

Salesforce Financial Services Cloud delivers a unified and secure customer experience

Customer loyalty is a hard-won game. With loyalties switching at the drop of a new product, service, offering or even a simpler experience, banks need to ensure that they cater to evolving consumer expectations, manage their growing portfolio, and still achieve profitable growth in uncertain times. It has become essential for organizations to develop a holistic understanding of their customer's earnings, expenditure, investments, and goals, both from a business and an individual perspective, to deliver hyper-personalized services quickly.

With the Salesforce Financial Services Cloud, banks and financial services can respond to the changing business environment with flexibility and speed, and innovate at scale. Virtusa helps accelerate the implementation of Salesforce Financial Cloud to enable a 360-degree view of the customer's net worth, current holdings, relationships, life events, and business milestones. The solution comes with inbuilt workflows to automate and simulate financial processes, empowering advisors with multiple books of business views to serve customers faster and enhance wealth.

Why clients are choosing Virtusa

Virtusa helps organizations rebuild trust and establish strong relationships with their customers using Salesforce Financial Service Cloud. We help clients with the following benefits:



Cost and delivery efficiencies

The solution helps improve customer engagement through a predictable outcome-based model to help businesses plan efficiently within budget and adhere to KPIs.



Engineering and automation mindset

By enabling zero-touch experiences through automation, we help enhance advisor productivity and give them more time to focus on their entire book of business.



Tangible outcomes

Demonstrable outcomes in the range of 20-30% cost reduction along with productivity gains of 35%.



Customer satisfaction

With an average CSAT of 4.9/5.0, Virtusa ensures optimal delivery and value to its customers.



Hyper-personalization

Our client-centric design thinking combined with our digital-first capabilities help us deliver cost-effective results at speed.

Discover untapped customer insights and deliver seamless customer experience

Virtusa recommends a structured approach for achieving a single view of the customer that spans four key steps:

1. **Assessment** – It starts with understanding key business drivers, vision, goals, and aggregating data to map the customer digital footprint holistically across business and household views. We also offer business case and ROI analysis based on customer needs.
2. **Minimal viable product (MVP) development** – We define the scope of an MVP that delivers tangible value and an architecturally comprehensive solution to generate a 360-degree view of the customer. The technique equips the advisor with key book of business views to focus on enhancing customer wealth. Post MVP, the product can be enhanced to automate key workflows that will simplify common financial service requests, integrate with back-end financial data systems, and establish deeper relationships with key stakeholders.
3. **Production launch** – We ensure change management and organizational alignment to deliver a seamless experience for the customer and advisor.
4. **Next-gen optimization with AI** – We enhance automation through AI-driven customer engagement, data-driven investment decisions, and feedback-driven process loop through Salesforce's Einstein AI platform.

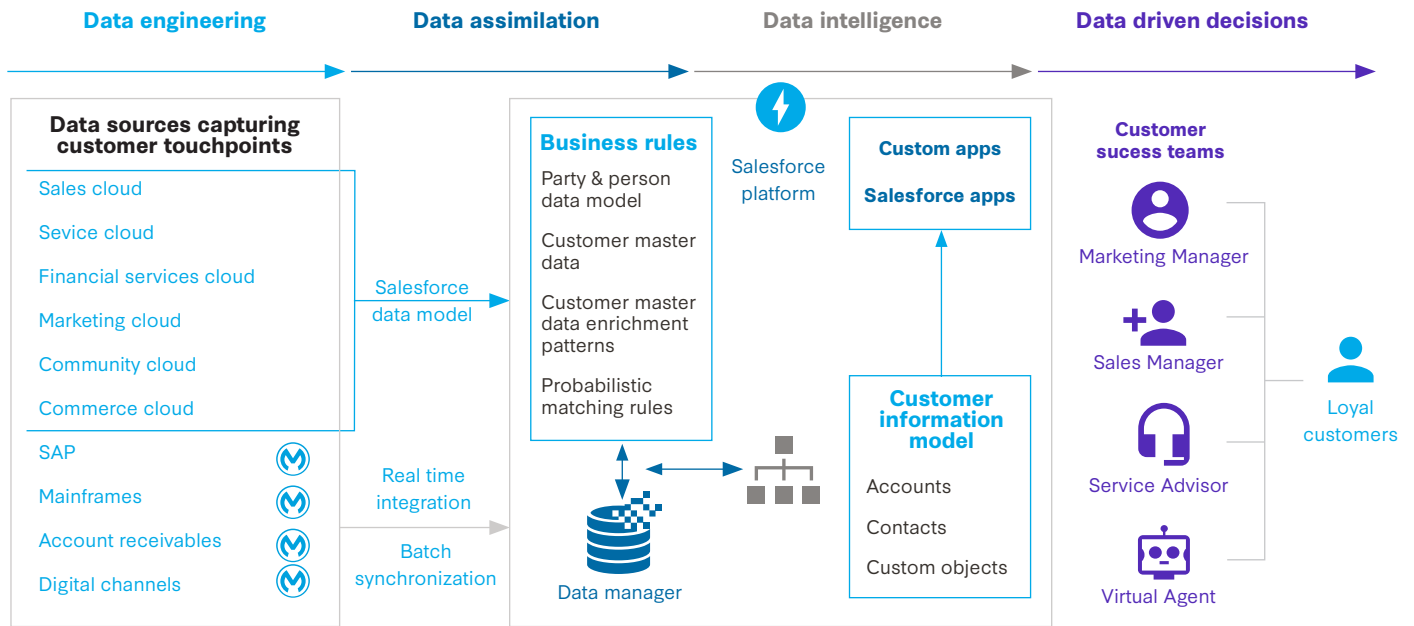


Figure: Virtusa’s Salesforce Cloud for a 360-degree of the customer

We help leading financial services clients achieve higher ROI from their cloud investments

The retail banking and cards division of a large financial services multinational company improved productivity by 25% for 7500 users by implementing Salesforce Financial Services Cloud and Einstein analytics. It enabled a customer 360-degree view across multiple LOBs with secured data transfer and storage using Salesforce shield for data encryption, acceptable as per defined industry standards (such as PCI-DSS). Virtusa migrated over 50 million records of customer data pertaining to customer demographics, household, and financial accounts spread across multiple systems.

Virtusa reduced average call time by over 20% by implementing Salesforce Financial Services Cloud for a large credit union. We leveraged Lightning for case management, escalation, and approval process, delivered real time integration of FSC with Mainframe Systems and Adobe Experience Manager to provide improved member experience with zero touch use cases. We implemented Salesforce Lightning Knowledge to automate and reduce calls by 5%, cut down AHT, email backlog, and empower customers.

For more information please contact marketing@virtusa.com or visit virtusa.com