

Powered by CustomerXPs

Clari5TM
Instant Insights. Influenced Outcomes.

Instant Insights Influenced Outcomes

**THE ART OF CREATING
A
“THINKING LEARNING INFERRING BANK”**

analytics artificial banking cem customer delight efm empower enable enterprise
experience fraud influence insights instant integrated intelligence
intelligent interaction management neural platform **real-time** statistics
technology



CustomerXPs™

About us

- Delivering instant insights and influenced outcomes to target IT environments via human-like, real-time, intelligent solutions
- Create products that are non-transactional, non-automation focused

Market Traction

- 4 Large Banks, 90 M+ customers
- In operations since 2006
- Funded by JAFCO Asia in 2011
- Partners - Intel, Red Hat, Oracle, IBM
- Target Ind- Banking, Retail, Telecom
- Target Geos – ME, Japan, Australia, ASEAN, India

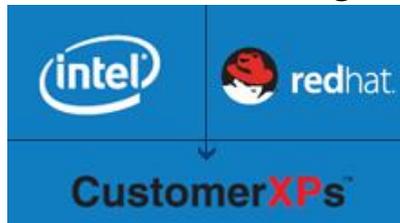
People Pedigree

- Founders - product veterans, created 12 new-to-world products in prior orgs
- BoD - JAFCO, Shanx (founder, i-flex acquired by ORACLE)
- Advisors- Sharad (Infy CTO), Merwin (Finacle Biz Head)

