

# Customer Communications Management for Banking & Financial Services

## Engaging Customer Communications Solutions for BFSI Organizations

To meet customer expectations, the new normal for financial service organizations is digital. But BFSI organizations face a challenge in adapting their consumer communications to the digital world – core banking platforms do not solve for communications needs natively. While many organizations have achieved some level of digital engagement, new digital-first entrants and Fintech organizations are increasing the pressure on traditional organizations. BFSI organizations need a partner to help deliver strategic and tactical results, easing the transition to a digital-first world of customer communications.

### AT A GLANCE

- Best-practices process to drive **20%+ increase** in digital engagement
- Reduce call volumes **5-15%**
- Interactive communications drive **20-40% reduction** in print/postage expenses
- **10-20% increase** in wallet share

## Customer Communications Management from DataOceans Drives Digital Transformation

Customer Communications Management (CCM) technology is essential in taking your digital strategy to the consumer – it is the “last mile” in your communications process. The DataOceans CCM solution improves customer engagement and loyalty, reduces operating costs, and increases revenue-generating opportunities throughout the customer journey.

Integrating legacy IT systems into customer communications is labor-intensive, complex and costly. In addition, BFSI organizations face strict oversight and regulation burdens, which add further complexity to their communications requirements. The DataOceans Oceanus platform simplifies the transformation process, using technology and our best practices deployment model to rapidly integrate client data and deploy communications and experiences.

Oceanus is an end-to-end platform that delivers complete control over messaging while enabling visibility and governance throughout the process. BFSI clients experience improvements in efficiency ratio in 90 days, creating value and a long-term foundation for digital success.

## PARTNERING WITH DATAOCEANS

- Creates a superior customer experience by providing flexible document delivery and payment preferences
- Reduces staffing requirements while enhancing functionality
- Reduces call volumes and improves CSAT
- Streamlines operations and increases efficiency

# Real Results

The DataOceans Oceanus solution enables BFSI organizations to quickly implement omni-channel communications without the need to piece together a solution internally. DataOceans' best-practice deployment process maximizes ROI, guaranteeing results in months.

Oceanus provides robust governance oversight to enforce compliance with corporate, industry and government regulations. The platform delivers personalized customer communications for improved experience and reduced servicing costs. It improves cost efficiency and drives wallet share through upsell and cross sell. A flexible, scalable architecture provides a stable platform foundation to support future consumer expectations.

DataOceans' solution for communications, preference management and customer engagement can quickly transform your customer communications and drive top-line revenue and profitability.

## OUTCOMES

- Reduces print/postage expenses **20-40%**
- Reduces call volume **5-15%**
- Increases digital engagement **15-25%**
- Increases CSAT/NPS
- Increases self-service usage by **10-20%**
- Simplified IT operations process reduces errors and overhead
- Increases wallet-share **10-20%**

# The Bottom Line

DataOceans' Oceanus solution improves customer and member engagement and loyalty, reduces attrition and increases revenue. An end-to-end CCM solution, Oceanus integrates with other systems such as chat, IVR, and call center, reducing the complexity of your infrastructure and allowing for rapid adoption of new technologies.

DATA FROM EVERYWHERE, COMMUNICATION ANYWHERE