

# Oracle Banking Digital Experience

The world today is a tightly-connected ecosystem operating on a digital platforms. Consumer lifestyles are locking step with the latest technology innovations. Consequently, businesses have emerged around these new lifestyles and are jostling for mindshare of the digital consumer. Banking is the center of this digital revolution enabling businesses and consumers to transact seamlessly.

Banks today need to adopt a two-fold strategy when implementing customer-facing technology. One, acquire ready to go technology based lifestyle experience products like mobile and wearable applications, chat bots and so on. Two, deploy a platform that easily integrates with the bank's existing infrastructure.

## TAKE CUSTOMERS TO THE NEXT LEVEL OF DIGITAL BANKING EXPERIENCE

Oracle Banking Digital Experience has been designed to provide an intuitive experience while accessing a banking channel. A mobile first philosophy has been applied which renders the best experience to any form factor employed. Responsive design, tile UI templates, out-of-the-box mobile, wearable and desktop applications provide a truly end-to-end digital experience.

Hybrid mobile applications use the device's native features such as the camera, location services, fingerprint scanner etc. to provide personalized banking services, location based services, peer to peer transactions and reliable security with fingerprint authentication in addition to security features like Two Factor Authentication (2FA), pattern and PIN.

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### Key Features

- Single experience layer for all customer touch points
- Personalized and intuitive user experience, configurable via drag and drop tools by a bank administrator without technical support
- Omni channel multi-product originations with social media integration and US localization
- Common solution for retail, SME and corporate banking

Oracle Banking Digital Experience is a highly customizable platform that helps build vibrant customer dashboards. Application security is externalized and the solution can be deployed with any third party security application. The solution offers in-built user management and supports multi-entity, multi-host enablement giving banks greater flexibility in integrating a single instance of the solution across geographies and multiple core systems.

The bank administrator has been empowered to design and execute branding on the application without technical support. The bank administrator can choose from a set of default themes while customizing the application with the bank's branding. Drag and drop enabled configurable retail dashboards, persona-based corporate dashboards are available in addition to admin dashboards. Branding, system configuration can also be performed by bank administrators. Modules, products, origination framework, customer actions, alerts and mailers can all now be bank administrator configurable tasks. The staff can remotely assist customers when necessary, via the user helpdesk function.

## SELF-SERVICE ENABLED MULTI-PRODUCT ORIGINATION AND APPLICATION TRACKING

Consumers today do not buy any product or service without extensive research on the internet. Oracle Banking Digital Experience Originations in tandem with marketing tools has the ability to engage with consumers during the research phase and begin the origination process for suitable banking products like accounts, cards and lending products like auto loans, payday loans, unsecured personal loans and mortgages.

The origination framework is customizable to suit geographic and regulatory requirements. The bank administrator can configure and maintain sequencing of steps in the origination process by product. The origination process initiation can even begin from dealer websites sending customers to the bank's page, equipped with Social media integration via Facebook and LinkedIn for faster form fill, product eligibility verification. EMI calculators, online document collection and an application tracker are also available to keep the customer informed from start to stop.

## PERSONALIZED CUSTOMER ENGAGEMENT WITH READY TO GO NEW AGE CONSUMER FUNCTIONALITY

Omnichannel banking is not just about making the bank available on multiple form factors but also utilizing the native features of every form factor to the maximum. Combining the latest technology, Natural Language Processing and messenger services, Oracle Banking Digital Experience offers a Chatbot, which converses with customers and responds to basic customer queries and executes transactions without human intervention. The Chatbot is available on the mobile banking application and on Facebook messenger. A conversation with the Chatbot can help users with queries on account balance, recent transactions, bank locations, product details and provide assistance in executing bill payments and fund transfers.

Wearables have emerged as a channel of choice for jet-setting banking customers. The wearable application from Oracle Banking Digital Experience enables users to make payments, approve corporate transactions, get a quick snapshot of their balance and conduct location based branch and ATM searches.

