ELEVATING CUSTOMER EXPERIENCE IN BANKING WITH TATA COMMUNICATIONS

TATA COMMUNICATIONS

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THE EVOLVING LANDSCAPE OF CUSTOMER EXPERIENCE (CX) IN BANKING

The banking industry is undergoing a significant transformation, driven by evolving customer expectations, digital innovation, and competitive pressures. Customer experience (CX) has become a critical differentiator, with banks leveraging technology to create more personalised, seamless, and efficient interactions. The shift from traditional banking to digital-first and customer-centric models is reshaping how financial institutions engage with customers.

Delivering value across the banking customer lifecycle

To remain competitive and relevant, banks must consistently innovate across every stage of the customer value chain.

From Onboarding and Acquisition, where intuitive digital journeys and frictionless KYC processes set the tone, to Transactions and Digital Banking, where customers expect real-time, secure, and mobile-first experiences. The Physical Branch Experience continues to evolve into advisory-led, digitally augmented spaces. Customer Support and Retention now rely on AI-driven insights, proactive engagement, and omnichannel responsiveness.

Delivering enhanced CX across this lifecycle is no longer optional—it is essential for loyalty, trust, and long-term growth. Every bank will need to align technology, operations, and culture to orchestrate differentiated experiences at each of these critical touchpoints.

Key trends shaping the future of banking interactions

As technology evolves, the future of banking CX will be driven by several emerging trends:

1. Customer acquisition

Goal: Attract new customers with differentiated, seamless, and digital-first experiences.

• Digital-only and Neo Banks

- Challenger banks (e.g., Monzo, N26, Chime) offering frictionless onboarding, instant KYC, and mobile-native banking.

- Lower fees, intuitive UX, and digital wallet integration drive mass adoption.

• Voice - enabled and conversational banking

- AI chatbots and smart assistants (Alexa, Siri) enable quick FAQs, account setup, and initial engagement.

- Voice-based onboarding and product recommendations reduce barriers for tech-savvy users.

• Embedded finance and BaaS

- Seamless banking integrations within e-commerce, ride-hailing, and lifestyle apps (e.g., BNPL during checkout).

- Banking-as-a-Service allows non-bank platforms to offer financial products—extending reach.

2. Onboarding and personalisation

Goal: Enable frictionless onboarding and tailored product setup.

• Hyper - personalisation with AI and Data Analytics

- AI-driven onboarding journeys and product bundling based on customer segments.

- Predictive analytics to recommend savings plans, insurance, or investments at sign-up.

• Biometric authentication and cybersecurity

- Face ID, fingerprint, and behavioural biometrics for secure, password less onboarding.

- Blockchain-enabled identity verification to reduce fraud and KYC time.

3 Secure and frictionless transactions

Goal: Drive regular interaction through convenient, intelligent, and secure tools.

• Conversational and voice banking

- Natural language interfaces to check balances, transfer funds, or pay bills on-the-go.

- Contextual insights (e.g., "You're spending 30% more on food this month") via chat.

• AI-driven financial coaching

- Real-time nudges on budget overspending, savings goals, and credit health.

- Custom dashboards and reminders tailored to user behavior and financial goals.

4. Customer servicing and support

Goal: Provide seamless support across digital and physical touchpoints.

• Evolution of bank branches

- Transformation into advisory-led experience centers for mortgages, wealth, or business banking.

- Remote co-browsing and video KYC for assisted digital journeys.

• Interactive, personalised, location-based services

- Geo-personalised offers, nearby ATM suggestions, or branch scheduling via mobile.

- Augmented reality or kiosks within branches for DIY financial education.

5. Retention and growth

Goal: Deepen relationships and maximise lifetime value.

• AI-Based product personalisation

- Dynamic credit limits, interest rates, or rewards based on behavior and loyalty.

- Cross-sell offers informed by lifecycle stage (e.g., education loan • home loan • investments).

• Sustainability and ESG-Driven banking

- Green deposits, ESG fund access, and impact dashboards to align with customer values.

- Carbon footprint tracking based on purchase data, with nudges for greener choices.

