

New-age Digital Banking and Payments

Digital. Evolved. Involved

Deployed by **25** banks and financial institutions in **16** Countries



Omni-Channel
Banking



Workflow Management
& UI/UX Configuration Engine



Personalization and
Experimentation Engine



Enterprise-Grade
System



Contactless Payments
(HCE & Tokenization)



Prepaid Wallets



Micro-services driven,
cloud-native architecture

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. It provides a comprehensive solution to banks and financial institutions to build, manage, control and deliver omni-channel banking experience to consumers including mobile banking, internet banking, and banking on Gen-II channels (Alexa, Chatbots and wearables). It allows banks and financial institutions to continuously iterate and engage the consumers, through instant configuration capability, personalization and experimentation engine. This empowers the bank and financial institutions to deliver a hyper-personalized experience across channels, 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. The product is built on micro-services driven, cloud-native architecture. **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 multiple 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

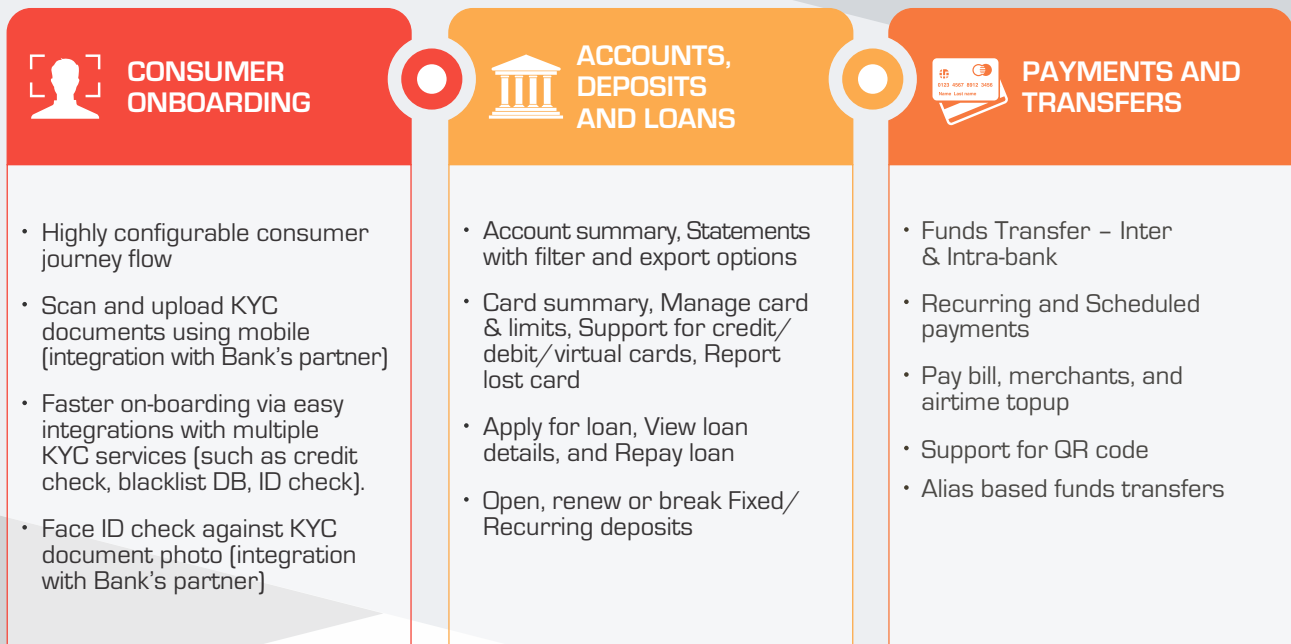


DIGITAL EXPERIENCE LAYER

- **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)
- Mobile banking, Internet banking & banking on Gen-II channels (Alexa, Chatbots, wearables)

