

HOW BANKING CUSTOMER JOURNEY HAS TRANSFORMED POST THE PANDEMIC

As a new decade begins, the banking industry is trying to adjust business models to reflect a more digital ecosystem due to the on-going pandemic.

Let's look back and compare the banking customer journey before and after COVID-19, and why there is an urgency for change in the banking environment more than ever.

BANKING BEFORE COVID-19	BANKING AFTER COVID-19	TECHNOLOGIES YOU SHOULD INVEST FOR THE FUTURE
 Leave the flat and get outdoor	 Visit website	 Rich UI/UX Development for omnichannel customer experience
 Physical documents required: Carry ID & other personal documents	 No physical documents required for verification	 Customer onboarding with e-KYC & Intelligent OCR solution for smooth on-boarding experience
 Travel to the closest branch	 Log in to a bank account with credentials	 Progressive Web Application development with end-to-end digital assurance solutions for superior customer experience
 Wait inline	 No queue: Everyone is the boss	 Mobile-first banking at fingertips to empower customers to manage their finances from anywhere - accounts, deposits, loans, transfers, and lot more.
 Fill out the application • Get missing documents	 Auto-fill the form with account details	 Digital System Integration & Analytics for eliminating data silos by integrating banking operations
 Application in process • Banks employees involved • Subject to bank working hours • Manual errors & bottlenecks	 Algorithm at work • Automatic imports via API's • Flexible algorithms • Superior customer experience	 Business intelligence with data processing and analytics for hyper-personalized customer experiences.
 Final product decisions (Manual approvals) • Lower approval rates • Higher rejection	 Turn Around Time (TAT) • Few seconds to minutes	 Robotic Process Automation to improve speed and accuracy of back-office operations in turn eliminating human errors.

TRANSFORM FOR THE SELF-SERVICE CUSTOMER-FOCUSED BUSINESS WITH THE RIGHT TECHNOLOGY FOR



Superior Customer Experience



Mobile-Friendly Process



A True Time Saver



365*24*7 Open



Quick Approvals



Zero to Minimum Human Intervention

**THE FUTURE IS HERE.
THE TECHNOLOGY IS READY. ITS TIME THE BANKS MAKE THE MOVE.**



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About ZUCI

Zuci is a digital organization focused on the craft of building software which we have perfected over the years. A perfect blend of design thinking, engineering perfection, and customer-centricity in our DNA has enabled us to help small, medium and large organizations with superior digital solutions.

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