6. Risk and trust management

Goal: Safeguard customer data and ensure compliance with evolving threats.

- Real-time fraud detection via behavioral biometrics.

- Distributed ledger for immutable transaction history and audit trails.

7. Evolution of bank branches

- Experience centers for advisory services.

- Remote co-browsing support for digital banking.

- Interactive, personalised, location-based services.

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THE MODERN BANKING CUSTOMER

Customer expectations in banking are evolving rapidly due to technological advancements, digital-first lifestyles, and increasing demand for seamless, secure, and personalised experiences. Banks that fail to adapt risk losing customers to agile competitors, including fintech startups and digital-first banks. Below is a detailed look at **what customers expect today and the key trends shaping CX across different banking segments.**

New age customers' expectations

- **Seamless omnichannel experience** – Customers expect a unified journey across mobile apps, web, branches, and call centres, enabling transactions to start on one channel and finish on another.

  Example: *A customer checks loan eligibility on a mobile app, discusses options with a chatbot, and finalises the application via video call or at a branch.*

- **AI-driven hyper-personalisation** – Real-time insights tailor financial advice, interest rates, and product recommendations based on spending habits.

  Example: *Citi's AI-powered financial insights tool analyses a customer's transactions and suggests ways to save on monthly expenses.*

- **Frictionless security and authentication** – Biometric authentication, behavioral analytics, and tokenised transactions enhance security without compromising convenience.

  Example: *HSBC uses voice recognition for secure authentication, allowing customers to access their accounts without passwords.*

- **24X7 Instant banking via chatbots and automation** – AI-powered assistants handle queries, automate loan approvals, and enable self-service financial management.

  Example: *Bank of America's Erica chatbot provides real-time account updates, spending alerts, and bill payment reminders.*

- **Sustainable and ethical banking** – Customers favor banks with transparent ESG policies, green investments, and ethical lending practices.

  Example: *ING offers green bonds and sustainable investment portfolios, allowing customers to align their financial decisions with climate-friendly initiatives.*

- **Embedded finance and open banking** – Businesses integrate banking services into their platforms for seamless transactions, AI-driven cash flow forecasting, and ESG-aligned financing.

  Example: *Citi's Treasury and Trade Solutions (TTS) provides real-time liquidity management for global enterprises. Standard Chartered's "Banking as a Service" (BaaS) model allows companies to embed financial services into their platforms.*

- **AI-powered investing and wealth advisory** – Robo-advisors, hybrid AI-human financial planning, and alternative investments like tokenised assets gain traction.

  Example: *Morgan Stanley's Next Best Action AI provides data-driven investment recommendations. Goldman Sachs integrates alternative investments (e.g., private equity, sustainable funds) into its digital wealth platform.*

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CHALLENGES IN DELIVERING EXCEPTIONAL CUSTOMER EXPERIENCE IN BANKING

Despite rapid advancements in technology and customer expectations, banks face several challenges in delivering a seamless and personalised customer experience (CX). Legacy infrastructure, security concerns, data fragmentation, and striking the right balance between automation and human interaction are key hurdles that banks must address to remain competitive. Below is an in-depth exploration of these challenges and their impact on banking CX.

a. Legacy systems and siloed operations affecting CX innovation

One of the biggest barriers to CX transformation in banking is the continued reliance on **legacy core banking systems** and siloed operations. Many traditional banks operate on decades-old mainframes that are:

- **Rigid and difficult to integrate** with modern digital solutions.
- **Slow to process transactions and analytics,** reducing real-time decision-making capabilities.
- **Expensive to maintain and upgrade,** limiting investments in CX-focused innovations.

Impact on CX

- Inconsistent customer experience across channels (branch, mobile, web, call center).

- Slow product innovation, making banks less agile compared to fintech competitors.

- Inefficient data sharing across departments, leading to redundant or inaccurate customer interactions.

Example:

A bank may have a cutting-edge mobile app, but if its core banking system cannot process transactions in real-time, customers experience delays in fund transfers, credit approvals, or fraud detection.

b. Cybersecurity and compliance concerns in digital interactions

As banks go digital, they must balance CX enhancements with **strong cybersecurity** and regulatory compliance. Customers demand frictionless experiences, but security measures like multi-factor authentication (MFA) or manual fraud reviews can introduce **friction** in their journey.

