



The Banking and Financial Services industry, like many others, is changing fundamentally. Banks have become complex financial organizations by offering a wide variety of services to international markets and control billions of dollars in cash and assets. Supported by the latest technology, banks are working to identify new business niches, to develop customized services, to implement innovative strategies and to capture new market opportunities. With further globalization, consolidation, deregulation of the financial industry, the banking sector is becoming more complex day by day.

Furthermore, the modern financial industry has brought greater business diversification. Some banks in the industrialized world are entering into investments, underwriting of securities, portfolio management and the insurance businesses. Taken together, these changes have made banks an imperative entity in the global business community.

Business challenges

The evolution of the Financial Services industry is accompanied by challenges and opportunities. Over the last several years, financial modernization, industry consolidation, the rise of new institutions, shifting trends in borrowing and lending and emerging technology have influenced and affected how financial institutions operate.

Institutions are in a constant balance managing Credit Risks and satisfying the changing needs of their customers with a wide variety of products, such as mortgages, home equities, credit cards, lines of credit, savings and checking accounts, insurance and investment products.

In addition, with money laundering on the rise around the world, regulatory response has also increased. They are focused on an institution's lack of consistent internal controls, governance and oversight. Financial institutions need to be able to estimate and review risk and compliance with regulations such as Basel II and mandatory capital requirements. More than ever, banks need better understanding of key indicators and best

practices for decision making in all areas of operations, including:

- Improving customer service and retaining customers
- Acquiring new customers using competitive market initiatives
- Sales and service improvement
- Pricing and ROI analysis
- Risk management and fraud prevention
- Financial flow, valuation and forecasting
- Regulatory control and compliance

Industry Solution

Business Intelligence (BI) aids organizations to avail critical insights into core business strategies and strategic policies. It reveals concealed trends, and present as well as future obstacles that the company may not have otherwise been aware of.

Traditionally, financial institutions have invested money and effort in predictive and descriptive models to understand key influencers and changes in the business by analyzing the data collected in daily business operations. This approach may be used to design reports and executive dashboards as well as to understand risk and fraud, determine marketing ROI and improve business operations at every level. Global competitive advantage requires highly developed data analysis to improve customer profitability, manage risk, reduce operating costs and provide better service offerings.

CRM solutions, when implemented and integrated correctly, can help significantly in improving customer satisfaction levels. Data mining helps the industry to analyze and measure customer transaction patterns and behavior. This can help in creating forward-looking suggestions that will help :

- Segment and predict behavior of homogeneous (similar) groups of customers.
- Detect patterns of fraud
- Identify causes of risk, create sophisticated and automated models of risk
- Uncover hidden correlations between different indicators
- Create models to price futures, options, and stocks
- Optimize portfolio performance

What BI can do for you?

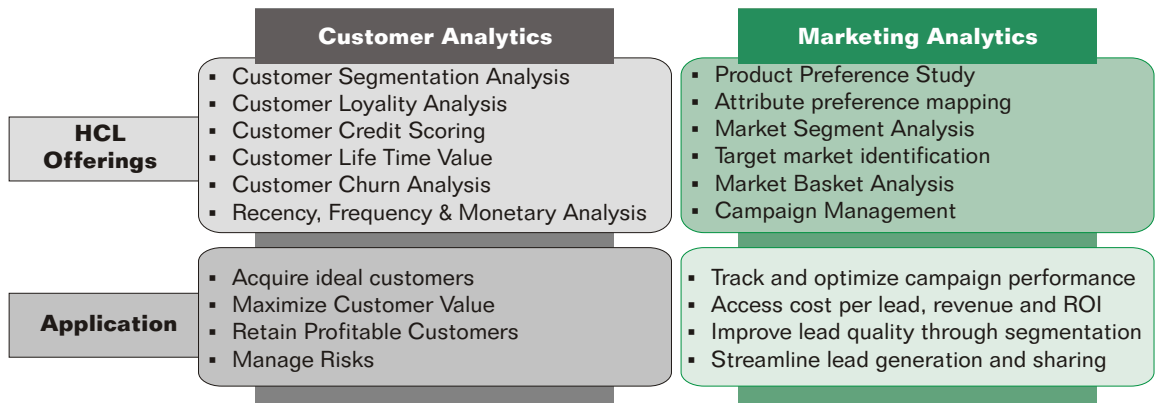
The ability to make fast and reliable decisions based on accurate and usable information is essential to all business enterprises. Business Intelligence provides timely information about customer relations, markets, suppliers, emerging trends and patterns, there by providing the right information to the right person at the right time - a competitive advantage.

In addition to greater profitability, business intelligence provides the following business benefits:

- Helps in identifying loyal customers - better ability to sell services that address specific customer needs
- Differentiates organization from its competition in the eyes of the customers
- The ability to exploit changing and widening markets
- The ability to implement a customer-centric approach focused on optimizing the lifetime value of the customer
- The ability to concentrate on financial budgeting, cost control, and risk management
- To look for new ways to minimize costs, while increasing profitability and shareholder value by effectively managing consumer relationships

Our Competency

The Decision Support Services team within HCL BPO works on two attributes namely Market Research and Business Intelligence. The team with comprehensive experience in Web-Based Enterprise Reporting, Information Delivery and Management, End-User Analysis, Performance Management, Financial Reporting, Analytic Dashboards and Scorecards using Business Intelligence tools like SAS, SPSS, Business Objects and Query languages helps companies in making competitive strategies right from identifying the market segments till the point of customer preferences and attitudes. With varied experience in Financial Services industry we help companies gain valuable information from data using various analysis techniques.



Your Data is Secure with us:

HCL Technologies Ltd - BPO Services is certified for BS7799 standard by British Standard Institute, India across all delivery centers located in Noida and Chennai. Information security management system of HCL practices 10 domains, 36 control objectives and 125 controls of BS7799 standard. Transition practice to ISO 27001 from BS7799 has started and will be completed within few months. HCL is also a part of the NASSCOM core team to define and implement policies for information security.

- Dedicated team performs security monitoring - 24/7.
- Products like McAfee EPO, Web sense reporter, ISS/CISCO Network and host intrusion detection system etc., are used for monitoring
- Paperless Office
- Electronic Devices such as mobile phones, PDA etc., are not allowed on the production floor
- Random audits to ensure security policies are followed



Hello, I'm from HCL! We work behind the scenes, helping our customers to shift paradigms and start revolutions. We use digital engineering to build superhuman capabilities. We make sure that the rate of progress far exceeds the price. And right now, 88,000 of us bright sparks are busy developing solutions for 500 customers in 31 countries across the world. **How can I help you?**

Contact Us: marketing.bpo@hcl.com

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