FUSION PAYMENT INSIGHTS

Leveraging the Power of Payment Data to Improve Operational Performance and Build Personalized Experiences for Customers

As change in the payments space and subsequently speeds up, Fusion Payment Insights unlocks valuable payment information that enables financial institutions to proactively decrease costs and increase revenue.

"Fusion Payment Insights provides a range of tools to help users identify trends, predict future behaviors and personalize services to individual customers."

The Challenge
With the move to real-time, requiring no operational 'down-time', and ISO20022 bringing data-rich message formats, financial institutions have access to more payment data, faster than ever before. With this, comes an increase in operational overhead that exposes the fragility and possible stress points in these payment systems.

At the same time, Artificial Intelligence (AI), alongside the richer and more immediate nature of payment data, is driving greater customer expectation with respect to personalized services.

To deliver this service, accurate customer segmentation is becoming a vital requirement for banks in today's market.

Data is the new currency and fintechs continue to grow in this space. Banks need to be able to proactively change strategies and approaches in order to keep up.

THE FUTURE OF FINANCE IS OPEN

With Fusion Payment Insights, users have access to holistic payment information, trends and insights through dynamic dashboards

Specific challenges for banks include:

- Payment system data requires expertise not generally available in-house. The result of not having these insights is either high-risk and/or resource intensive management of operational (and reputational) risk.
- Unlocking valuable customer information – for segmentation, cross selling, personalized services, and reducing customer churn. The growth in transaction volumes and the range of products available makes this more difficult and threatens a financial institution's ability to properly address customer needs.
- Capitalizing on data assets and accelerating their ability to catch up with new technologies and disruptive competitors.

What are the options for banks in the market today?

Financial Institutions who wish to resolve these challenges by unlocking the data in their current payment system are facing significant functional, cost and time to market limitations.

Fusion Payment Insights overcomes the limitations of traditional approaches. Fusion Payment Insights is an 'out of the box' solution that can extract valuable Payment information to enable actionable insights to optimize operations and improve customer experience.

This approach brings with it the following advantages:

- Available without high cost of integration/data migration
- Out of the box dashboards to address immediate challenges
- Capability to extend across business areas
- Draws upon the latest AI, Machine Learning and Deep Learning techniques to 'future proof' the solution

Fusion Payment Insights enables financial institutions to use payment data to pro-actively engage with their customers, decrease operational costs and increase revenue by offering personalized experiences and products.

Retain existing mechanisms Use current techniques (such as manual/low automation, simple retrospective tracking)	• Fragmented sources of data • Costly/expensive consolidation • Reactive as opposed to proactive • Driven by organizational budget limitation and not market needs • Unlikely to extend beyond alleviating operational issues • Inability to segment customer base
Specialized vendors (Engage with external Business Intelligence companies)	• Expensive infrastructure and support • Management of 3rd party resources • Complex data management • Lack of payment data domain expertise • Roadmap is driven by organizational budget limitations and not market needs
Develop in-house (Develop analytics in-house with the internal resources)	• Expensive infrastructure and support • Expensive labor • Complex data management • Unique skillset is hard to require • Lack of payment data domain expertise • Driven by organizational budget limitation and not market needs • Unlikely to extend beyond alleviating operational issues

Why Fusion Payment Insights?

With Fusion Payment Insights you can gather, analyze and store massive quantities of data and then evaluate this information to find and resolve operational stress points, and derive business intelligence and insights.

- Get insights into your current payment operation and customer behavior in minutes, without the need for an implementation project.
- Financial Institutions can leverage a vast amount of historical payment data to drive collaboration, including Sales, Marketing and Customer support using advanced machine learning models. We offer profiling and predictions based on integrated and aggregated historical data, helping you segment customers and target services. AI and ML techniques to unlock the value of the payments data and deliver predictive and prescriptive models is available through the Premium package (via extensions to the packaged dashboards and support to create new ones).
- The investment is future-proof and can form the foundation for innovation in payments data at the FI. This includes integration with apps on the FusionFabric.cloud platform, - offering new ways to develop services that monetize their data assets.

How it works?

Fusion Payment Insights provides the key to unlocking the power of your customer data. Its interactive dashboards deliver operational and customer insights throughout your organization.

