



# Integrated BPO Services for BFSI Industry



# Common service offerings across BFSI Segment

Global BFSI institutions have become extremely interconnected and interdependent- conditions which are driving these institutions to relook at their current strategies, re-evaluate business & operational models and reinvest in systems and processes. In addition to internal challenges, shrinking profits, new regulations, tighter compliance, mergers & acquisitions and higher intervention by government & regulatory bodies are demanding financial institutions to adopt a robust structure yet being nimble at the same time. Moreover, the pace of innovation and the rate at which new products and services are being introduced has resulted in a customer oriented competitive environment.

# TYPICAL CONSUMER LENDING PROCESS FOR A BANK



ISON Business Process Outsourcing (BPO) solutions helps BFSI institutions realize the business value through an integrated services approach resulting in optimized processes for Customer Lifetime Value, agile & robust systems & processes and real-time analytics. Through this holistic model BFSI institutions have a competitive edge in today's complex multi geography operational landscape. With operations, strategy, technology and business goals weaved in together ISON helps in unlocking both core as well as support functions.

## Service Offerings

We leverage our experience from successfully front and back-office businesses for leading organizations in Africa. Our focus spans across both business functions and domain –specific requirements. This has helped in realizing the business value by unlocking the key elements which includes process harmonization, operating model, operational optimization, and process automation and decision accelerators.

## Voice (INBOUND/OUTBOUND)



## Non-Voice

### **Analytics**

- Market segmentation and opportunity sizing
- Cross sell Analytics
- Customer acquisition & retention strategy

### **Master Data Management (MDM)**

- Data Quality & Cleansing
- Master Data Strategy and Design
- Master Data Set Up and Governance

### **Sourcing and Procurement (S&P)**

- Category Management
- Vendor Management
- Inventory Optimization

### **Finance and Accounting(F&A)**

- General Accounting
- Financial Reconciliation & Reporting
- Disbursements

A man in a dark suit and tie is seated at a desk, holding a credit card over an open laptop. The scene is dimly lit with a warm, yellowish-orange glow. In the top left corner, there is a decorative geometric pattern of overlapping triangles in shades of orange and yellow. The text 'ISON SERVICES FOR RETAIL BANKING' is overlaid in white, with 'ISON SERVICES FOR' in a regular font and 'RETAIL BANKING' in a bold font.

# ISON SERVICES FOR **RETAIL BANKING**

ISON provides a whole range of retail banking & insurance business services. The enterprise wide workflow helps in process harmonization & automation, operational optimization and usage of statistical modeling to aid business decisions especially for sales / customer acquisition.

## SNAPSHOT OF ISON SERVICES FOR RETAIL BANKING

SEGMENTS	ISON BUSINESS SERVICES FOR RETAIL BANKING	
<b>Front- Office</b>	<ul style="list-style-type: none"> <li>• Sales</li> <li>• Credit Underwriting</li> <li>• Customer Service</li> <li>• Customer Retention &amp; Loyalty programs</li> <li>• Early Stage Collections</li> </ul>	
<b>Back-Office</b>	<p><b>CASA Deposits</b></p> <ul style="list-style-type: none"> <li>• Client/ Account Acquisition</li> <li>• Account Opening</li> <li>• Account Maintenance</li> </ul> <p><b>Cards</b></p> <ul style="list-style-type: none"> <li>• Account Acquisition</li> <li>• Credit Appraisal</li> <li>• Customer Fulfillment</li> <li>• Application Processing</li> </ul>	<ul style="list-style-type: none"> <li>• Transaction processing</li> <li>• Customer Service</li> <li>• Business Support</li> <li>• Customer Services</li> <li>• Tele-Collections Management</li> <li>• Charge backs &amp; Settlements</li> <li>• Dispute Management</li> </ul>
<b>Value Added Services</b>	<ul style="list-style-type: none"> <li>• Shared Services Handling – F&amp;A, HR Procurement&amp; Supply Chain</li> <li>• Reconciliations</li> <li>• Collections and Recoveries</li> </ul>	

### Business value

- Building a customer-centric and customer-responsive financial institution across various channels
- Making service quality a competitive advantage
- Reducing operational risk
- Simplified operating environment through infrastructure transformation and building transparency in systems and processes
- Accelerating innovation while managing costs
- Complying with increasing regulations
- Insurance writing

### Typical value chain for insurance company



ISON Business Process Outsourcing (BPO) solutions helps insurance companies to realize the business value through an integrated services delivery that combines technological solutions, operational excellence and analytical led insight. Through this holistic model insurance institutions have competitive edge in today's complex multi-geography operational landscape. With operations, strategy, technology and business goals weaved in together ISON helps in unlocking both core as well as support

functions and have below strategic edge over competitors:

