

Retail Banking

DELIVER SUPERIOR EXPERIENCES AT EVERY POINT ALONG THE CUSTOMER JOURNEY

Leading retail and consumer financial institutions trust Appian to help them deliver engaging customer experiences transparently across every channel.

A DIFFERENTIATED EXPERIENCE IN RETAIL BANKING

Acquiring new retail banking customers is expensive. That's why it is so important to retain the customers you already have. If your financial institution is burdened with heavily customized legacy core systems, it can be difficult to provide your customers with the experience they demand and you could risk losing them to a competitor.

47% of customers would take their business to a competitor within a day of experiencing poor customer service, and 79% would do the same within a week.

– <https://info.247.ai/WS-NA-CE-Index-WS.html>

THE APPIAN DIFFERENCE FOR RETAIL BANKING

- **Personalized customer experience.** Stay competitive with a forward-looking digital transformation strategy that allows you to redefine the customer experience from start to finish.
- **Seamless omni-channel engagement.** Achieve a seamless customer experience across an ever-broadening scope of communication channels
- **Automation for employees.** Artificial Intelligence (AI), Machine Learning (ML), Robotic Process Automation (RPA), and other emerging technologies empower human agents to deliver intelligent and exceptional customer service in real-time.

IMPROVE CUSTOMER RETENTION RATES

It is five times more expensive to acquire a new customer than it is to retain an existing one. Bank customers would prefer to do all their banking with one institution they trust, and 70% of consumers, across all generations—hold that banks that are current with the latest technology are more trustworthy than banks that lag. Banks must deliver exceptional digital experiences focused on developing customer trust; that trust is the key to increasing loyalty and reducing churn. With fewer customers switching to competitors, financial institutions will acquire more customer data; by leveraging that data as a competitive differentiator, banks can potentially earn a lifetime of opportunity to sell customers more products and earn their loyalty and advocacy.

UNIFY AND MODERNIZE LEGACY SYSTEMS

Innovation is crucial to delivering the experience retail banking customers demand. Retail banks that are saddled with aging systems are spending too much time simply keeping the lights on to invest in the innovation that will keep them competitive. And competitive pressures have never been greater. Technology giants with superior digital capabilities and extremely customer-centric business models, are now targeting payments and lending—product that were predominantly banks' revenue and share sweet spots. Maintaining legacy systems also introduces operational risk and can make compliance with evolving regulation more difficult to achieve. Compliance breaches not only bring the threat of significant fines but, severe reputational damage.

Explore the Appian suite of applications for Retail Banking

New Business

- Campaign Management
- Marketing Content Management
- Sales Automation Marketing Management

Lending

- Loan Management
- Loan Origination
- Specialized Lending Programs
- Loan Syndication

Customer Service

- Customer On-Boarding Coordination
- Customer Transaction Lifecycle Management
- Dispute, Complaint and Chargeback Management
- Contact Center Automation
- Customer Reporting Oversight




Operational Effectiveness

- Omni-Channel Case Management
- ATM Management
- Card Operations Management
- Corporate Actions
- Merchant Transaction Management
- Internal Audit
- Enterprise Risk Response and Investigations

Governance, Risk, and Compliance

- Anti-Money Laundering (AML)
- GDPR
- CIP / KYC / Enhanced Due Diligence
- Fraud Investigations
- Enterprise Risk Management

WITH APPIAN, CUSTOMERS CAN:

-  Protect Brand Reputation
-  Increase Customer Acquisition
-  Reduce Customer Churn

REPRESENTATIVE APPIAN RETAIL BANKING CUSTOMERS



Learn more about Appian's capabilities for retail banking: appian.com/finserv