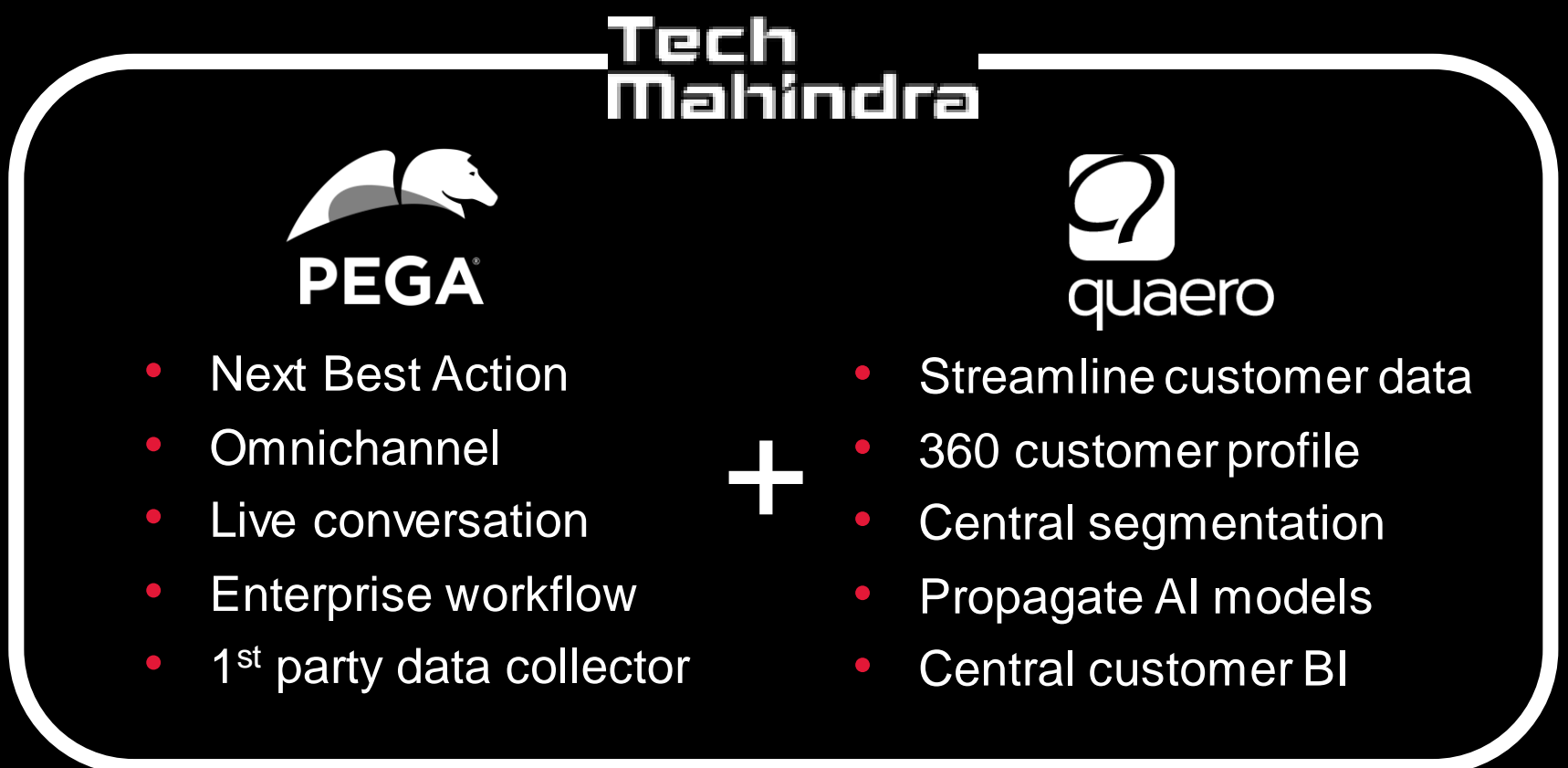


Banking and Financial Services Digital Customer Experience

Over 75% of banking customers expect a personalized experience and banks that fail to deliver this attract very high customer churn. Unfortunately implementing an “omnichannel customer personalization at scale” is a high-risk complex, expensive and time consuming task for most of the banks.

Tech Mahindra’s Digital Customer Experience platform powered by Quaero and Pegasystems addresses this pain point effectively. Digital Customer Experience platform connects the dots between a 360 view of customer data and the next best action on any given channel.



