

Mphasis Retail Financial Services and Solutions

The retail financial services sector has been a pioneer in outsourcing non-core, and more recently core processes to achieve cost savings in a fiercely competitive business environment. While immediate cost reduction continues to drive the outsourcing decision, financial institutions are now looking for strategic value they can gain from robust, efficient, and flexible operations that are capable of enhancing customer delight.



Challenges

Banks are required to address a set of seemingly contradictory issues - pressure to reduce unit costs as transaction volumes increase, while additional investment is needed to deliver an enhanced customer experience.

Currently, the retail financial services industry is faced with:

- Increasing regulations (accounting, financing and book-keeping) as outsourcing potentially transfers risk, management and compliance to third parties operating offshore
- Shorter and more complex product lifecycles
- Increase in the number of channels for communication
- Increasing customer demands and expectations
- High staff turnover in contact centers
- Rapidly advancing technological innovation
- Increasing competition
- Changing business models designed to improve how firms attract, service and interact with their customers

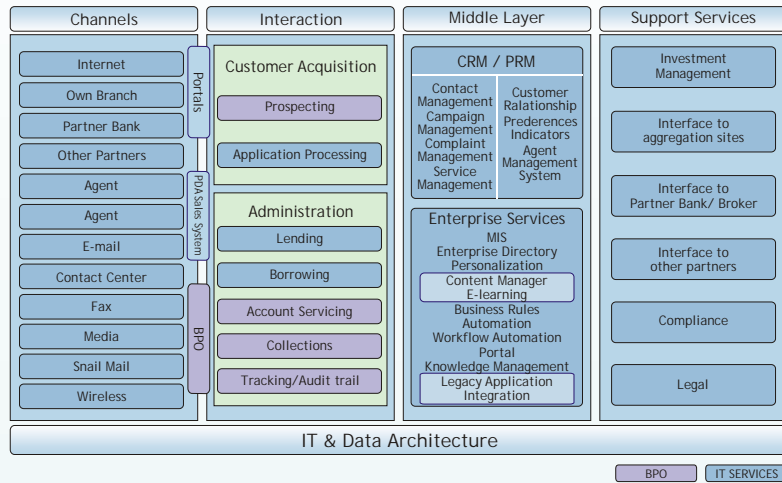
Mphasis Capabilities

From process optimization and access to best practices, to tapping into specialist resources, Mphasis is committed to delivering results to our clients. This coupled with economies of scale, state of the art infrastructure, and business process transformation capabilities, make us an ideal partner for your growth and expansion plans.



The Mphasis Retail Financial Services Landscape

The Mphasis Financial Services domain is supported by over 5000 professionals. Our solutions encompass Retail Banking, Credit Card Management and Mortgage and Loan operations. We offer comprehensive customer support and transaction processing services to cover the different stages of the customer life cycle.



Mphasis BPO Services

We understand that customer satisfaction is a key differentiator in today's highly competitive business environment. What establishes us as customer service experts is our vast experience and in-depth domain expertise. It enables us to:

- Understand trends in customer demands and requirements
- Establish the right staff mix with the right skill sets
- Optimally schedule staff
- Continually monitor performance and effectiveness

The Retail Financial Services we offer include:

Credit Card Solutions

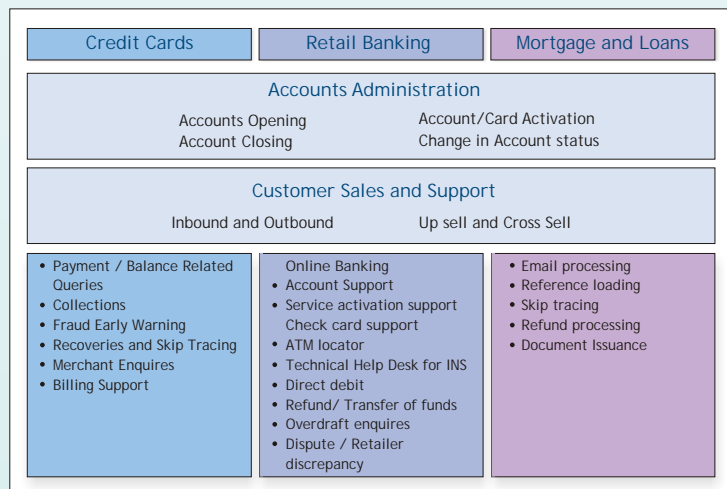
Mphasis provides 24 x 7 x 365 support to leading credit card issuers worldwide with over two thousand professionals currently servicing critical processes. We have extensive experience in multi channel (web, branch and phone) integration. Our wide experience in customer services and support, averaging 3 million transactions per month add significant value to client businesses.

Retail Banking

At Mphasis, we support your growth by servicing your customers across the customer life cycle. Our services span customer acquisition, customer account administration and 24 x 7 x 365 customer support. We have more than a thousand professionals currently servicing critical processes and functions for some of the largest global retail banks.

Mortgage and Loan Solutions

Mphasis' 400 strong mortgage & loans team delivers sustainable business benefits through demonstrated domain expertise and experience.