Oracle Banking Digital Experience Personal Finance Management allows banking customers to take control of their finances by providing an overview of all their holdings with the bank. Personal finance management tools help customers plan finances and track expenditure. This offering helps the bank's

- Extensive out-of-the-box business functionality- retail, corporate, trade finance and Islamic banking
- New age customer engagement tools like AI powered Chatbot, wearable support, Personal Finance Management, P2P Payments via Siri, iMessage and QR code.
- SMS and Missed call Banking extends the banks reach to the user without access to the internet
- Capture Leads and Service requests from customers in a structured format

### Key Business Benefits

- Open, standards-based and responsive Omni-channel UX framework to enable consistent and visually appealing UI
- Drag and drop enabled persona based dashboard configuration provides banks faster time to market for UI updates

customers conduct a thorough spending analysis, set and track financial goals as well as manage budgets.

Oracle Banking Digital Experience Peer to Peer Payments module allows retail banking customers to send and receive funds using various channels like Siri, iMessage, Facebook contact, an email, mobile number and pay merchants using QR codes.

While new age technologies dominate the narrative, banks can also offer traditional facilities such as SMS and missed call to reach customers who do not have access to the internet.

Banks have a unique opportunity to interact with their customers on a personalized level by sending updates via push notifications. The banks' customers get an overview of their accounts using the Quick Snapshot functionality.

## RETAIL AND CORPORATE BANKING BUSINESS FUNCTIONALITY

Oracle Banking Digital Experience provides extensive coverage for transactions, services and inquiries across retail and corporate banking for deposits, lending, credit cards and payments through mobile, wearable, tablet and desktop for a complete Omni-channel experience. The Retail banking modules also include Islamic banking business functions. The Corporate banking modules support trade finance, forex, bulk file upload, corporate payments and merchant payments. Retail and corporate dashboards give the banks customers an intuitive experience with eye-catching animation and a tile based UI for easy navigation.

Banks can give customers a consolidated view of their finances through the account aggregation capabilities available in Oracle Banking Digital Experience. Customers can not only get a view of their holding in the bank, but also get a 360 degree view of all their accounts residing in other banks and financial services institutions.

## INTEGRATION WITH THE BANKS EXISTING IT ECOSYSTEM

Oracle Banking Digital Experience is a standalone core banking product processor agnostic solution, with capabilities to run on multi-entity and multi-host systems. This enables banks to source a customer's information from anywhere within their organization. Right from multiple legacy core systems, to multiple country/brand entities banks can receive consolidated information and have a true 360 degree view of the customer. Internal Touch point management provides a bank with a common pool of business services connecting all the banks' customer channels. Touch point management helps banks avoid duplication of services and gain greater process optimization and faster time to market resulting improvements in their bottom line.

Oracle Banking Digital Experience can be extended to add new business functionality with Oracle Banking APIs for an exhaustive set of ready-to-deploy banking APIs.

Oracle Banking Digital Experience is pre-integrated with Oracle's core banking product processors, Oracle FLEXCUBE and Oracle Banking Platform. The solution can be paired with any third party core banking product processor present within the bank's IT ecosystem. This helps banks adopt a progressive transformation approach without disrupting existing operations.

Oracle Banking Digital Experience integrates with Oracle Financial Services Lending and Leasing to offer specialized lenders online loan origination functionality. Integration with Oracle Banking Payments enables banks to provide an extensive set of payment offerings.

- Flexible core banking agnostic, multi entity, multi host enabled solution
- Citizen developer friendly solution built on open standards enabling banks to utilize existing developer capabilities
- In built user management functionality offers administrators ability to control and identify system users
- New age point solutions like an AI powered Chatbot, wearable support and Peer to peer payments via voice, social media to dazzle retail banking customers
- Seamless customer onboarding with the highly configurable originations framework
- Comprehensive business coverage across retail and corporate banking

### Related Products

- Oracle Banking Platform
- Oracle FLEXCUBE Universal Banking
- Oracle Banking APIs
- Oracle Banking Enterprise Originations
- Oracle Financial Services Lending and Leasing
- Oracle Banking Payments

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