



Improve Customer Experience in FinTech using Hexaware's Dynamics 365 Offerings

FinTechs have played a leading role in bringing the power of digital to financial services and accelerating financial inclusion, globally. They have transformed industries from retail and commercial banking to asset management, financial advisory, and payments. Already seeing a CAGR of 13.2% globally, the outbreak of COVID-19 provided a further boost to the adoption of digital in financial services. However, to stand out in an increasingly fierce competitive landscape, FinTechs must turn their attention towards customer experience to foster long-term relationships.



Some Key Trends

Customer Acquisition

80%

Potential **decrease in customer acquisition costs** by using the right channels and strategy



Retention

73%

Of new users of a FinTech application **churn within 7 days** of downloading and installing app



User Engagement

20%

of new users **continue to be engaged** after 1 month of installation



Explore the best of both worlds with Hexaware

Our global magnitude and footprint equips us with the capability of delivering cross-geographical transformation solutions. However, when it comes to our approach, we are as attentive and client-centric as a start-up. We are sensible towards our customers' objectives and requirements and hence, firmly believe in delivering personalized solutions.

We currently hold 13 Gold competencies with Microsoft and that immensely boosts our delivery



About Dynamics 365 Financial Services Accelerator

Dynamics 365 Banking Accelerator enables banks to pivot from a disconnected, product-centric model of selling to a connected, holistic, and needs-oriented approach. The Banking Accelerator empowers partners and financial institutions with the consistent, well-structured data they need to bring robust, innovative solutions to market quickly. At the heart of this is Microsoft's Common Data Model (CDM) for banking specific data, which comes with pre-built entities for different banking functions like Onboarding, Lending, Account and Contact Management, etc. It also includes sample applications and powerful connected experiences that combine Microsoft's cloud, business applications, and productivity tools to help deliver a new level of personalized customer engagement. Built on the Dynamics 365 platform, it also brings insights and analytics capabilities and seamlessly integrates with Microsoft Power Platforms for effortless app development and process automation.

BANKING ACCELERATOR

Microsoft's Banking Accelerator comes with pre-built apps and entities, developed in collaboration with partners, customers and open standards



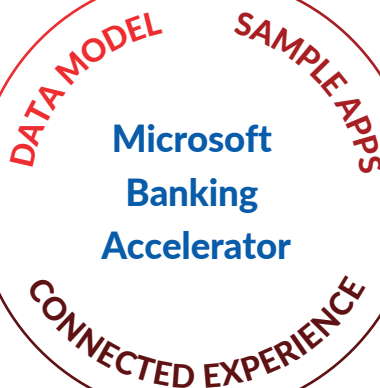
INTELLIGENCE AND INSIGHTS

Advanced Analytics, AI and Business Intelligence capabilities in Dynamics 365 platform help banks craft personalized customer journeys



MICROSOFT COMMON DATA MODEL

A consistent, well-structured data model across different banking systems facilitates the generation of customer insights and fosters customer loyalty



MICROSOFT POWER PLATFORM

Microsoft's Power Platform brings capabilities that allow banks to quickly develop and publish apps and automate backend workflows in customer processes



Our Offerings:

Hexaware's offerings enable corporate banks to streamline customer service processes while delighting customers with fast onboarding and tailored financial solutions.

MARKETING

- Personalized customer journeys leveraging demographic, financial, and online behavior data.
- Automated lead-scoring and prioritization based on customer profiles, and interaction with campaigns.
- Tracking and analysis of campaign performance based on quality of leads, user signup, AUM generated.
- Integrations with other data sources to measure and track key KPIs like CAC and ROI.
- Seamlessly create content leveraging customizable templates for customer awareness and education.

ONBOARDING

- Streamlined onboarding process with only necessary information capture, auto-filled forms, automated approvals.
- Automated case creation and assignment for onboarding failure and abandonment by users.
- Automated case-assignment to service agents responsible for assisting customers during onboarding.
- 3rd party integrations for KYC, AML checks, credit limit determination, risk profile.
- Create and manage knowledge articles about common issues, KYC, AML requirements, and FAQs.

ENGAGEMENT

- Comprehensive customer dashboard consisting of key information about linked accounts, risk profile, credit/trading history, etc.
- Collection and analysis of data from regular customer surveys to monitor NPS and generate insights.
- Personalized omnichannel communications and offers based on customer profile and segmentation.
- Power BI dashboards representing key metrics like Daily/Monthly active users, Average time per user.
- Automated identification and case-creation for customers with high probability of churn.

LOYALTY MANAGEMENT

- Real-time loyalty points calculation based on repeated app usage and revenue generated.
- Personalized offers, communications, gift cards based on loyalty tier segmentation.
- Automated communication, gift card generation with high-value customers.
- Customer portals to access gift catalogs, redeem accrued points, track points expiry.
- Personalized portals for loyalty partners to manage catalogs, view commission rates.

Benefits



Approximately **95%** increase in profitability due to increased customer retention and reduced customer acquisition cost.



Estimated **3%** increase in revenue for every single point increase in NPS.



50% increase in leads leveraging intelligent insights in marketing communication and campaigns.



About Hexaware

Hexaware is the fastest growing next-generation provider of IT, BPO and consulting services. Our focus lies on taking a leadership position in helping our clients attain customer intimacy as their competitive advantage. Our digital offerings have helped our clients achieve operational excellence and customer delight by 'Powering Man Machine Collaboration.' We are now on a journey of metamorphosing the experiences of our customer's customers by leveraging our industry-leading delivery and execution model, built around the strategy— Automate Everything®, Cloudify Everything®, Transform Customer Experiences®.

We serve customers in Banking, Financial Services, Capital Markets, Healthcare, Insurance, Manufacturing, Retail, Education, Telecom, Hi-Tech & Professional Services (Tax, Audit, Accounting and Legal), Travel, Transportation and Logistics. We deliver highly evolved services in Rapid Application prototyping, development and deployment; Build, Migrate and Run Cloud solutions; Automation-based Application support; Enterprise Solutions for digitizing the back-office; Customer Experience Transformation; Business Intelligence & Analytics; Digital Assurance (Testing); Infrastructure Management Services; and Business Process Services.

Hexaware services customers in over two dozen languages, from every major time zone and every major regulatory zone. Our goal is to be the first IT services company in the world to have a 50% digital workforce.

Learn more about Hexaware at <https://www.hexaware.com>

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Safe Harbor Statement

Certain statements in this press release concerning our future growth prospects are forward-looking statements, which involve a number of risks, and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, intense competition in IT services including those factors which may affect our cost advantage, wage increases in India, our ability to attract and retain highly skilled professionals, time and cost overruns on fixed-price, fixed-time frame contracts, client concentration, restrictions on immigration, our ability to manage our international operations, reduced demand for technology in our key focus areas, disruptions in telecommunication networks, our ability to successfully complete and integrate potential acquisitions, liability for damages on our service contracts, the success of the companies in which Hexaware has made strategic investments, withdrawal of governmental fiscal incentives, political instability, legal restrictions on raising capital or acquiring companies outside India, and unauthorized use of our intellectual property and general economic conditions affecting our industry.