Leading Retail and Consumer Financial Institutions Trust Appian to Improve Operational Excellence and Customer Experience In Retail Banking

A DIFFERENTIATED EXPERIENCE IN RETAIL BANKING
Acquiring new retail banking customers is expensive. That’s why it is so important to retain the customers you already have. If your financial institution is burdened with heavily customized legacy core systems, it can be difficult to provide your customers with the experience they demand and you could risk losing them to a competitor.

“banks that get their digital formulas right are seeing strong gains in both adoption of and satisfaction with advice and guidance delivered via digital channels.”
– J.D. Power U.S. Retail Banking Advice Satisfaction Study

THE APPIAN DIFFERENCE FOR RETAIL BANKING
• Personalized customer experience. Stay competitive with a forward-looking digital transformation strategy that allows you to redefine the customer experience from start to finish.

• Seamless omni-channel engagement. Achieve a seamless customer experience across an ever-broadening scope of communication channels.

• Automation for employees. Artificial Intelligence (AI), Machine Learning (ML), Robotic Process Automation (RPA), and other emerging technologies empower human agents to deliver intelligent and exceptional customer service in real-time.

IMPROVE CUSTOMER RETENTION RATES
It is five times more expensive to acquire a new customer than it is to retain an existing one. Bank customers would prefer to do all their banking with one institution they trust, and 70% of consumers, across all generations, hold that banks that are current with the latest technology are more trustworthy than banks that lag. Banks must deliver exceptional digital experiences focused on developing customer trust; that trust is the key to increasing loyalty and reducing churn. With fewer customers switching to competitors, financial institutions will acquire more customer data; by leveraging that data as a competitive differentiator, banks can potentially earn a lifetime of opportunity to sell customers more products and earn their loyalty and advocacy.

UNIFY AND MODERNIZE LEGACY SYSTEMS
Innovation is crucial to delivering the experience retail banking customers demand. Retail banks that are saddled with aging systems are spending too much time simply keeping the lights on to invest in the innovation that will keep them competitive. And competitive pressures have never been greater. Technology giants with superior digital capabilities and extremely customer-centric business models, are now targeting payments and lending – products that were predominantly banks’ revenue and share sweet spots. Maintaining legacy systems also introduces operational risk and can make compliance with evolving regulation more difficult to achieve. Compliance breaches not only bring the threat of significant fines but, severe reputational damage.
Explore the Appian suite of applications for Retail Banking

**New Business & Deal Lifecycle**
- Campaign Management
- Financial Product Management
- Deal Initiation & Review
- Legal Entity Management

**Lending & Payments**
- Loan Origination
- Loan Management
- Bank Payments & Card Operations Management
- Stimulus Lending Programs (PPP, CBILS, CLBILS, BBLS, et al)
- Fast Credit Lending Programs (DACH-Region)
- SWIFT gpi Cross-Border Payments Case Resolution

**Customer Lifecycle Management**
- Institutional On-Boarding Solution (I0)
- Customer On-Boarding Coordination
- Customer Servicing
- Contact Center Automation
- Disputes and Complaints Management

**Operations**
- Corporate Actions
- Fund 360° Lifecycle Hub & Transactions
- Investment Operations Help Desk
- Omni-Channel Case Management
- Robotic Workforce Manager (RWM)
- Account & Product Lifecycle Management (Sales Force)
- Reconciliations (Accounts & Financials)

**Corporate Functions**
- HR Mgmt.
- Internal Audit
- Workforce Safety
- Finance Management
- Finance Command Center
- LIBOR and Legal Contract Management
- Incident & Crisis Management (COVID-19)
- Sourcing & Procurement
- Tax Redemption Management
- Legal Non-Disclosure Agreements
- Treasury & Global Transactions Management

**Governance, Risk & Compliance**
- CIP / KYC / EDD
- Credit Risk Review
- Data Privacy, including GDPR, CCPA, etc.
- Anti-Money Laundering (AML)
- IFRS Stress Test Mgmt.
- Horizon Scanning
- Service Provider Sourcing & Oversight
- Employee Trade Compliance
- Anti-Bribery & Corruption
- Political Contributions Surveillance
- FATCA / CRS Mgmt.

**APPIAN RETAIL BANKING CUSTOMERS CAN:**
- Protect Brand Reputation
- Increase Customer Acquisition
- Reduce Customer Churn

**REPRESENTATIVE APPIAN RETAIL BANKING CUSTOMERS**

Learn more about Appian's capabilities for retail banking: appian.com/finserv

Appian provides a low-code automation platform that accelerates the creation of high-impact business applications. Many of the world's largest financial institutions use Appian applications to improve customer experience, achieve operational excellence, and simplify global risk management and compliance. For more information, visit www.appian.com/finserv.