Cybersecurity risks in CX

- **Increased phishing and fraud attacks:** Customers are vulnerable to sophisticated scams, leading to financial losses and distrust in digital banking.

- **Data breaches:** Hackers targeting financial institutions can expose sensitive customer data.

- **Real-time fraud detection vs. seamless transactions:** Implementing strong fraud checks without disrupting legitimate transactions is a key challenge.

Regulatory compliance challenges

- **Data privacy laws:** Banks must comply with GDPR (Europe), CCPA (California), and other regional data protection laws, limiting how they collect and use customer data.

- **KYC (Know Your Customer) and AML (Anti-Money Laundering) requirements:** Ensuring seamless digital onboarding while complying with stringent KYC/AML rules can slow down the process.

Impact on CX

- **Delayed transactions** due to manual fraud verification.

- **Account opening friction** caused by lengthy identity verification steps.

- **Customer frustration** due to false positives in fraud detection.

Example:

A customer making a large online transaction might have their payment flagged as fraud, requiring them to verify their identity via a call center, leading to delays and frustration.

c. Data fragmentation and lack of real-time analytics

Banks collect massive amounts of customer data, but **data silos** across departments prevent them from leveraging it effectively. A lack of real-time analytics hinders hyper-personalisation and proactive customer service.

Challenges in data management

- **Disjointed customer profiles:** Data is often stored in different systems (CRM, call centers, transaction logs), leading to inconsistent customer experiences.

- **Slow decision-making:** Without real-time insights, banks struggle to offer timely credit approvals, fraud alerts, or personalised financial advice.

- **Limited AI capabilities:** AI-driven CX relies on clean, structured data, but many banks lack a unified data infrastructure.

Impact on CX

- Inconsistent recommendations or offers across banking channels.

- Delayed fraud detection and credit risk assessments.

- Lack of proactive customer engagement (e.g., banks failing to anticipate churn risks).

Example:

A bank customer applies for a mortgage but has already received multiple pre-approved loan offers from the same bank due to disconnected data systems, creating confusion and frustration.

d. AI adoption barriers in AI-driven and cloud banking

While AI and cloud technologies have the potential to revolutionise banking CX, adoption challenges remain:

AI adoption barriers

- **Trust issues:** Customers may not trust AI-driven financial advice or robo-advisors over human experts.

- **Regulatory scrutiny:** AI-driven credit scoring and fraud detection must comply with fair lending and data privacy laws.

- **Bias in AI models:** Poorly trained AI can reinforce biases, leading to unfair loan denials or incorrect fraud flags.

Cloud adoption barriers

- **Data sovereignty concerns:** Regulations in some countries require banks to store customer data locally, limiting cloud adoption.

- **Security risks:** Banks worry about potential cyber threats and downtime in cloud-based systems.

- **Integration challenges:** Moving from on-premise systems to cloud platforms can disrupt existing processes.

Impact on CX

- Limited AI-driven personalisation and automation.

- Higher costs and inefficiencies in maintaining on-premise banking infrastructure.

- Delays in cloud migrations affecting new digital banking features.

Example:

A traditional bank with an on-premise infrastructure struggles to implement AI-powered chatbots or predictive analytics, making its digital services less competitive compared to fintech challengers.

e. Balancing automation with the human touch

While automation improves efficiency, customers still expect **human interaction** for complex financial decisions, disputes, and personalised advisory services.

Challenges in automation

- **Impersonal customer service:** Over-reliance on AI chatbots can frustrate customers who need human support.

- **Handling of sensitive issues:** AI may not be effective in resolving disputes, mortgage approvals, or wealth management discussions.

- **Emotionally intelligent banking:** AI lacks the ability to empathise with customers facing financial difficulties.

Impact on CX

- Customers feel **disconnected** from their bank if all interactions are digital.

- High-value clients demand **relationship-based banking** rather than automated solutions.

