

# Banking & Financial Case Studies

# Case study - 1

## Workflow Automation for a Global Financial Service Provider

### Challenges

A leading global financial services provider, specializing in investment management and brokerage services, faced operational bottlenecks caused by manual and disjointed processes in client account management and transaction handling. The company sought a solution to streamline these processes, reduce errors, and improve client satisfaction without disrupting ongoing operations.

### Approach

The financial firm partnered with onegen.ai to implement a tailored workflow automation solution. Despite being in the early stages of product development, OneGen.ai brought a fresh approach to integrating AI with existing financial processes. The project involved:

- **Custom Solution Development:** Building a bespoke automation framework capable of integrating with the client's legacy systems.
- **Process Mapping and Redesign:** Analyzing current workflows to identify inefficiencies and redesigning them for automation.
- **Iterative Implementation:** Rolling out the solution in phases, allowing for continuous feedback and system enhancements based on real-world use.

### Results

- 40% increase in process efficiency, significantly reducing the time needed for account setups and transaction processing.
- **Error Reduction:** Achieved a 60% decrease in processing errors due to automation of repetitive tasks.
- **Client Satisfaction:** Improved response times and accuracy boosted overall client satisfaction ratings.

## Solution architecture

- **Onegen Automation Engine:** Developed to specifically address the unique needs of financial services workflows, integrating seamlessly with the firm's database and CRM systems.
- **Data Flow Management:** Ensured smooth and secure data transfer between internal and external systems, maintaining compliance with stringent financial regulations.
- **User Interface:** Provided a user-friendly dashboard for employees to oversee automated processes and intervene when necessary.

## About the Financial Firm

- **Services:** Offers a wide range of financial services including asset management, retirement planning, and stock brokerage.
- **Market Presence:** Operates across North America and Europe, serving over one million clients.
- **Innovation Focus:** Committed to adopting cutting-edge technology to stay ahead in a competitive market.

## Project highlights

- **Customised Deployment:** Onegen.ai's flexible platform allowed for customization to fit the specific operational needs of the financial firm.
- **Scalability:** The solution was designed to scale, supporting additional processes and departments as needed.
- **Feedback Loop Integration:** Continuous improvement was facilitated by incorporating user feedback directly into system refinements.

## Case study - 2

### Predicting a Global Fintech Company's Deal Outcomes with 85% Accuracy

#### Challenges

At the cutting edge of the rapidly evolving fintech industry, the company faced significant challenges in scaling their operations due to increasingly complex market conditions and customer demands. Accurate forecasting of deal outcomes was crucial to adapt their strategic approach and maintain competitiveness.

#### Approach

Over a 10-week period, onegen.ai deployed a CRM AI optimization tool to build predictive modeling capabilities that could forecast the likelihood of deal wins and losses, integrating seamlessly with the client's existing CRM systems. The solution involved:

Enriching CRM data with 120 external data sources, including economic indicators, market trends, and customer interaction data.

Developing an advanced, federated data model to generate actionable insights.

Utilizing machine learning to train models capable of predicting quarterly and annual deal outcomes, thus enhancing sales strategies and operational efficiencies.

#### Results

- \$35M increase in projected annual revenue due to higher conversion rates.
- 85% accuracy in predicting deal outcomes at the start of each quarter, allowing for strategic adjustments.
- 96% accuracy in daily sales forecasts, facilitating day-to-day operational planning.
- 105,000 hours per year saved across global teams by reducing reliance on manual forecasting.

## Solution architecture

- **Enhanced CRM with AI:** Integration of AI to provide deep learning insights directly within the CRM environment.
- **Comprehensive Data Integration:** Leveraged both internal and external data sources to inform the AI models, ensuring a holistic view of market conditions.
- **Robust Security Measures:** Implemented stringent security protocols to protect data integrity and comply with international data protection regulations.

## About the company

- **Revenue:** \$5 billion in annual revenue as of 2023.
- **Global Presence:** Operations in over 50 countries worldwide.
- **Employee Base:** 20,000 employees globally.
- **Industry:** Leading provider of financial technology solutions, focusing on payment systems, financial software, and digital banking services.

## Project highlights

- **Rapid Deployment:** AI capabilities were integrated and operational within 10 weeks from project initiation.
- **Data Integration:** Over 130 external data sources were integrated, enhancing the quality and breadth of data analysis.
- **Error Reduction:** Forecasting accuracy improved from a baseline error of 40% to just 8% by the end of the AI training period.
- **Economic Impact:** Projected to increase annual revenue potential by up to \$40M due to better-targeted sales strategies and resource allocation.
- **Machine Learning Model Features:** Developed over 2,500 unique features in the machine learning models to capture complex patterns and influences on sales outcomes.
- **Analysis and Scoring:** Evaluated more than 100,000 opportunities using the new AI system, providing detailed insights into sales dynamics and customer behavior.

## Case study - 3

### Corporate Customer Churn Prevention For a Global Bank

#### Challenges

A prominent regional bank with significant market share in commercial lending and a growing base of corporate clients faced challenges in maintaining customer loyalty. The bank sought effective tools to analyze customer behavior and predict churn, especially as they expanded their services amidst increasing competition.

#### Approach

The bank partnered with OneGen.ai, known for its AI-driven analytics, to develop a predictive model to identify early signs of customer churn. Key initiatives included:

- **Data Analysis:** Leveraging existing transactional and interaction data from the bank's CRM to build a predictive model.
- **Pilot Implementation:** Deployed the model within a select customer segment for initial testing and refinement over a six-week period.
- **Feedback Integration:** Adjusted the model based on feedback from the bank's relationship managers to better align predictions with actual customer needs.

#### Results

- 30% reduction in churn rate among targeted corporate clients during the pilot phase.
- **Deployment Speed:** Full integration across all corporate accounts achieved within two months.
- **Estimated Revenue Impact:** Projected to retain \$20-49 million in annual revenue by reducing churn.

## Solution architecture

- **Onegen AI Platform:** Integrated with the bank's existing systems to provide seamless, real-time analytics.
- **Data Utilization:** Utilized both structured data from the CRM and unstructured data from customer service logs.
- **Security Measures:** Implemented robust data protection measures to ensure compliance with financial regulations.

## About the Bank

- **Annual Revenue:** \$6 billion with a focus on expanding corporate banking services.
- **Client Base:** Manages over 15,000 corporate accounts, primarily mid-sized enterprises.
- **Services:** Specializes in commercial lending, treasury management, and sector-specific financial advising.

## Project highlights

- **Focused Deployment:** Targeted high-risk segments first to maximize impact and refine the model.
- **Scalable Solutions:** Designed the AI platform to easily scale as the bank expands its operations.
- **Customized Features:** Developed features specifically tailored to the nuances of the bank's client interactions and business model.

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