

Realizing banking's next-gen *customer experience*

Personalized and consistent banking interactions are complex and challenging yet expected by the customer. Disparate banking channels can be fragmented and feel inconsistent or non-responsive to customers. To remain competitive, banks need persistent, multi-channel, cross-product experiences to realize effective customer interaction and engagement.



Customer Obsession Across Every Channel

When expertise and modern technology meet customer obsession, the result is a multi-channel solution accelerator for tailor made customer experiences. The outcome is amplified engagement, customer loyalty, retention, and new revenue growth.

Lightflow is a cutting-edge Customer Experience (CX) Engine tailored for banks and financial institutions. It aims to transform cross-channel customer interactions, significantly boosting engagement and satisfaction. The accelerator equips financial institutions with advanced cloud native tools to adapt to evolving consumer needs, streamline operations, and ensure a future-proof strategy in the competitive financial landscape, ultimately elevating customer loyalty and operational efficiency.



Strategy

Accelerate multi-channel solution development with the Lightflow approach, enabling banks to create personalized interactions across call centers, branches, apps, web, SMS, email, and social media for consistent experiences at all touch points.



Technology

Seamlessly integrated with AWS services like Connect, DynamoDB, advanced AI and machine learning, and Unqork's Enterprise App Cloud, Lightflow offers a unified, real-time view of customer data across touchpoints, enabling personalized experiences and efficiency.



Transformation

Transform the customer journey by combining the Lightflow accelerator with Slalom's Design First approach, starting with your vision of amazing customer service, enhancing cross/upsell motions, and targeting new customers by rethinking engagement and service collaboration.

Flexible banking experiences

Lightflow is a breakthrough accelerator that helps financial institutions rapidly develop multi-channel customer experiences, resulting in an easy-to-maintain customer experience engine for improved engagement and business growth.

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Our approach

Unified & Persistent Customer View

By integrating the service experience across multiple channels, Lightflow provides a comprehensive 360-degree view of service interactions, empowering bank employees to deliver superior service at the customer point of need.

Enhanced Personalization

Leveraging cutting-edge analytics and tapping into AWS' AI platforms, Lightflow offers deep personalization, enabling banks to understand and respond to individual customer needs in real-time.

Data-driven strategy

Iteratively develop an intelligent data infrastructure that results in a rich back-end modern data architecture supporting the creation of advanced analytics and insights that empower banks to derive actionable insights and better customer engagement.

Intelligent experience solution

Built on the powerful Amazon Connect & Pinpoint platform, to ensure a secure, reliable, and scalable solution for customer contact and engagement that easily scales to accommodate growing customer bases and peak demand periods.

Designed for tight core banking system integration

Integrates with existing core banking systems eliminating the need for complex and time-consuming data migrations to access real-time customer data and transactions that enable proactive service experiences timed at the point of need

Connecting customer experience with operations

Integrated with Unqork's Enterprise App Cloud, Lightflow delivers real-time, proactive service and support, providing the right data to the right channel at the right time resulting in customer delight.

We are committed to financial services excellence. *What's next?*

Our financial services customer experience accelerators stand at the intersection of immediate value and technological innovation. Let's explore your journey.



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