- Negative sentiment if **AI-driven customer support** fails to understand unique concerns.

Example:

A customer struggling with loan payments might feel frustrated if an AI chatbot offers **standard repayment options** instead of connecting them to a human advisor for tailored assistance.

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TATA COMMUNICATIONS' CX SOLUTIONS ACROSS THE BANKING VALUE CHAIN

Tata Communications plays a critical role in **enhancing customer experience (CX)** in banking by enabling seamless digital interactions, secure transactions, and data-driven personalisation. By leveraging **AI, cloud, multi-channel communication, and security solutions,** Tata Communications empowers banks to **modernise their operations** and **deliver exceptional customer experiences** across the entire banking value chain.

Customer onboarding and engagement

A smooth and seamless onboarding experience is critical for customer satisfaction and retention.
Tata Communications provides secure, automated, and omnichannel solutions to streamline customer onboarding and engagement.

a. Digital identity verification and eKYC

- **AI-powered biometric verification:** Face recognition, fingerprint, and document verification for secure and frictionless onboarding.

- **Automated eKYC (Electronic Know Your Customer):** Reduces onboarding time by integrating with government databases for instant verification.

- **Secure API-based integrations:** Enables seamless access to third-party KYC providers and national identity databases.

Benefits:

- Faster customer onboarding with reduced paperwork.

- Improved fraud prevention through AI-driven document verification.

- Seamless experience across digital and physical banking channels.

b. Omnichannel communication solutions (voice, video, chat, email)

- **Unified Customer Interaction Platform:** Integrated communication across voice, video, chat, and email to provide a seamless experience.

- **Real-time co-browsing and video KYC:** Allows bank agents to assist customers in completing forms or resolving issues remotely.

- **Cloud-based contact center solutions:** Enables efficient call handling and reduces wait times.

Benefits:

- Consistent experience across banking touchpoints.

- Higher engagement through real-time video support and co-browsing.

- Improved accessibility for customers through multiple channels.

c. AI-driven chatbots and virtual assistants

- **24X7 AI-powered chatbots:** Handle common queries, transaction tracking, and financial advice.

- **Conversational AI for human-like interactions:** Offer context-aware responses based on customer history.

- **Voice-enabled virtual assistants:** Support transactions and inquiries through voice commands.

Benefits:

- 24X7 customer support with instantquery resolution.

- Cost savings through automation of routine tasks.

- AI-powered predictive engagement for personalised offers.

Secure and frictionless transactions

Ensuring **low-latency, real-time, and secure banking transactions** is crucial for enhancing CX. Tata Communications offers **cutting-edge network and security solutions** for uninterrupted banking operations.

a. Low-latency and high-performance network solutions for secure transactions

- **Global banking connectivity:** Ensures seamless cross-border transactions with ultra-low-latency connectivity.

- **MPLS and SD-WAN for secure network operations:** Provides high-speed, encrypted connectivity for banking transactions.

- **DDoS protection and network security:** Safeguards banking infrastructure from cyber threats.

Benefits:

- Faster transaction processing with ultra-low latency.

- Secure, resilient banking operations.

- Reliable and scalable infrastructure for financial institutions.

b. Multi-cloud connectivity for real-time banking and payment processing

- **Cloud interconnect:** Direct, secure, and low-latency connections between banking applications and multi-cloud platforms.

- **Hybrid and multi-cloud solutions:** Ensures 99.99% uptime for banking applications.

- **Edge computing for faster payment** Processing: Reduces lag in real-time payment transactions.

Benefits:

- Uninterrupted banking services with **real-time transaction processing.**

- Secure and compliant cloud ecosystem for banking operations.

- Enhanced operational efficiency for financial institutions.

c. Blockchain and AI-powered fraud detection

- **Blockchain-based transaction validation:** Enhances security in cross-border payments and trade finance.

- **AI-driven fraud analytics:** Proactive Threat Intelligence for Account Protection, Incident Response and Crisis Communication.

- **Behavioral biometrics:** Identifies anomalies based on **customer spending behavior.**

Benefits:

- Reduced financial fraud risks.

- Faster fraud detection and automated alerts.