This is our promise:



Higher Loyalty

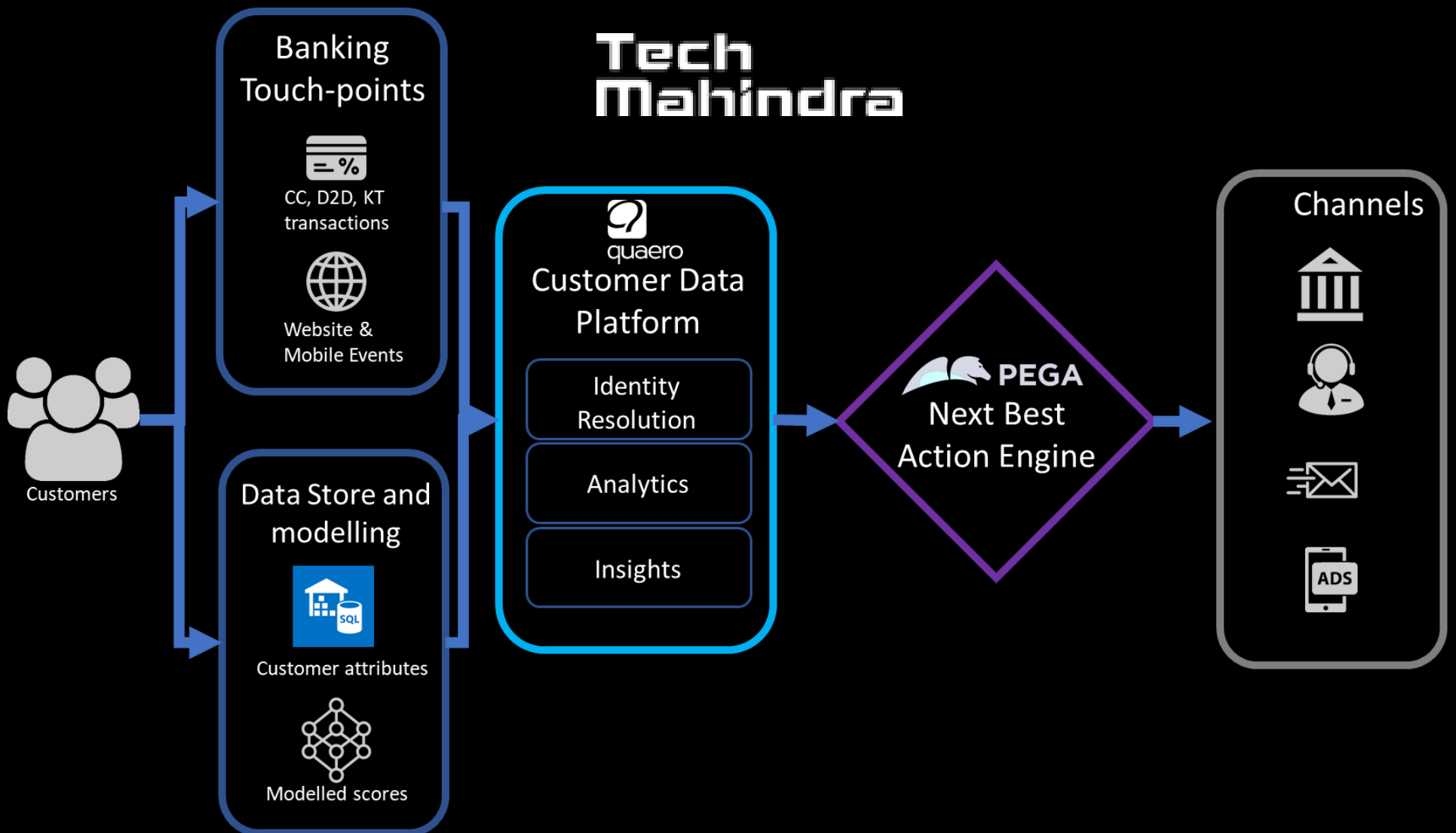


Higher engagement



Higher conversion propensity

Solution Overview



- Quaero CDP captures highly granular customer data: web events, transactions, interactions...
- Quaero analytically enrich and create customer 360 profiles
- Pega NBA triggers next best actions across all channels
- Real-time bi-directional connectivity between Quaero CDP and Pega NBA

Tech Mahindra represents the connected world, offering innovative and customer-centric information technology experiences, enabling Enterprises, Associates and the Society to Rise™. We are a USD 4.9 billion company with 121,000+ professionals across 90 countries, helping 938 global customers including Fortune 500 companies. Our convergent, digital, design experiences, innovation platforms and reusable assets connect across a number of technologies to deliver tangible business value and experiences to our stakeholders. Tech Mahindra is the highest ranked Non-U.S. company in the Forbes Global Digital 100 list (2018) and in the Forbes Fab 50 companies in Asia (2018).

We are part of the USD 21 billion Mahindra Group that employs more than 200,000 people in over 100 countries. The Group operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, after-market, information technology and vacation ownership.

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