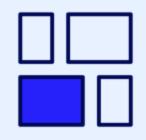


Guidare la crescita unificando la Customer Experience

Salvatore Bertolino | Account Executive Financial Services & Insurance

Banking challenges



Customer Onboarding

Disconnected Operating Model

Industry Fee Compression

Growing Regulatory Scrutiny

Increased Operational Costs

Delayed time to revenue



Customer Servicing

Manual Processing of Client Requests

Missed Client Deadlines (SLA)

Poor Recordkeeping for Ongoing Requests

Distributed Client Request Management

Poor client experience



Know Your Customer

Data Across Multiple Platforms

Growing Regulatory Scrutiny

Manual and Paper-Based Processes

Lack of Visibility into Changes

Regulatory risk and fines



Business Imperatives



• New product Development

Greater Choice
Bespoke Products & Services

• Better Customer Journey/Experience

Improving NPS
Tailored Advice
More Ways to get in touch
Greater Transparency
Effective issues Management
Compensation

Grow Revenues

Operational Costs

Eliminate Manual processes
Eliminate Toggling between Systems
Support 'Once and done'
Reduce human error and rework
Reduce training costs

IT Delivery Costs

Reduce Implementation times Increase productivity Managed Cloud Services

• IT Maintenance Costs
Change Management
"Keeping the lights on'

Control Costs

Appian Applications Manage Risk & Compliance Risk

1st Line of Defense 2nd Line of Defense 3rd Line of Defense

Regulatory

Compliance Reporting Managing Change

• The Cost of Capital

Operational Resilience

• Operational Resilience

SLAs/KPIs
Operational Oversight
Real time reporting
Automated processes
Follow the sun processing
Mobile/Remote working
Managing Change

Technological Resilience

Cloud Services Real time Alerts/reporting Exception processes **Managing Change**

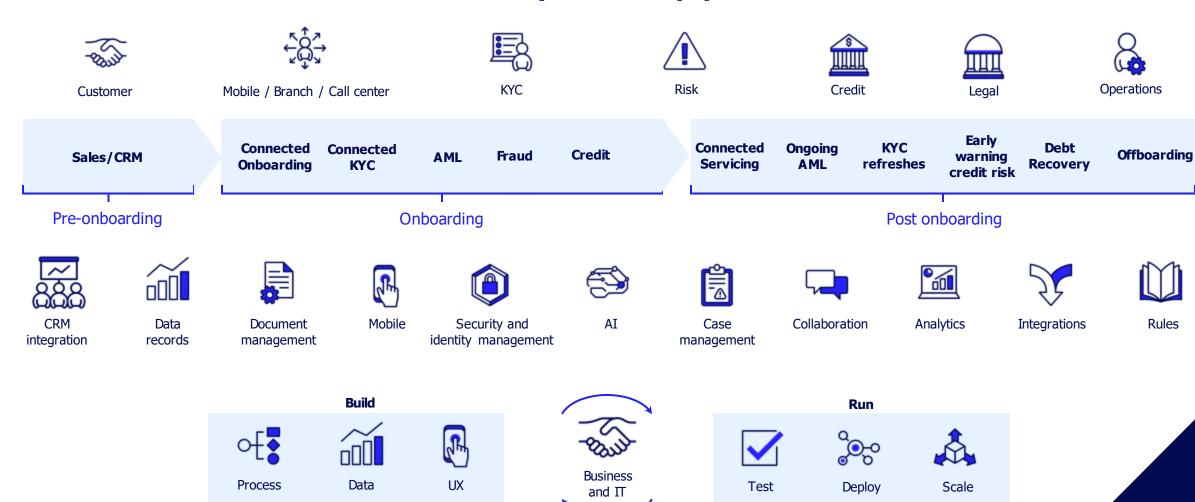
Review
Impact Assessment
Approval
Delivery

Low-Code Automation Defined



The Customer Journey on Appian

Model driven



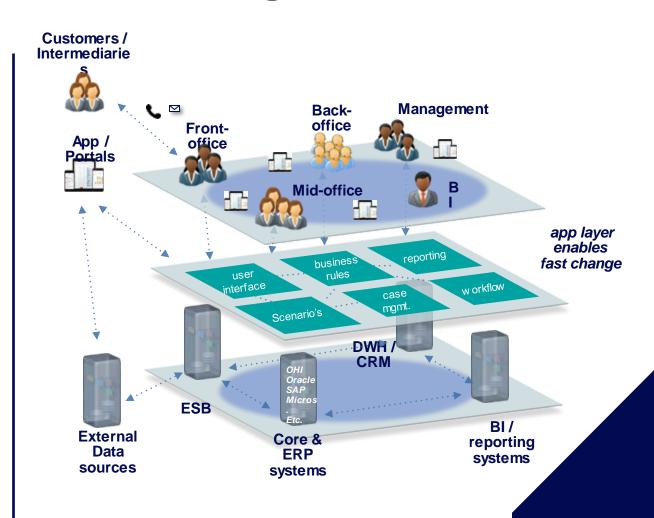
Low-code automation platform

Automated

Current State

Management Back-Customers / Front-office office Intermediarie **Mid-office** DWH /: CRM **ESB External** Data BI/ **Sources** reporting Core & **ERP** systems systems

Target State



Expect more from your low-code platform.

Discover



Process mining

Discover bottlenecks more easily in your workflows. Optimize them from a unified platform.

Design



Low-code apps

Design and build apps 10x faster with visual development.
Automatically mobile-ready.

Automate



Complete automation

Automate tasks to digital workers. Native RPA, AI, smart services, intelligent document processing, and business rules.



Low-code data

Access and orchestrate data from anywhere, migration optional. Integrate data without coding. Automatically performance-tuned.