Key Features

- Integrated payment data, processed, structured and modelled for reporting and Insights.
- Set of predefined dashboards (Essential package) with BI and reporting data (e.g. payments by type and value).
- Strong dynamic visualization with drill-down capability to underlying payment and customer data.
- Advanced ML add-on capabilities (Premium package) which analyze past transaction trends with correlation to customer behavior and build predictive models. The supplied ML models cover both forecasting (predicting transaction volumes for operational planning) and segmentation (based on customer behavior such as channel usage, supports sales and marketing strategies). The model can be tuned to specific FI requirements for an additional professional services charge.

Predefined dashboards:

- **Payment 360:** a 360 degree view of the payment operations business including performance over time, trend analysis and the predicted behavior of business volumes and values.
- **Manual handling:** a drill down view of the reasons that result in manual intervention during the payment process. Supports root cause analysis of low STP rates, optimization of the process going forward and tracking of the improvement strategy.
- **Customer 360:** a 360 degree view of the customer performance over time, customer behavior across geo and payment models, and ML based segmentation of customers based on their behavior for actionable insights to improve customer service. Includes the ability to drill down to an individual customer level to take further actions to increase satisfaction and revenue.
- **Channels:** a holistic view of the channel performance to track an online banking strategy for example. Includes the ability to view which channels are being used by type of customers, by department and branch, and to monitor strategy execution and take proactive actions to improve where needed.
- **Corridors (State and Country level):** a view of the outgoing and incoming payment traffic to improve understanding of the overall geo business performance, react to market changes and create business models to grow revenue.

Deployment

- The solution is deployed on Azure using Power BI, with no onboarding phase
- Customer provides a consent to their data and gets access to the Power BI dashboard within a few days
- Customers can select the Essential package for BI and reporting capabilities or a Premium package which provides predictive modelling

How it can solve your most pressing challenges?

Example 1: Finding and addressing operational stress points.

Head of Payment Operations observes peaks in the need for manual processing resulting in additional cost and poor customer service.

Payment 360 provides a full view of the payment operations business including performance over time, trend analysis and the predicted behavior of business volumes and values. The dashboard identifies which types of channels and transactions contribute most to this manual processing overhead.

The dashboard supports drill down to identify the reason why manual intervention was needed (e.g. invalid transaction initiation date) and the opportunity for resolution, restoring STP rates.

Example 2: Unlocking customer behavior to segment customer expectations and offer the right services.

Head of Payment LOB observes disappointing ROI for new campaigns and services; this may also lead to customer churn through poor satisfaction.

Customer 360 provides a full view of the customer performance over time, customer behavior across geographies and payment models, and ML-based segmentation of customers as a result of their current and predicted behavior (e.g. use of a particular channel such as online banking).

The actionable insights gained through accurate segmentation of the customer base (e.g. by channel usage) can drive targeted campaigns such as preferential pricing to grow online banking usage in a geographic region. The dashboard supports drill down to individual customer level to health check the current relationship and identify potential (predicted) issues.

Payment Insights extracts valuable payment information to enable actionable insights to optimize operations and improve customer experience. With Fusion Payment Insights you can empower your organization to maximize the potential of your payment data and transform your payment business to a value-added service.

Contact us today to find out more

Intuitive Payment 360 dashboard: Visibility to manage and grow your Payment operations, improve processes and monitor operational effectiveness.
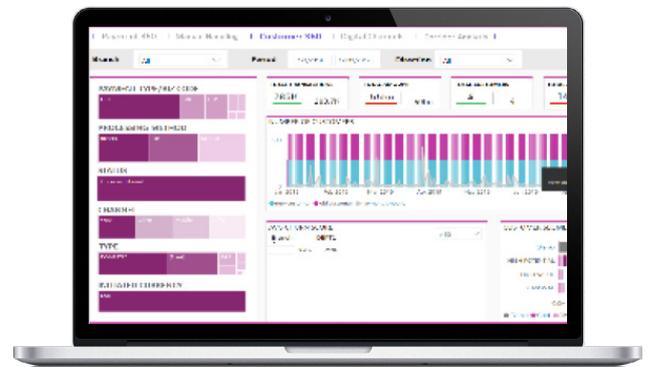
Customer Insights: Insights into customer behavior across payment services, across geo-locations and branches, to generate actions to grow revenue

About Finastra

Finastra is building an open platform that accelerates collaboration and innovation in financial services, creating better experiences for people, businesses and communities. Supported by the broadest and deepest portfolio of financial services software, Finastra delivers this vitally important technology to financial institutions of all sizes across the globe, including 90 of the world's top100 banks. Our open architecture approach brings together a number of partners and innovators. Together we are leading the way in which applications are written, deployed and consumed in financial services to evolve with the changing needs of customers. Learn more at **finastra.com**

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