- Enhanced compliance with **anti-money laundering (AML) regulations.**

Digital banking and personalisation

Personalisation is at the heart of modern banking CX. Tata Communications enables **AI-driven hyper-personalisation** for financial planning and advisory.

a. AI and Data-driven customer insights for hyper-personalisation

- **AI-based recommendation engines:** Suggests tailored financial products based on transaction history.

- **Real-time customer behavior analysis:** Helps banks deliver personalised offers and rewards.

- **Dynamic Interest rates and credit approvals:** AI models analyse creditworthiness in real-time for instant loan processing.

Benefits:

- Personalised customer experience across digital channels.

- Higher product adoption and customer engagement.

- AI-driven insights for financial wellness programs.

b. Predictive analytics for financial planning and advisory

- **AI-driven risk profiling:** Helps customers make informed investment decisions.

- **Predictive budgeting tools:** Automated financial recommendations based on past spending patterns.

- **Automated wealth management:** Personalised portfolio suggestions based on real-time market trends.

Benefits:

- Improved financial planning and wealth management.

- Proactive advisory services with AI-driven insights.

- Enhanced customer loyalty through data-driven interactions.

c. Secure, compliant cloud platforms for scalable banking apps

- **Regulatory-compliant cloud solutions**: Adheres to GDPR, GLBA, PDPA, CSL, APRA, PCI DSS, and other regional banking regulations.

- **Cloud-native banking applications:** Enables seamless scaling for **digital-first banking services.**

- **Secure API-based open banking platforms:** Enhances fintech collaborations while maintaining security.

Benefits:

- Faster innovation in digital banking services.

- Secure, scalable infrastructure for banking apps.

- Compliance with global regulatory requirements.

Customer support and retention

Customer support is critical for **maintaining trust** and **reducing churn.** Tata Communications enhances customer service with **AI, automation, and collaboration tools.**

a. AI-Driven call center and conversational AI solutions

- **AI-powered voice analytics:** Detects customer sentiment and suggests solutions.

- **Virtual call center agents:** Reduces customer wait times by automating query resolution.

- **Proactive engagement:** AI identifies high-risk churn customers and triggers retention strategies.

Benefits:

- Improved customer satisfaction with instant support.

- AI-driven engagement for better customer retention.

- Reduced operational costs with automation.

b. Smart IVR and self-service automation

- **Intelligent call routing:** Directs calls to the right department based on AI-driven intent detection.

- **Self-service IVR systems**: Allows customers to manage accounts, report fraud, and check balances without human intervention.

Benefits:

- Enhanced self-service banking experience.

- Reduced dependency on human support.

- Faster issue resolution through automated workflows.

c. Secure, seamless collaboration tools for relationship managers

- **Cloud-based collaboration:** Enables real-time video and messaging support.

- **360-degree customer data access:** Empowers relationship managers with complete customer profiles.

- **AI-powered advisory tools:** Recommends financial products based on customer insights.

Benefits:

- Stronger relationship management and customer engagement.

- Faster response times with real-time data access.

- Personalised banking advisory services.

Enhanced customer experience in a modernised branch

Despite digital banking growth, physical branches still play a role in CX. Tata Communications helps **modernise banking branches** for an enhanced customer experience.

a. Self-service kiosks

- Automated machines for **instant cash deposits, withdrawals, and check deposits.**

- Loan and credit card application kiosks with **real-time AI assistance.**

b. Digital signage system with personalised targeting

- AI-driven **customer segmentation** to display relevant offers.

- Interactive screens for **real-time banking updates and promotions.**

c. Handheld device-enabled clerks with customer data access

- **Tablet-based banking solutions** for faster service at branches.

- Real-time data access for **relationship managers and advisors.**

d. Geolocation-based targeting

- Sends **personalised offers** when customers visit a branch.

- AI-driven location tracking for **queue management and appointment scheduling.**

Benefits:

- Reduced wait times and better branch engagement.

- Higher in-branch conversion rates with personalised targeting.

- AI-powered, data-driven customer interactions.

