Driving customer experience transformation at AXIS BANK

90% Reduction in average service turnaround time and more transformations inside

WHAT WAS AXIS BANK LOOKING FOR?

- AI driven sales enablement
- Service modernization
- Smarter lead processing with automated routing, complete tracking and visibility

- Continuous channel digital journeys with instant fulfilment capability
- Churning smart analytics to front channels

IMPLEMENTATION HIGHLIGHTS

80,000+
Users

2700+
Branches

7
Countries

32+
Systems Integrated

BUSINESS NEXT

RESULTS

70% IMPROVEMENT IN SALES TURNAROUND TIME

100% AUTO ASSIGNMENTS OF LEADS

50% BRANCH CASES ARE ENABLED FOR STP

90% REDUCTION IN REWORK DURING SALES PROCESS

33% IMPROVEMENT IN FIRST TOUCH RESOLUTION

LEADERS SPEAK

"Keeping in line with our core values of customer centricity, the platform has acted as a catalyst to enhance this vision. The solution flexibility allows for the upsell and cross sell offerings reach the right customers at the right time. Also, the service offering has helped us in efficiently resolving service requests within customer TATs."

Avinash Raghavendra
EVP and Head - IT

"We wanted a digital platform that could make our teams, from sales to service and from branch to remote, more effective and easier for them to deliver personalized, pocket solutions, derived from rich, real time customer intelligence. We could scale our engagement and keep overheads low. The platform plays a significant role and remains a backbone for our operations."

Naval Kumar Lad
Sr. Vice President, Information Technology

SOLUTIONS, DELIVERED

Intelligence driven customer 360

- Deep customer intelligence through Business Intelligence Unit (BIU) integration for superior product targeting and service delivery

- Thanks to this rich intelligence, derived from demographics, product holdings, interaction history, real time AI driven insights, bank can now generate dynamic personalized offers with real-time visibility on eligibility

- Customers get faster fulfillment in sales and service with change ready, end to end digital journeys

Automated leads scoring

- Real time scoring of lead on the basis of validation of lead through 3rd party integration - PAN, CRISIL and more

- Also included are Lead-Stage, No. of activities in account, ETB/NTB, Time Spent on page, Details of filled-form, Call-Quality Index (sentiment analysis), CIBIL Score, ITR/Tax-Filing details

- AI/ML driven intelligent Lead allocation mechanism based on: Geography, Demographics, Monetary value, Experience of Executive, Work-Load balancing, ETB/NTB, Category of customer (HNI/Normal), Criticality of Lead Closure and more

Superior performance models

- Catalyst Performance Modeler™ enables smart activity planning and hierarchical review of RM activities on a single screen

- Algorithmic models to auto plan targets

- Smart analytics that showcase progress, deliver insights and next best steps to achieve targets

AI powered service modernization

- Hyper automation with drag and drop visual journey designers for creating complex, parallel service processes with instant fulfilment capability across channels & touchpoints

- STP enabled 'Action Centers' for simplifying complex processes to a few clicks

- AI derived service insights for proactive fulfillment

- Intelligent analytics for real time customer intelligence

- Automated relationship programs for high value customers

Seamless customer onboarding

- Implemented end to end on boarding of customers using fully integrated processes, advanced playbooks, including biometric authentication on a single system with the help of Autonoma Integrations

- Automated integrations with DWH, back office and core banking systems eliminated the need for multi window jumping and empowered service teams with quick action buttons on a single screen

AI driven sales enablement

- Hyper-personalized products, offers, with real-time visibility on eligibility, auto filled applications, upload documents and application status across channels

- AI/ML derived conversations strikers, nudges and insights with guided selling and STP enabled processes

- Advanced sales playbooks for automated best in class sales processes

Pattern based 2 way integrations

- Seamless Integrations with 30+ integration touchpoints including core banking, LOS, Campaign Management, BIU and back office etc.

- Unified fragmented systems with end to end process visibility across departments, including Front end channels – Internet Banking, Mobile banking, Branch network as well as Phone banking teams, fulfilment teams including Retail Transaction Services operations, CPU, Centralised Recon and transaction settlement operations team and CPU back office teams

BUSINESS NEXT'