Honors



Benchmarking

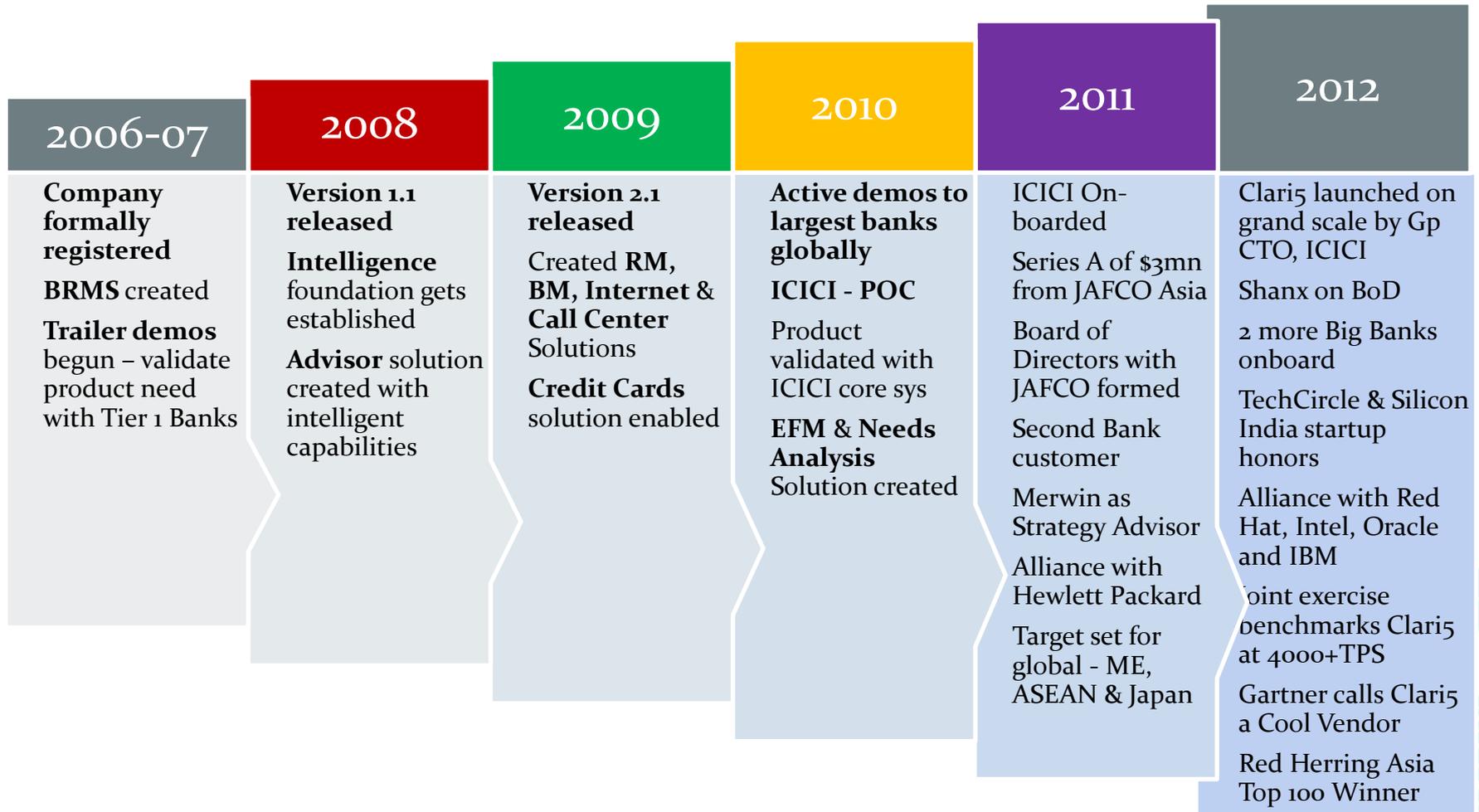


A benchmarking exercise to validate the Clari5 on a Red Hat and Intel based setup conducted jointly in Jun, 2012. The results far exceeded the original target expectations.

- Clari5 benchmarked at an astounding 6700+ TPS
- The setup consisted of Clari5 solutions, Intel Xeon Servers, Red Hat Enterprise Linux 6.0

Highlights

CustomerXPs Trajectory of growth



CustomerXPs' flagship product for Banking: Clari5

INSTANT

Re-factor, cross pollinate cross channel customer interactions in real-time

INSIGHTS

Interpret and convert data into applicable intelligence

INFLUENCE

Maximize Channel returns with before, during and after interaction influence.

INTERACTIVE

Deliver Contextual impact empowering front end staff with no-hassle to-dos

INTEGRATED

Leverage existing investments with Clari5's CRM, DM, BI, & Core Banking connectors

- Powers every customer interaction with the Bank consistently across channels with complete customer understanding- digested in real-time from multiple backend systems
- Role based solutions across hierarchy in the Bank

- Delivers instant contextual intelligence across different dimensions - tacit, actionable and conversational
- Prevents sophisticated cross-channel, cross-product fraud in real-time

Clari5 Solutions

Customer Experience Management

Role based

- Relationship Manager
- Advisor
- Contact Center agent
- Branch Manager

Spanning different channels

- Branch Banking
- Contact Center
- Internet Banking
- ATM

Enterprise Fraud Management

Manages and prevents

- Branch banking fraud
- Employee fraud
- ATM fraud
- Internet Banking fraud
- Debit/Credit Card fraud

Helps in

- Regulatory compliance
- OpRisk management

Delivery modes- On premise/SaaS

Customer Success Story

Business Context:

- Strategic decision of Change in Philosophy
Product-centric Bank → Customer-centric Bank
- New brand identity roughly translating to: 'We always care for you'

Business Need:

- Delighting the customer in every interaction – DNA
- Needs a solution that empowers their employees to provide consistent customer engagement across channels and circumstances

Why Clari5 was a Strategic Fit?

- Human-like comprehension
- Bleeding-edge technological capability created ground-up - Clari5 delivers right-time, unparalleled actionable insights.
- Massive scalability of 6700+ transactions per sec at a fraction of the conventional TCO

About the Bank

- A Large Private Bank
- 80 + mn a/cs, 80,000 + employees, 2,700+ branches
- Presence in 19 countries
- Total assets around US\$ 120 billion on March 31, 2011

Solution Highlights

- Solutions live Pan India
- Clari5: The Tool of Choice across the bank
- Customer snapshot
- Conversation enabler with free flowing chat interface
- General but relevant messages for conversation
- Next Best products for recommendation
- Proactively sensing needs