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THE TATA COMMUNICATIONS ADVANTAGE IN BANKING CX SOLUTIONS

Tata Communications stands out as a **strategic enabler** of digital transformation in banking by offering **secure, scalable, and AI-driven customer experience (CX) solutions.** With a strong **global network, cloud-first approach, and compliance-focused security framework,** Tata Communications empowers banks, fintechs, and financial institutions to deliver seamless, personalised, and secure customer experiences across the banking value chain.

a. Global, secure, and scalable network solutions for financial institutions

Why It matters:

Banks and financial institutions operate across multiple geographies, requiring **high-performance, low-latency, and ultra-secure networks** to support real-time banking transactions, digital payments, and omnichannel customer engagement.

Tata Communications' advantage:

Global banking-grade network:

- Tata Communications operates one of the w**orld's largest submarine cable networks**, ensuring seamless global connectivity for financial institutions.

- High-speed **MPLS and SD-WAN solutions** ensure secure and reliable connectivity between banking data centers, branches, and digital banking platforms.

- Dynamic Core /Dynamic Network (BOD) for their DC -DR -NDR /DC -Critical branches bandwidth on demand due to application usage surge

Ultra-low-latency transaction processing:

- **Dedicated financial backbone** for stock exchanges, payment processors, and fintechs requiring millisecond-level transaction speeds.

- Secure, high-speed **connectivity for cross-border transactions,** essential for international banking operations.

Network security for digital-first banking:

- **DDoS protection, intrusion prevention, and end-to-end encryption** ensure fraud-proof and compliant financial transactions.

- **Zero-Trust Network Architecture**(ZTNA) for secure remote access to banking applications.

b. Cloud-First Strategy with Direct Connectivity to Hyperscalers (AWS, Azure, Google Cloud)

Why It matters:

With growing customer expectations for **instant banking services, AI-driven personalisation, and multi-cloud banking ecosystems**, financial institutions need a **secure and scalable cloud infrastructure.**

Tata Communications' advantage:

Direct cloud interconnects to hyperscalers:

- **Direct, private connectivity** to AWS, Microsoft Azure, Google Cloud, and Oracle Cloud.

- Reduces **latency and risk of cyberattacks** compared to traditional internet-based connections.

Hybrid and multi-cloud architecture:

- Banks can seamlessly run **core banking, fraud detection, and customer engagement application** across multiple cloud environments.

- **Edge computing** for real-time payment processing and AI-driven fraud detection.

- **Sovereign Cloud Options:** Ensures data residency compliance for banks operating in multiple jurisdictions, addressing regulatory concerns.

- **Dedicated private cloud for core banking:** Offers low-latency, high-performance environments for core banking, digital payments, and AI-driven fraud detection unlikegeneric cloud providers.

Managed services with ai and automation:

- **Banking-focused managed services:** Tata Communications offers **end-to-end cloudmanagement, infrastructure optimisation, and proactive IT support** tailored for financial institutions.

- **AI-Driven Operations (AIOps):** Predictive analytics, **automated compliance audits, and self-healing infrastructure** ensure **99.99% uptime** and seamless banking operations.

- **Customisable Disaster Recovery (DRaaS):** Rapid recovery time objectives (RTO) and recovery point objectives (RPO) enhance business continuity beyond standard DR solutions.

Cloud-native digital banking platforms:

- Fully managed **cloud banking services** for seamless scalability

- **Secure API gateways** to enable fintech collaborations and Open Banking.

c. End-to-End AI-powered CX Suite tailored for banks and FinTechs

Why It matters:

Banks and fintechs need **AI-driven automation and hyper-personalisation to differentiate their services, improve customer engagement, and reduce operational costs.**

Tata Communications' advantage:

Conversational AI for banking CX:

- **24X7 AI-powered chatbots and virtual assistants** reduce call center load.

- **Voice AI** supports **natural language processing (NLP)** for human-like interactions.

AI-Driven predictive analytics for financial advisory:

- AI-driven **spending analysis and personalised financial insights.**

- **Predictive credit scoring** based on real-time transaction data.