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

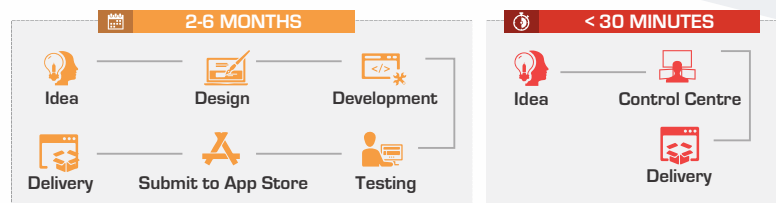


KEY BENEFITS

→ Deliver Digital Experience Changes in Real-Time

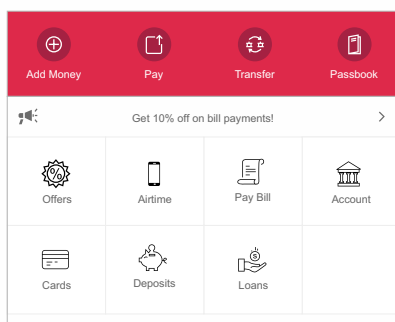
Instrument your app once with relevant configurations (UI, UX, Functional), to control your app experience, without republishing to app stores.

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)

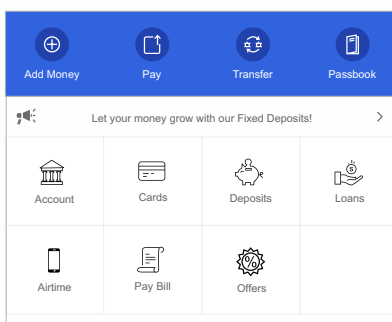


→ Deliver the Most Personalized Experience

Persona 1



Persona 2



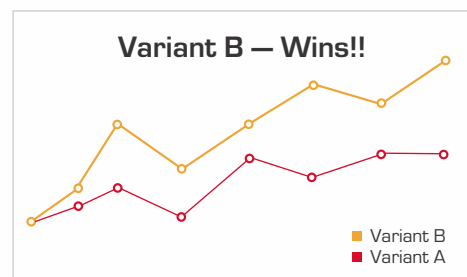
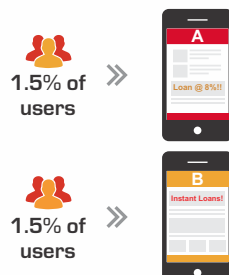
Create the best experience for different segments, based on consumer profile, behavior, locale or context, on the same app, in real-time.

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

mobiquity® Banking Suite offers flexible, secure and scalable Digital Payments platform that integrates payments, identity, rewards, location and social features, thus providing a cohesive pre-payment, payment and post-payment experience. It leverages technologies such as HCE (NFC), Tokenization, QR Codes and biometrics to create frictionless payments using mobile phones. Its widely deployed Prepaid Wallet module equips merchants, billers, agents and consumers with virtual stored value accounts creating comprehensive payments ecosystem.

KEY FUNCTIONALITIES

Prepaid Wallet

Consumers: Digital Wallet

- Equips customers with virtual stored value account allowing them to:
 - 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
- Facilitates quick prepaid account on-boarding with less or no documentation but with lower limits, and can be later upgraded to higher limits after full KYC
- Offers flexibility to add money to prepaid wallets through cards, bank accounts and agents
- Provides customer gratification by supporting rewards such as cash-backs and referral incentives

Merchants & Billers: Payment Collection

- Equips merchants and billers with virtual stored value accounts facilitating payment collection
- Facilitates quick and easy merchant on-boarding
- Supports both proximity and remote payments using merchant code, QR Code etc.



Agents: Agency Banking

- Equips agents with virtual stored value account to build an expansive multi-hierarchy agent network
- Provides agents with float (e-money) to perform last-mile, over the counter transactions such as deposits, withdrawals, money transfer and bill payments

TAP and PAY (Using HCE and Tokenization)



Creates digital version of the credit or debit card on Android smartphones



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's VTS and Mastercard's MDES TSP solutions and supports any other TSP, using a single proprietary SDK, across devices



Provides highly secure SDK with Whitebox crypto, class and method encryption, enterprise grade obfuscation



Offers choice of using existing mobile banking application or create a new application to launch Tap & Pay contactless payment



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

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

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