Benefits

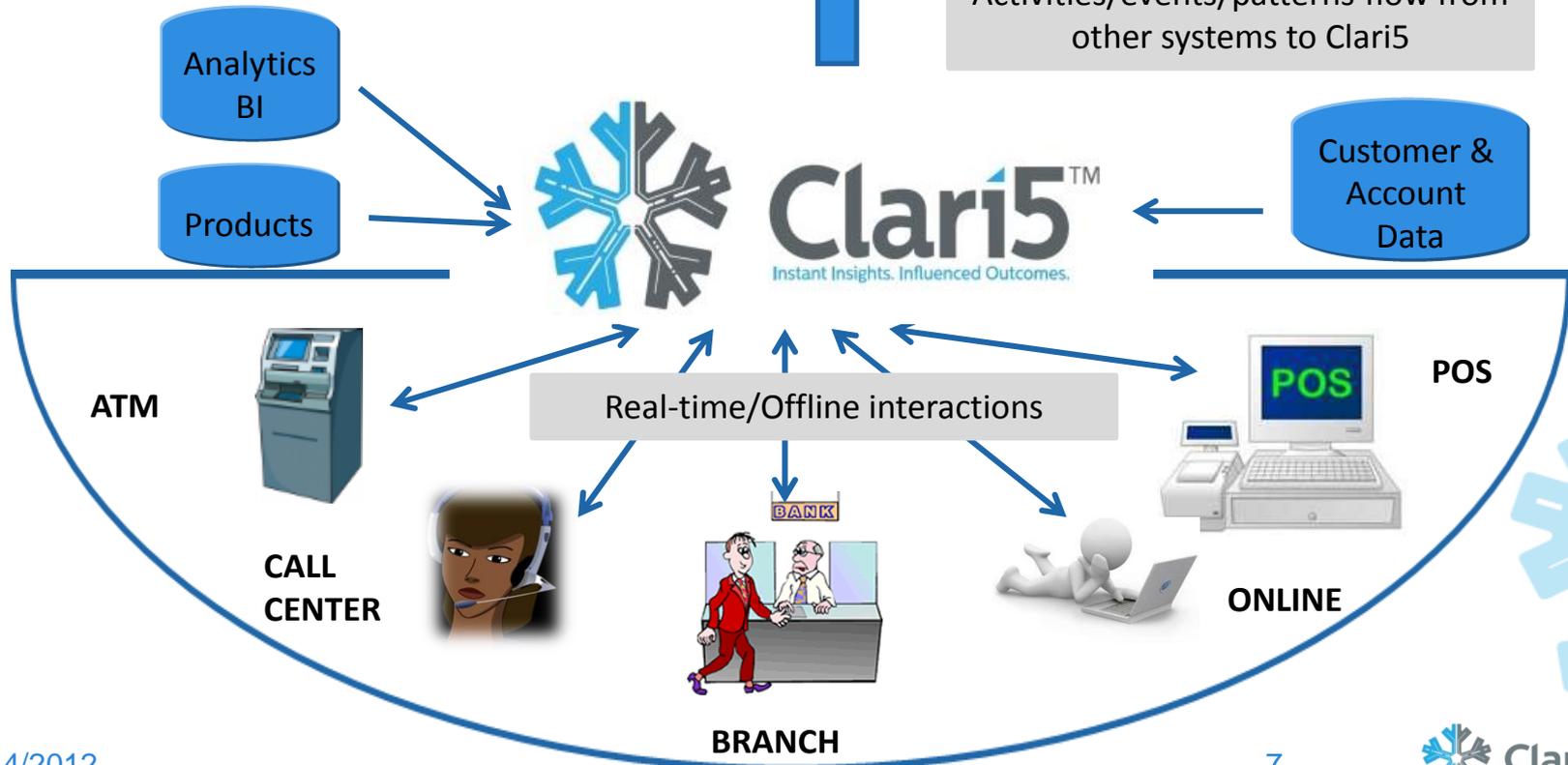
- Cost savings on reduced Customer TATs
- Increase in revenue - Cross-sell /up-sell
- Cost savings on data clean-up of customer a/cs
- Increase in employee productivity