Smart IVR and AI-enabled contact centers:

- AI-driven **call routing, sentiment analysis, and automated dispute resolution.**

- **Real-time speech analytic**s to improve agent performance.

d. Trusted security and compliance standards (PCI-DSS, GDPR, ISO 27001, GLBA, PDPA, CSL, APRA)

Why It matters:

Security and compliance are **non-negotiable** in banking. To maintain trust, banks must ensure data protection, regulatory compliance, and secure customer interactions.

Tata Communications' advantage:

Best-in-Class security compliance:

- **PCI-DSS (Payment Card Industry Data Security Standard)** for secure digital transactions.

- **GDPR and CCPA compliance** for global data privacy regulations.

- **ISO 27001-certified security frameworks** for financial data protection.

AI-Driven fraud detection and cybersecurity:

- **An AI-powered anomaly detection** for identifying fraudulent transactions.

- **Behavioural biometrics and machine learning-**based **risk analysis.**

- **Secure blockchain-based transactions** to prevent tampering and fraud.

Zero-Trust security for banking workflows:

- **Identity and Access Management (IAM)** for secure banking operations.

- **Multi-factor authentication (MFA) and biometric security**.

e. Industry partnerships and innovation - led approach

Why It matters:

Banks must continually **innovate, integrate fintech partnerships, and leverage emerging technologies** to stay ahead in a competitive market.

Tata Communications' advantage:

### Strong partnerships with banks and FinTechs:

- Collaborations with **leading global banks, fintechs, and payment providers**.

- **API-driven open banking solutions** to enable seamless third-party integrations.

Innovation-led digital banking solutions:

- **5G-enabled financial services** for next-gen digital banking.

- **Embedded finance and Banking-as-a-Service (BaaS**) solutions for fintech collaborations.

Blockchain, AI and IoT for future-ready banking:

- AI-powered **risk assessment and lending solutions.**

- **Smart contracts for automated trade finance and payments.**

- **IoT-based contactless banking** and biometric ATMs.

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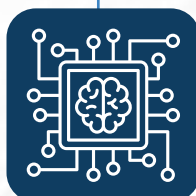
CONCLUSION

Transforming banking CX with Tata Communications' secure, scalable, and AI-driven solutions

The banking industry is undergoing a rapid transformation, driven by evolving customer expectations, technological advancements, and the need for enhanced security and compliance. In this digital-first era, financial institutions must prioritise **seamless, hyper-personalised, and secure customer experiences (CX)** to maintain customer trust, drive engagement, and remain competitive.

The future of banking hinges on **AI-driven automation, real-time personalisation, frictionless security, and seamless omnichannel engagement.** As customers demand f**aster, more intuitive, and personalised banking experiences,** financial institutions must embrace c**loud-first, AI-powered, and cybersecurity-driven CX solutions** to stay ahead of the curve.

By choosing **Tata Communications,** banks and fintechs gain a **trusted, future-ready partner** with the expertise, technology, and **global infrastructure** needed to **deliver exceptional customer experiences while ensuring security, compliance, and operational efficiency. With an innovation-led approach,** Tata Communications is **reshaping the banking CX landscape,** helping financial institutions navigate digital disruption and build long-term customer loyalty in an era of rapid technological change.

Tata Communications stands as a **trusted partner for banks, fintechs, and financial institutions,** offering **end-to-end solutions that** optimise every touchpoint in the banking value chain—from **customer onboarding and engagement to secure transactions, AI-driven personalisation, customer support, and branch modernisation.** By integrating **cloud, AI, blockchain, cybersecurity, and real-time analytics,** Tata Communications empowers banks to deliver **a frictionless, scalable, and future-ready CX ecosystem.**

TATA COMMUNICATIONS

Tata Communications leads the digital revolution by empowering enterprises globally to seize growth opportunities. With borderless connectivity and innovative solutions, we drive digital transformation for Fortune 500 companies. Our robust infrastructure powers unparalleled intelligence in cloud, IoT, and network services, connecting businesses to 80% of top cloud providers and four out of five mobile subscribers. Through strategic partnerships like Formula 1®, we deliver world-class experiences, showcasing our commitment to innovation and empowering global connectivity.

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