



## Banking & Financial Services

### Enhance Customer Loyalty & Wallet Share with **BAFINS-CX**

In today's dynamic and competitive landscape, prioritizing customer satisfaction and engagement is paramount for Banking and Financial Services organizations to maintain their competitive edge. At Alletec, we recognize the critical role of customer experiences in driving business success. BAFINS-CX empowers you achieve that.

BAFINS-CX - built on Microsoft Dynamics 365 - empowers professionals in the financial services sector, cutting across the functions of Sales, Customer Service, and Marketing by providing actionable insights, streamlining processes, and enhancing customer relationships. It is specifically tailored to meet the unique needs of banks and financial services institutions.

### Key Features



**Customer 360:** Gain a comprehensive understanding of each customer with centralized customer data. This enables banks and financial institutions tailor their services to meet individual customer needs, foster stronger relationships, and drive customer satisfaction.



**Escalation Matrix:** Ensure timely and efficient issue resolution by defining escalation paths and service level agreements (SLAs). BAFINS-CX enables organizations to address customer concerns effectively, minimizing dissatisfaction and reinforcing trust.



**Social Media Connectivity & Sentiment Analysis:** Stay connected with customers across various social media platforms and leverage sentiment analysis to understand customer sentiment and preferences. By analyzing tone, context, and emotions conveyed in customer communications, organizations can proactively respond to customer needs and deliver personalized services.



**Omnichannel Integration:** Deliver a seamless and consistent experience across all channels, including social media, WhatsApp, IVR, and SMS. This omnichannel integration ensures that customers receive a unified experience, regardless of the channel they choose for interaction.



**Live Agent Chat Capability:** Enhance real-time customer support with live chat features, enabling immediate and personalized interactions. This feature allows organizations to address customer queries and concerns promptly, improving overall satisfaction.



**Enhanced Case Management:** Streamline case creation, assignment, and resolution processes to enhance efficiency and reduce response times. With streamlined case management, organizations can ensure that each case is handled effectively, leading to improved customer service outcomes.



**Recommendations Engine:** Leverage intelligent recommendations to provide personalized product or service suggestions based on customer behavior and preferences. Maximize revenue opportunities through cross-selling and up-selling.



**Churn Analysis:** Proactively identify and address potential churn by analyzing customer behavior patterns. By recognizing signs of disengagement early, organizations can implement targeted retention strategies to retain valuable customers and mitigate churn risks effectively.



**Notifications Management:** Keep customers informed and engaged with timely notifications for critical updates, offers, or personalized messages. BAFINS-CX allows organizations to configure and automate notifications, ensuring that customers stay informed throughout their journey.



**Dashboards & Reports:** Visualize key performance indicators, customer feedback, and operational metrics with customizable dashboards and reports. By empowering decision-makers with data-driven insights, organizations can enhance strategic planning and improve overall performance.

## Enhance effectiveness of your services with BAFINS-CX and Dynamics 365 Customer Engagement

Expect to see higher CSAT with call outcomes by improving agents' access to internal collaboration tools

Decrease in case backlog

Decrease in average agent handling time

Time savings due to improved agent productivity

Improvement in first call resolution

### Why Alletec

As a leading Microsoft Business Applications partner, servicing customers from over 30 countries for 20+ years, Alletec is committed to delivering innovative solutions that drive business success. With a global presence and a team of experienced domain experts, Alletec is uniquely positioned to help banking and financial services organizations harness the power of Microsoft Dynamics 365 and elevate customer experiences.

Schedule a demo today to experience the unparalleled capabilities of BAFINS-CX and learn how it can help your organization thrive in today's competitive landscape.

#### India

A-1, Sector - 58  
Noida - 201 301

#### USA

5605 North MacArthur Blvd.,  
Ste 1000, Irving, Texas 75038

#### Canada

181 Bay Street, #1800,  
Toronto, Ontario, M5J 2T9

#### Kenya

The Westwood, Vale Close off  
Ring Road Westlands, Nairobi