



Financial Services | Retail Banking

Deliver superior experience at every point along the customer journey.

A differentiated experience in retail banking.

Acquiring new retail banking customers is expensive. That's why it is so important to retain the customers you already have. If your financial institution is burdened with heavily customized legacy core systems, it can be difficult to provide your customers with the experience they demand and you could risk losing them to a competitor.



Banks that get their digital formulas right are seeing strong gains in both adoption of and satisfaction with advice and guidance delivered via digital channels.

- J.D. Power U.S. Retail Banking Advice Satisfaction Study

The Appian difference for retail banking.

- **Personalized customer experience.** Stay competitive with a forward-looking digital transformation strategy that allows you to redefine the customer experience start to finish.
- **Seamless omni-channel engagement.** Achieve a seamless customer experience across an ever-broadening scope of communication channels.
- **Automation for employees.** Artificial Intelligence (AI), Machine Learning (ML), Robotic Process Automation (RPA), and other technologies like process mining empower human agents to deliver intelligence and exceptional customer service in real-time.

Improve customer retention rates.

It is five times more expensive to acquire a new customer than it is to retain an existing one. Bank customers would prefer to do all their banking with one institution they trust, and 70% of consumers, across all generations, hold that banks that are current with the latest technology are more trustworthy than banks that lag. Banks must deliver exceptional digital experiences focused on developing customer trust; that trust is the key to increasing loyalty and reducing churn. With fewer customers switching to competitors, financial institutions will acquire more customer data; by leveraging that data as a competitive differentiator, banks can potentially earn a lifetime of opportunity to sell customers more products and earn their loyalty and advocacy.

Unify and modernize legacy systems.

Innovation is crucial to delivering the experience retail banking customers demand. Retail banks that are saddled with aging systems are spending too much time simply keeping the lights on to invest in the innovation that will keep them competitive. And competitive pressures have never been greater. Technology giants with superior digital capabilities and extremely customer-centric business models, are now targeting payments and lending—products that were predominantly banks' revenue and share sweet spots. Maintaining legacy systems also introduces operational risk and can make compliance with evolving regulation more difficult to achieve. Compliance breaches not only bring the threat of significant fines but, severe reputational damage.

Leading retail and consumer financial institutions trust Appian to improve operational excellence and customer experience in retail banking.

Explore the Appian suite of applications for retail banking:

New business and deal lifecycle	Lending and payments	Customer lifecycle management	Operations	Corporate functions	Governance, risk and compliance
<ul style="list-style-type: none"> • Campaign management • Financial product management • Deal initiation and review • Legal entity management 	<ul style="list-style-type: none"> • Loan origination • Loan management • Bank payments and card operations management • Stimulus lending programs (PPP, CBILS, CLBILS, BBLS, et al) • Fast credit lending programs (DACH-region) • SWIFT gpi cross-border payments case resolution 	<ul style="list-style-type: none"> • Connected Onboarding • Connected Servicing • Contact center automation • Disputes and complaints management 	<ul style="list-style-type: none"> • Corporate actions • Fund 360° lifecycle hub and transactions • Investment operations help desk • Omni-channel case management • Robotic workforce manager (RWM) • Account and product lifecycle management (Sales Force) • Reconciliation (accounts and financials) 	<ul style="list-style-type: none"> • HR management • Internal audit • Workforce safety • Finance management • Finance command center • LIBOR and legal contract management • Incident and crisis management (COVID-19) • Sourcing and procurement • Tax redemption management • Legal non-disclosure agreements • Treasury and global transactions management 	<ul style="list-style-type: none"> • CIP/KYC/EDD • Credit risk review • Data privacy, including GDPR, CCPA, etc. • Anti-money laundering (AML) • IFRS stress test management • Horizon scanning • Enterprise risk management • Service provider sourcing and oversight • Employee trade compliance • Anti-bribery and corruption • Political contributions surveillance • FATCA/CRS management

Appian retail banking customers can:

- Protect brand reputation
- Increase customer acquisition
- Reduce customer churn

Learn more about the Appian capability for retail banking: appian.com/finserv.