Solution spans all Customer Facing channels

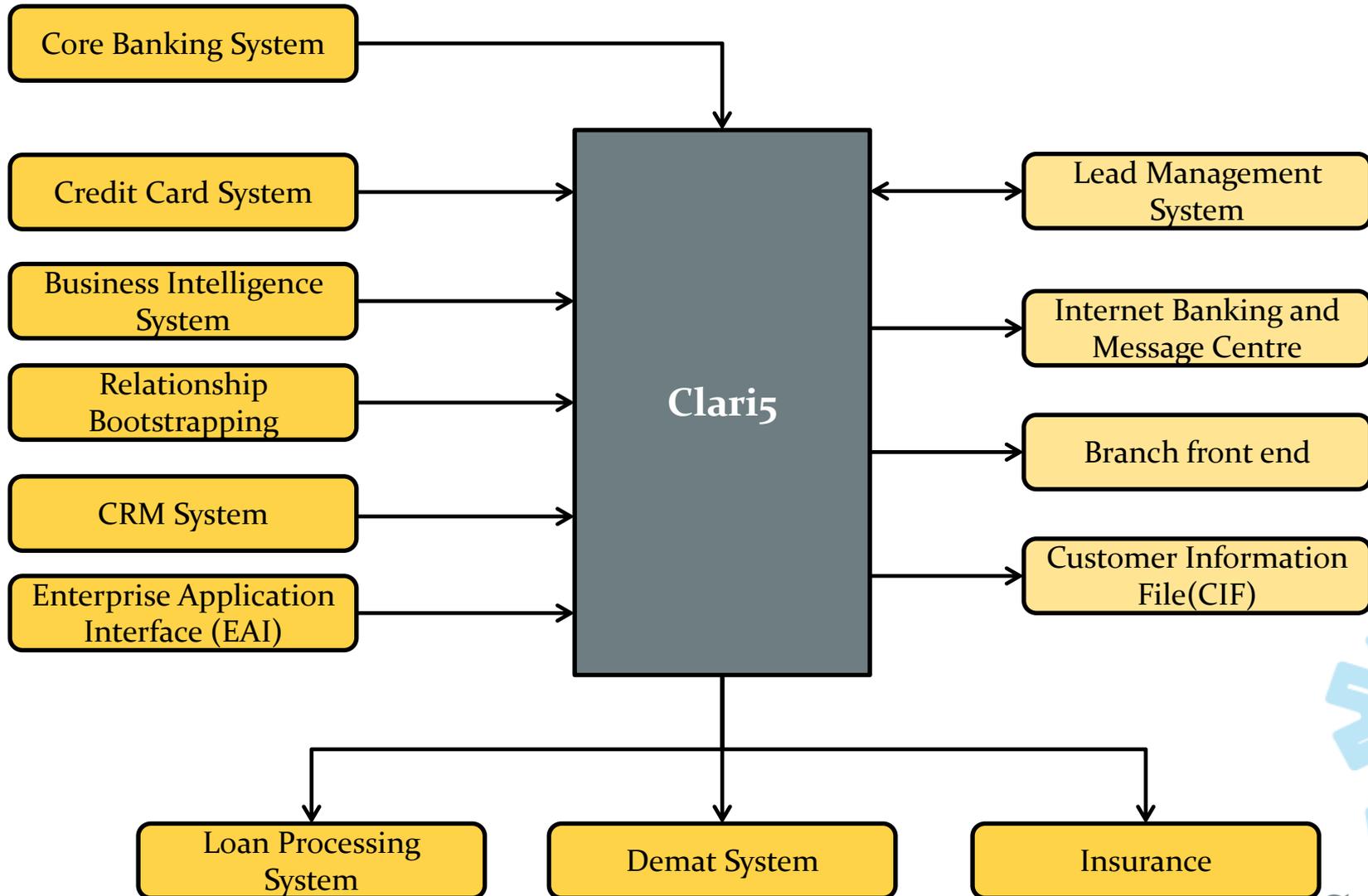
Best Next Action
Offers for cross-sell/Upsell / Recommendation / Messages

Clari5 analyzes events, creates intuitions ,
 assertions and recommendations

Activities/events/patterns flow from
 other systems to Clari5



Clari5 leverages all existing investments





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www.customerxps.com/clari5



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