Shraddha

Good morning, everyone.

We are Team Access Denied, and we are here to present our solution

for

“Improving customer experience with reward integration”.

I am Shraddha Katkar-Karmarkar, the leader of the team, and I will start the presentation.

First, let me introduce my team members. (slide change )

*They are ...*

(slide change )

This is our agenda for today. We will cover the following topics:

- The problem statement and the need for a better digital engagement strategy

- Our solution proposal

- Our product showcase and a demo of our app

- The technical feasibility and the architecture diagram of our solution

- The business value and the benefits of our solution

- The future development roadmap

(slide change )

We are living in a new era of digital banking, where customers demand speed , convenience along with seamless and secure digital banking services

(slide change )

One of the most popular and convenient digital payment systems in India is UPI .

It has become an integral part of our daily lives.

There are many UPIs available in Indian market.

(slide change )

As per NPCI (National Payment Corporation of India) , Some of UPI apps are dominating the Indian market where ; despite offering convenience and security, HSBC's Simply Pay app, lags behind its competitors.

(slide change )

Why is that? What is missing from HSBC's Simply Pay app that makes customers prefer other UPI apps?

(slide change )

HSBC needs a stronger digital engagement .

Customers want more than just a payment app. They want an app that rewards them for their loyalty.

(slide change )

That is why we have come up with a solution that aims to retain and attract HSBC customers by offering them rewards and encouraging them to use all HSBC products.

By rewarding them for their loyalty, we want to increase their average purchase value and frequency, and enhance their customer experience.

(slide change )

*This is our solution: HSBC Rewards integration.* (slide change )

Product demo

Let's take a look at how our product demo showcases the customer journeys on the Simply Pay app.

(slide change ) (PLAY)

…

…

This is an additional personalization feature that complements our backend rules for voucher generation.

Our goal is to make customers HAPPY!

Now lets discuss Technical Architecture of our proposed solution

Satyajit

Technical feasibility

We will present 2 related journeys here ..Reward prediction & Instant reward generation architecture (Slide change)

As part of Reward prediction journey, (Slide change)

we will load customer transactions from Core banking source systems (HUB/RPS/OBS) via existing Data on cloud architecture .

Customer transaction data will be loaded to BIGQuery via data pipeline by Cloud Data Flow on daily basis . (Slide change)

This data will be used by Cloud Machine Learning modules which will process and provide info to reward/voucher predict API

We will track Customer purchase history or expenses and set rules to give best suitable reward for the customer.

Example , If a customer does lot of expenditure on food ordering apps/travel apps then it will predict food ordering/ travel app voucher . . (Slide change)

As part of Instant reward generation Journey (Slide change)

when a customer completes a transaction on the Simply Pay app, it triggers an event. . (Slide change)

Real time Streaming data will be ingested by Google Cloud's Pub/Sub ,

That is messaging service which allows independent applications to communicate asynchronously. . (Slide change)

Data is now passed to Dataflow , which is a powerful and fully managed data processing service provided by Google Cloud.

Dataflow transforms and processes this data and triggers event for Cloud function. (Slide change)

Cloud function is server less and fully managed environment which will invoke Reward/voucher generation application. . (Slide change)

We will store all the assigned to Voucher/reward in relational data base GCP Fire Store

Reward and voucher application will be hosted in GCP App Engine which will generate a reward/voucher as predicated by Real time reward/voucher API based up on purchase history . (Slide change)

The generated voucher is sent back to the app as a response message.

(Slide change)

The customer can view and enjoy their earned rewards right on the app.

(Slide change)

Lets see our demo for part we have started to develop (Slide change) PLAY

Now lets go through Key benefits, cost assessment & our future plan (Slide change)

Mridula

Business benefits

Designing a rewards program that aligns to our business goals, values and

resonates with target end customer needs.

Let’s look at some of the benefits.

Sequence wise:

**Customer Retention**

Script- Customer are always attracted towards any reward. This new value-added service will not

only enhance customer experience but also encourage them using the app for different services

available e.g., open new accounts, make more transactions, engage with more of the services

offered and invest in additional financial products over time.

**Marketing Opportunities & Building partnerships**

Script Promoting reward programs can serve as an effective marketing strategy,

attracting attention and increasing customer volume. Collaboration with other

businesses for reward programs can create benefit increasing the overall value

proposition for customers.

**Brand Visibility & Loyalty**

Script A well-executed rewards program contributes positively to overall customer

experience. Moreover, any customer who receive rewards are more likely to

associate positive experiences thus strengthening brand loyalty. Eg they may share

their experiences on social media generating publicity and attracting more new

customers

**Competitive Advantage**

Script The rewards program can differentiate your UPI payment service from other

competitors making it more appealing to customers- Hyper personalized rewards.

To be different from what other competitors are offering in the market

**Influence Spending Behavior**

Script Tailor made rewards based on customer spending behaviour can guide users

toward certain products or services.

**Increase UPI Market Share**

The app enables seamless, instant, and secured transactions done by the customer

through a single platform that offers reward plus enhancing their savings. So more no

of customers will be inclined to use the app thus contributing to increase in the UPI

market share.

(NEXT)

We want to ensure that we consistently deliver first-class customer

experiences. We can achieve this through Vision ’27 and the 4Cs4 C’s

Implementing the solution targeting to achieve following strategic pillars of HSBC’s

Vision27 Scalability &Speed

We are leveraging cloud & modernized platform to build smart solution, which can be

redeployed across various markets.

We are building this solution to compete in the market by delivering the solution faster

through innovation, modern architecture & customer centric processes We are also focusing

on making the solution secure and accessible to customers from anywhere

To achieve Vision 27, we define how we deliver the strategy with 4Cwe are primarily

focusing on improving Customer’s; experience, putting them at the heart of everything we do

and creating a truly customer-centric culture.

(Slide change)

On the Development Roadmap & Cost Assessment: The below chart represents the costing

forecast for the MVP1 that we plan to deliver by Nov 2024.

Below are the estimates for the phase 1 delivery

We have also included cost of annual run to maintain service going.

For Our Future plan; we plan to include additional features like automation of onboarding new brands , or keep enhancing User reward journey…

Currently HSBC Simply pay app is too far behind compared to competitors, but we aspire to be in top 20 UPI players in market in coming few years.

(Slide change)

Thank you !

Now we are open to take if any questions

😊