

# New-age Digital Banking and Payments



## Digital. Evolved. Involved



Omni-Channel  
Retail Banking Suite



Rapid API Creator and  
Instant UI/UX Manager



Personalization and  
Experimentation Engine



In-Built Growth  
Hacking Tools



HCE and Tokenization  
based contactless payments



In-built prepaid account  
management system

# THE AGE OF DIGITAL CUSTOMER ENGAGEMENT

The past decade has witnessed an exponential rise in the usage of digital access-points. In today's times, customers demand the convenience of accessing various services through the channel of their choice. Conforming to the trend, consumer internet companies (likes of FANG - Facebook, Amazon, Netflix, Google) have demonstrated that massive, high-scale businesses can be built successfully, only by truly embracing "digital", and with obsessive consumer focus. Hence, it is important for the banks that are serious about building digital businesses to learn from the FANG's successful execution of their digital strategy.

Comviva's mobiquity® Banking Suite embraces the 'FANG' digital strategy by providing a comprehensive solution to banks and financial institutions, to not only build, manage and control the omni-channel experiences, but also continuously iterate and engage the consumers, through instant configuration capability, personalization and experimentation engine. This empowers the banks to deliver a hyper-personalized experience, thereby enhancing the customer's value, and, subsequently, profitably transition to the digital age. Moreover, the product also delivers seamless, swift and secure digital payments to the customers, by facilitating prepaid wallet and leveraging technologies such as HCE, tokenization, QR Code and Biometrics. mobiquity® Banking Suite encompasses 'Digital Banking' and 'Digital Payments'.

## DIGITAL BANKING

### Driving Hyper-personalization in Banking

mobiquity® Banking Suite offers a comprehensive Digital Banking Experience Platform that empowers banks and financial institutions to offer hyper-personalized experiences to their consumers across omni-channels. This is achieved by helping banks to execute a successful digital strategy, encompassing the three dimensions of build, optimize and personalize.



**BUILD** Offering relevant services across the right channels spanning web, mobile, bots, wearable, and voice



**OPTIMIZE** Engaging effectively with consumers by understanding how they utilize offerings, and constantly adapting (in near real-time) to better serve their ever changing needs



**PERSONALIZE** Providing tailor made experience catering to individual consumer personas or segments instead of carpet-bombing; both across what is communicated, and what is presented on your digital channels

## KEY FUNCTIONALITIES

### DIGITAL TRANSACTION LAYER

- **'Future Proofing' the Banking Services** – one digital backend delivering optimized APIs for every channel and enabling omni-channel experiences
- **'Digitization'** of all banking services, including digital onboarding - increase adoption & decrease cost of serving customers
- Enable **Open Banking** – create partner ecosystems with control systems in place
- Plug-and-play **HCE Based Payments** – VTS/MDES certified

### DIGITAL EXPERIENCE LAYER

- **Experience Automation**
  - Dynamically control the app presentation layer (UI, UX, functional & data configs)
  - Personalization engine (segment & context based UI/UX, Localization)
  - Experimentation engine (A/B & multi-variate testing)
- **App building capabilities** – Native Android, iOS, Responsive Web, Bots, Wearables & Voice

**Built for mobile-first. Modular, there by enabling the selection of relevant modules from the above that fit your needs**

# USE CASES AT A GLANCE

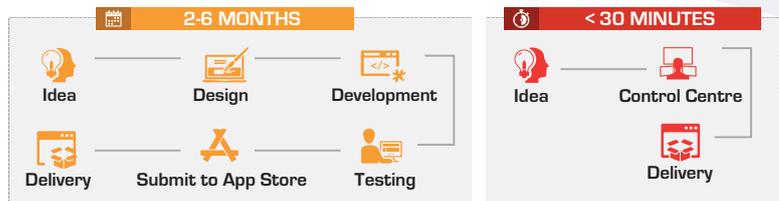
 <b>CONSUMER ONBOARDING</b>	 <b>ACCOUNTS, DEPOSITS AND LOANS</b>	 <b>PAYMENTS AND TRANSFERS</b>
<ul style="list-style-type: none"> <li>• Highly configurable consumer journey flow</li> <li>• Scan and upload KYC documents using mobile (Integration – Bank’s choice)</li> <li>• Faster on-boarding via easy integrations with multiple KYC services (such as credit check, blacklist DB, ID check).</li> <li>• Face ID check against KYC document photo (Integration – Bank’s choice)</li> <li>• OCR for KYC documents to simplify onboarding (Integration – Bank’s choice)</li> </ul>	<ul style="list-style-type: none"> <li>• Account summary, Statements with filter and export options</li> <li>• Card summary, Manage card &amp; limits, Support for credit/debit/virtual cards, Report lost card</li> <li>• Apply for loan, View loan details, and Repay loan</li> <li>• Open, renew or break Fixed/Recurring deposits</li> </ul>	<ul style="list-style-type: none"> <li>• Proximity payments through Tap &amp; Pay [MDES/VTS]</li> <li>• Funds Transfer – Inter &amp; Intra-bank</li> <li>• Recurring and Scheduled payments</li> <li>• Pay bill, merchants, and airtime topup</li> <li>• Support for QR code</li> <li>• Alias based funds transfers</li> </ul>

## KEY HIGHLIGHTS

### → Deliver Digital Experience Changes in Real-Time

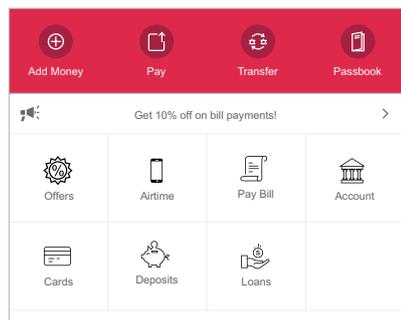
Instrument your app once with relevant configurations (UI, UX, Functional), to control your app experience, without republishing to app stores.