1. Increase operating efficiency
2. Enhance customer experience/service
3. Respond to market shift & regulatory changes
4. Increase in quality and reduction in cycle time of key processes
5. Reduction in distribution & operating expenses
6. Content and Data Management

# ISON SERVICES FOR **INSURANCE OFFERING**



# SNAPSHOT OF ISON INSURANCE OFFERINGS

SEGMENTS	SERVICES
<b>Policy Admin &amp; Underwriting Services</b>	<ul style="list-style-type: none"> <li>• New Business Data Entry</li> <li>• Document printing and dispatch</li> <li>• Policy Endorsement Processing</li> <li>• Policy lapses, renewal and reinstatement</li> <li>• Policy Surrender &amp; maturity processing</li> <li>• Underwriting support services</li> </ul>
<b>Customer Servicing</b>	<ul style="list-style-type: none"> <li>• Customer Communication</li> <li>• Non-premium bearing endorsements</li> <li>• Renewal payment notice and Lapse intimation letter</li> </ul>
<b>Sales Support Services</b>	<ul style="list-style-type: none"> <li>• Outbound/Inbound Telesales</li> <li>• Agency channel support</li> <li>• Advertising</li> <li>• Sales data analytics and segmentation</li> </ul>
<b>Claims Processing</b>	<ul style="list-style-type: none"> <li>• Claim data entry and query resolution</li> <li>• Validation and fraud detection</li> <li>• Reinsurance Adjudication</li> <li>• Claim Inquires</li> <li>• Payment/Settlement confirmation</li> </ul>

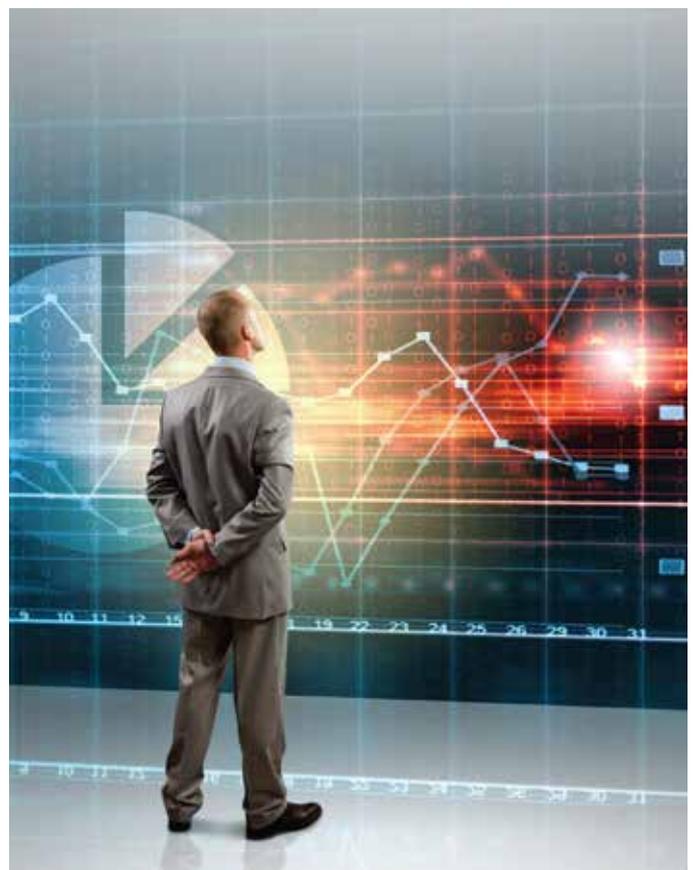
## Analytics: What is Risk Analytics

Risk Analytics is an effective tool for organizations looking to more clearly define, understand and manage their risk profile to increase what we call their "Risk Intelligence." Risk analytics can give organizations visibility into many kinds of systemic risks, from credit risk and market risk to operational, reputational and cyber risk. It can help leaders deploy capital and manage their supply chain at a level that matches their risk tolerance. For organizations exposed to significant regulatory risk, it can be an important tool for helping to achieve compliance.

Risk analytics is increasingly important for banks and financial services companies as they cope with a complex regulatory and competitive environment. Important technologies and calculation engines are now available, that are critical to the future of banks and the entire financial services industry. At the same time, it is possible to develop an over-reliance on analytics, so a balance needs to be found.

Developing more comprehensive and integrated capabilities is increasingly important. Integrated stress-testing, for example, is an important means by which the science of risk management can be turned into more of an art, such that it can be communicated and appreciated by a wider audience. An effective stress-testing framework encompasses a wider spectrum of macro-economic, social, political and environmental considerations and forecasts and so can help banks avoid the tunnel vision that can prevent them from making good decisions and taking timely action.

