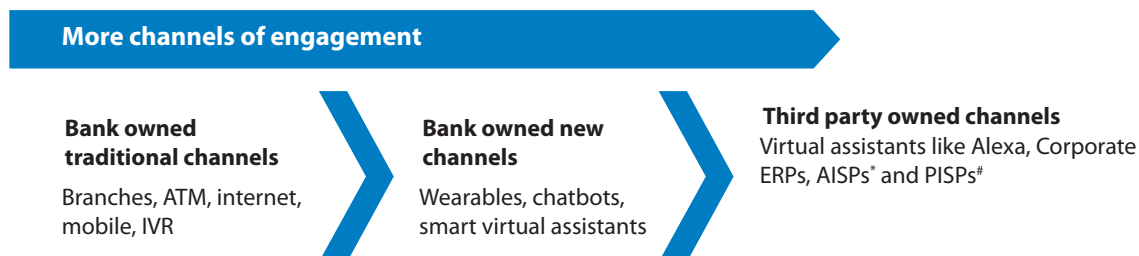
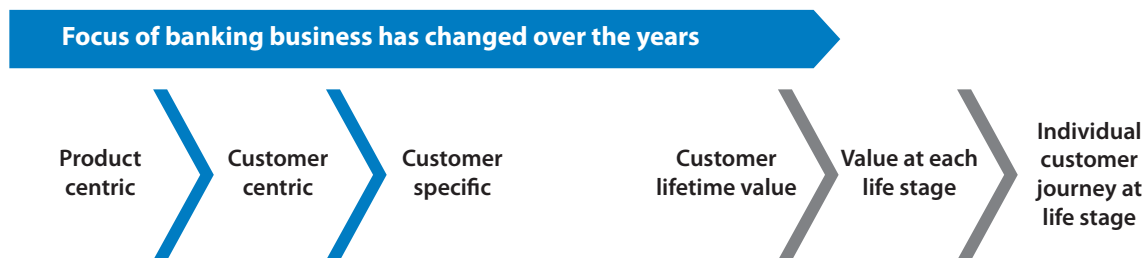


CUSTOMER JOURNEY #REIMAGINED

FROM CUSTOMER CENTRIC TO CUSTOMER SPECIFIC

Reimagining the customer journey



Focus of banks will be to provide contextual banking services to the customers at the moment of truth across these channels

Focus on reimagining retail and corporate customer journeys



Retail customers: Understand the lifestage and journey better



Corporate customers: Understand the business better

Leveraging massive data resources and riding on the confluence of technologies

* Account Information Service Providers
Payment Initiation Service Providers

#ReimagineBanking