E.g. On a specific promotion day, disable 2-FA for low-value transactions, and show a promotional banner upon app-launch. (without an app update, in real-time)

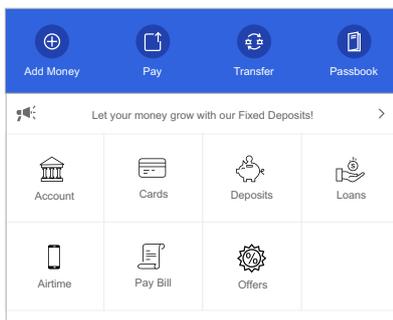


### → Deliver the Most Personalized Experience

#### Persona 1



#### Persona 2



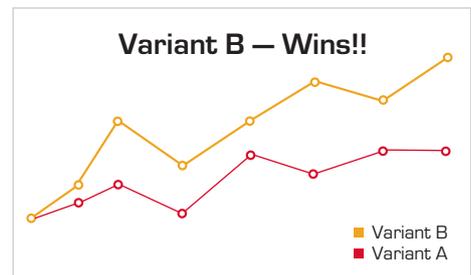
Create the best experience for different segments, based on consumer profile, behavior, locale or context, on the same app, in real-time.

E.g. Different experience for a college student vs a working professional, or a full-KYC consumer vs a partial-KYC consumer

### → Determine the Best Experience Statistically

Conduct A-B or Multi-variate tests, to decide the most optimal experiences, and rollout the winning variant to the wider audience

E.g. Conducting an experiment to ascertain the right messaging, placement, and theme to promote higher loan applications (as shown in the right)



# DIGITAL PAYMENTS

## Swift, Secure and Frictionless Payments

Comviva's mobiquity® Banking Suite arms banks and financial institutions with right tools to ensure that they are geared up to meet the challenges of ever-evolving digital payments landscape. It brings right mix of innovation, technology and business acumen, thus providing flexible, secure and efficient platform to run highly scalable digital payments services.

mobiquity® Banking Suite ushers in an evolution in digital commerce by integrating payments, identity, loyalty, mobile marketing, location and social features, thus providing a cohesive pre-payment, payment and post-payment experience. It leverages technologies such as NFC (HCE), Tokenization, QR Codes and biometrics to create frictionless payments using mobile phones. mobiquity® Banking Suite offers a diverse range of digital payments ranging from QR Code and HCE based proximity payments at POS to remote money transfer and bill payments using prepaid wallets.

## KEY FUNCTIONALITIES

### → HCE and Tokenization Based Contactless Payments:



Creates digital version of the credit or debit card on mobile phone



Facilitates 'tap and go' contactless payments using mobile phone at payWave/payPass certified POS machines



Uses unique tokens during transactions to mask sensitive card details, securing transaction



Offers multi-TSP (Token Service Provider) solution, readily integrated and certified for usage with Visa and Mastercard's VTS and MDES TSP solutions



Provides support for any other TSP, using a single proprietary SDK, across devices including wearables

### → Prepaid Wallet:



Equips customers and merchants with virtual stored value accounts facilitating instant remote and proximity payments



Provides multiple digital payment services:

Transfer money using mobile numbers, email id or social handles

Pay online merchants and billers remotely anytime anywhere

Pay physical merchants by scanning static or dynamic QR Codes

Recharge mobile and internet connections on the go

Split bill with friends



Offers flexibility to add money to prepaid wallets through cards & bank accounts



Provides customer gratification by supporting loyalty points, cash-backs, rewards and referral incentives



Facilitates quick customer on-boarding with less or no documentation but with lower limits, and can be later upgraded to higher limits or full savings account after full KYC



Allows to build agent-based last-mile network and provide agents with float (e-money) to perform transactions on behalf of customers

## KEY HIGHLIGHTS



**Trusted:** Comviva is a qualified VISA Token Service Provider (TSP) vendor and also listed on the Mastercard Engage Directory for Digital Wallets



**Faster time to market:** Allows for single integration to support all TSPs (Visa, Mastercard and any others), thus ensuring lesser time is spent on integrations



**Flexible:** Provides choice of using existing mobile banking application or create a new application to launch 'Tap & Pay' contactless payment. The Prepaid Wallet provides both remote and proximity payments



**Secure:** Provides secure SDK with Whitebox crypto, class and method encryption, enterprise grade obfuscation

Comviva is the global leader of mobility solutions catering to The Business of Tomorrows. The company is a subsidiary of Tech Mahindra and a part of the \$21 billion Mahindra Group. Its extensive portfolio of solutions spans digital financial services, customer value management, messaging and broadband solution and digital lifestyle services and managed VAS services. It enables service providers to enhance customer experience, rationalize costs and accelerate revenue growth. Comviva's solutions are deployed by over 130 mobile service providers and financial institutions in over 95 countries and enrich the lives of over two billion people to deliver a better future.

For more information, please visit [www.comviva.com](http://www.comviva.com)

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