Data mining is widely used for risk management in NBFCs in order to identify the customers they are dealing with, whether they are reliable or not. Risk analytics is extremely important in customer acquisition and management. Risk analytics helps companies in mitigating losses, fraud detection and so on.





## WHAT IS MARKETING ANALYTICS

Marketing analytics is the measurement and optimization of your marketing activities. Marketing analytics is the practice of measuring, managing and analyzing marketing performance to maximize its effectiveness and optimize return on investment (ROI). Understanding marketing analytics allows marketers to create efficiencies.

Rather than focusing only on performance indicators alone, it is the assessment on how marketing efforts are performing, and adjust them accordingly. Marketing analytics goes beyond on-site indicators and leans on other tools, offsite metrics, and even offline efforts. It takes a whole-picture approach to the measurement of marketing. Marketing analytics focuses more on the overall performance of our efforts, and the many ways we can single them out to improve them. Marketing analytics goes beyond traditional KPIs.

Beyond the obvious sales and lead generation applications, marketing analytics can offer profound insights into customer preferences and trends.

## WHAT IS SERVICE ANALYTICS

Customer service data can be analyzed in an effective way in order to provide delightful experience to the customers and manage their complaints. Findings of analysis of customer relationship management data can be converted into customer service strategies and implemented into customer service model to efficiently serve the customer and retain them. This would also assist in establishing a robust and effective dispute resolution and complaints handling framework on a pan-organisation level with linkages for regulatory interventions and escalations should the need arise.

## OVERALL SERVICE METRICS

- Cost Per Customer Decrease
- Customer Experience Delighted – Effective Complaints Management
- Dispute Resolution and Complaints Management

## ANALYTICS SOLUTIONS – APPLICABILITY AND BENEFITS

AREA	SOLUTION	INDUSTRY	SCENARIO / APPLICABILITY	BUSINESS BENEFITS
Customer Analytics	Churn Prediction	Banking, Insurance & Telecom	<ul style="list-style-type: none"> <li>Predict Voluntary and involuntary churners in case of Prepaid &amp; Postpaid Agent Attrition / Customer Attrition / Product Attrition/ Churn Management</li> </ul>	<ul style="list-style-type: none"> <li>Reduced Churn by 3-5% by Identifying 20% More Churners without Models</li> <li>Identified customers that are likely to churn &amp; remedial actions taken to retain the customers</li> </ul>
	Customer Valuation, Loyalty Analytics	Banking, Insurance & Telecom	<ul style="list-style-type: none"> <li>Segment Creation Based on Lifetime Value and Loyalty for Marketing / Retention</li> </ul>	<ul style="list-style-type: none"> <li>Identification of Profitable Customers and Ability to Predict Market Share</li> </ul>
Marketing Analytics	Customer And Market Segmentation, CVM	Cross Industry	<ul style="list-style-type: none"> <li>Customer base analysis for marketing/ retention activities</li> <li>Project future profitability Collections &amp; Cross Sell Intelligence</li> </ul>	<ul style="list-style-type: none"> <li>Increased cross sell revenues to 25% (from 6%) of total revenue</li> <li>Increased collection rates by 6% (~ 20 million / month), improved persistency rate to 86%</li> </ul>
	Campaign Analytics	Cross Industry	<ul style="list-style-type: none"> <li>Marketing – Acquisition / Market Basket Analysis / Cross Sell / Up Sell</li> </ul>	<ul style="list-style-type: none"> <li>Enhanced Revenues by 2-3% through effective campaigns</li> <li>Achieved higher conversion rates for cross sell/up sell campaigns</li> </ul>
Risk Analytics	Fraud Detection	BFSI	<ul style="list-style-type: none"> <li>Identification of probable fraudulent subscribers</li> </ul>	<ul style="list-style-type: none"> <li>Revenue Assurance through early detection of fraud – savings of 1% of revenue</li> </ul>
	Probability Of Default Estimation	Banking	<ul style="list-style-type: none"> <li>Identification of Customers Likelihood to Default</li> </ul>	<ul style="list-style-type: none"> <li>Risk Assessment and Appropriate Provisioning</li> </ul>
	Warranty Analytics	Auto / Durables / Manufacturing	<ul style="list-style-type: none"> <li>Predict Warranty Costs / Identification of Fraudulent Claims</li> </ul>	<ul style="list-style-type: none"> <li>Cost Optimization</li> </ul>



INNOVATE

ENABLE

ACCELERATE

[www.isonbpo.com](http://www.isonbpo.com) | [info@isonbpo.com](mailto:info@isonbpo.com)

Burkina Faso | Niger | South Africa | India | Ghana | Nigeria  
Tanzania | Kenya | Rwanda | Uganda | Liberia | Sierra Leone  
Zambia | Malawi | South Sudan | Myanmar