Some of the SLAs assessed include:

<p>Voice</p> <ul style="list-style-type: none"> • Abandon rate • Average Handle Time (AHT) • Number of call answered within a specified timeline • Accuracy and timeliness of claims and enrollment • Field surveys • Resolution "tickets" within a particular time-line • Retailer (merchant) awareness surveys • Average talk-time 	<p>Non-voice</p> <ul style="list-style-type: none"> • E-mails processed per person per hour/month • Records processed per person per hour/month
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Mphasis has a long and distinguished track record of delivering successful solutions that cater to the strategic needs of leading banks in the world. Our proven methodologies and effective deployment of the right technology deliver cost savings and superior performance for our clients. We ensure timely execution of transactions, faster turn around time and an enhanced customer experience.

Mphasis IT Services

Mphasis' IT division services some of the best in the Retail Financial Services industry worldwide. We provide Application Integration, Testing, Document Management and Data Architecture services across the financial services domain. We also provide credit card and loan management specific IT services.

Mphasis IT Services include:

<p>Cross Functional IT Services</p> <ul style="list-style-type: none"> • Application Management Application Management and Maintenance Outsourcing (ADMO) • IT & Data Architecture Workshops on IT & Data Architecture • CRM Architecture and implementation Data modeling, data consolidation and CRM tool implementation • Document and Media Management Workflow definition, architecture and implementation • Security Architecture IT infrastructure security review, recommendations and implementation
<p>Domain Specific IT Services</p> <ul style="list-style-type: none"> • Credit Cards Authorization system implementation, online consolidated account services, dispute and report lost/stolen card processes and implementation • Lending Systems Product evaluation, definition and implementation of loan origination and approval systems

Mphasis Platforms and Solutions

MpacT

Convergence has been taking place in retail banking for decades, especially while managing customer relationships

across multiple physical and virtual service delivery channels. Banks are focusing on call center technologies that maximize the efficiency of call centers, while also improving their revenue generating capabilities. Channel integration and workforce optimization will be the key to successful contact centers.

Tracking customer interactions and presenting unified "relationship views" of the customer, therefore, are high on most IT priority lists. The ability to improve effectiveness of Contact Centers requires a unique set of skills and supporting technologies. Information access, collation, and analysis are vital for proactive and phased process enhancements.

Mphasis' BPM platform MpacT addresses these diverse needs of distributed process management.

The MpacT platform is a one-stop integrated technology platform for operating and managing business processing centers, built on the solid foundation of People + Processes + Technology. The MpacT platform helps maintain reliability, availability, manageability, performance and scalability of the platform. The platform takes a well-rounded approach to performance management. The system focuses on performance measures that are of interest not only to the clients of an organization, but also to all major stakeholders, including employees, investors and regulators. MpacT shares information through a wide range of channels. It not only ensures the optimization of the organization's resources, but also provides indicators to overall process improvement.

Mphasis' Virtual Process Module

The business environment today is dynamic, uncertain and error-prone. In order to effectively



support business processes in such an environment, workflow systems should be flexible and adaptable. The emphasis during planning and implementation is on integrating various forms of electronic documents and formatted data, and existing application systems. In addition, it is necessary to flexibly integrate the business process-related activities into a homogenous workflow.

Mphasis' Workflow and Document Management System

Mphasis' Virtual Process Module (VPM) Platform fosters virtual team-based processing through the use of Collaboration, Workflow and Document management tools. It allows for the modeling and execution of document centric business processes that require collaboration across people (workflow), systems (process automation / integration) and geographies (Multiple locations, offshore).

Consulting

Princeton Consulting, Mphasis' Consulting arm, offers Business Performance Consulting services to clients in the Banking, Financial Services and Insurance verticals. We offer our clients holistic solutions that integrate vertical domain knowledge, functional expertise, Six Sigma process approach, business intelligence and technology architecture.

Our 360° assessment and solution to business problems eliminates the "silo" approach, which typically provides a single dimensional view and a sub-optimal solution. We focus on Six Sigma process approach, business intelligence technology & architecture, and the integration of domain knowledge with functional expertise, providing for the monitoring and measuring of performance metrics based on a regular schedule or on demand through events and exceptions.

Mphasis Differentiators

- Platform based BPO
- Global workflow platforms for efficient processing and tracking
- Rapid transition capability on account of extensive domain knowledge and well defined transition methodology
- Post transition process re-engineering capability for continuous value addition
- Client relationships built on transparency supported by a process-driven culture

Summary

Mphasis' products, services and solutions are designed to meet the diverse and complex requirements of the Retail Financial Services industry. We have comprehensive and detailed processes in place to address information security issues. We also have a robust time-tested disaster recovery system. Domain expertise, highly qualified professionals and project management experience gained by servicing large retail financial Services companies around the world, define our approach to the industry.

About Mphasis

Mphasis supports G2000 companies around the world in the improvement of their business processes. Our unique strength lies in the intersection of our Information Technology (IT) and Business Process Outsourcing (BPO) capabilities. While our forte is in the BFSI (Banking, Financial Services, Insurance) and Technology industries, our focus extends to the Healthcare, Mobile, Logistics, Telecom, Life Sciences, Consumer Electronics and Utilities industries. The convergence of technologies such as web services, workflow software and business performance monitoring along with business intelligence and customer focus drive all our services delivery offerings.

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