



## LEAD A PROPER CUSTOMER JOURNEY

A Banking Customer Engagement Platform which provides banks with a ready to implement solution that manages the customer journey across multiple touchpoints. This solution allows predictability, integration, and adoption choices as business demands opening new horizons for a greater experience for banks' clients. The effective customer engagement powered by Dynamic Segmentation, Machine Learning, and Robotic Process Automation helps banks to predict and forecast customer behavior for the best product recommendation, predict churn and prevent fraud ensures that the bank customer will receive the appropriate service at the right time through Their preferred channel.

### THE BANK-CEP® PLATFORM COVERS:



Information Platform & Customer 360 Repository.



Marketing Management.



Sentiment Analysis.



Leads Management.



Services Management.



Customer Chat-Bots (PIBO).



Sales Management.



Advanced Analytics.



Open API's.