

# BusinessLine

## For banks, technology is now a key tool for improving customer service

LN Revathy

*Banks looking at video-enabled interactive platforms to connect with customers, says top official at Dimension Data*



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If you were to compare the services that banks and financial institutions provided, say, 15-20 years ago with the present-day offerings, you will be amazed at the changing landscape in the financial services environment.

There is a sea-change even in the way banks engage with customers. Thanks to technology, banks are today striving to innovate and simplify complex problems in such a rapid pace to ensure customer loyalty.

Service providers and system integrators play a crucial role in helping banks cater to customer needs and demands.

Dimension Data, for instance, provides end-to-end capabilities for organisations in the BFSI vertical.

In a telephonic conversation with *BusinessLine*, KN Murali, Head (Solutions), Dimension Data – India, said that customer retention/loyalty is becoming a big challenge for banks.

“Brand loyalty has become very fragile. In order to maintain customer stickiness, banks will need to constantly strive to innovate and differentiate themselves. While technology adoption has become the in-thing, banks do it at varied speeds.

“Technology has a constant forward momentum. By the time a bank implements a certain technology, chances are that it may need an upgrade. It is, therefore, imperative for banks to ensure that they stay ahead of the curve and provide the best-in-class service,” he said.

### Focus areas

“Autonomics and security solutions are two big areas that we focus on for rendering service,” he added.

Throwing light on some of the innovative services that the company provides for various banks — both in the public and private sectors — he said: “Use of ‘remote expert’ is what banks are considering. It is an integrated revenue-enablement platform that lets retail banking customers connect with banking experts anywhere in the organisation, using any channel and endpoint as per customer preference.

“This would be a video-enabled interactive platform, which is still nascent in India. Over time, the remote expert would be available on the mobile too. We are in talks with large banks to make this a reality,” Murali said.

“There has been a dramatic increase in conversations via chatbots. This is helping customers make smart decisions. The company also offers networking solutions, speech analytics, managed and security services. Technology has become a core tool for banks,” he added.



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