

Regional Digital Transformation for South East Asia's 5th largest bank



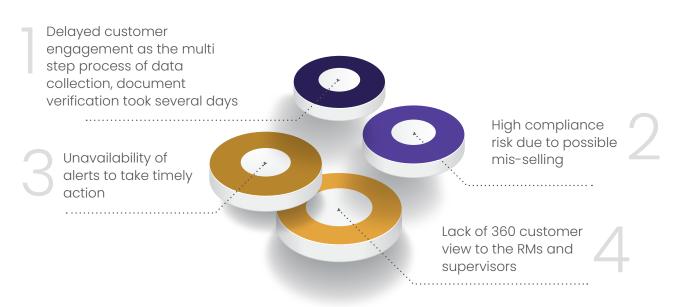




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One of Intellect Wealth's most notable implementations has been the one at ASEAN's 5th largest bank with a multi-country rollout - across Malaysia, Thailand and Singapore.

Key Challenges



Solution Provided

The omni-channel tech stack enabling accessibility across channels, empowered RMs to serve customers - anytime and from anywhere

Capability to provide end-end digital account opening and digital order capture for wealth clients

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Business rule engine- flexibility and scalability to add products within a strong compliance framework

Product organized at API level
- enables personalization,
collaboration and innovation

Orchestration of personalized journeys and product recommendations based on customer segments defined by the local regulatory frameworks (especially relevant for Singapore)

The solution enabled a 360 degree view of all customer information – personal and financial – on a single platform

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Mobility first design with latest UX features

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Analytics based data insights for informed decisions

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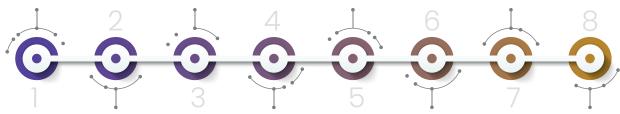
Intelligent decision engine backed by BPM and business rules allowing multi level approval process bundled in the product

Business Impact

30% increase in customer base vis-a-vis the projected 20% Seamless flow of customer information across interfaces and devices

Better and lower cost of compliance

Easy compliance management through inbuilt regulatory framework



80% improvement in portfolio review time per customer

Hyper-personal advisory to each customer

Better supervision and guidance for RMs with the supervisor view Time taken for investment account opening came down to a few minutes vis-a-vis hours earlier

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Intellect Wealth, leveraging the power of eMACH.ai, is an API-based, scalable omnichannel solution for private banks, wealth management firms, advisory firms and broker-dealers. Our AI cloud native products are known to address the most complex business objectives with the highest accuracy of outcome.

