



Transforming Customer Journeys: Seamless, Smart, and Personalized

Elevate Engagement, Increase Conversions, and Drive
Loyalty to Capture More Marketshare



Korcomptenz

Total Technology Transformation

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Provider Lens™
Microsoft Cloud and Data Fabric on Azure

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Applications
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The Customer Experience

A seamless customer experience (CX) starts with a robust data strategy. For banks and financial institutions, delivering consistent and personalized interactions across digital channels, contact centers, and CRM systems requires real-time data insights.

However, outdated legacy systems and fragmented data silos often hinder this goal. In fact, nearly half of financial organizations struggle with outdated and disconnected technology stacks, limiting their ability to create cohesive customer journeys.

91% of customers will leave without warning if they experience poor customer service

50% of customers think their banking relationships are neither emotionally connected nor well-integrated into their lifestyles

Key Constraints

- Fragmented customer journeys across multiple channels
- Disjointed sales, marketing, and service interactions
- High customer churn due to poor engagement
- Siloed data preventing personalized experiences

The Unified CX Opportunity

Why a Seamless Experience Matters?

A unified customer experience framework integrates marketing, CRM, and customer service for a connected journey.

See how you can achieve more

Save time



- Up to 200 hours saved per year on managing sales process
- 5% of seller's time saved each year
- 75% time savings on customer journey development

Increase productivity



- Up to 15% more productivity for sellers
- Up to 60% more productivity for sales managers

Accelerate revenue



- 15% Improvement to revenue per customer journey
- 7% Increase in close rates
- 50% Reduction in physical marketing spend



What We Do to Drive Positive CX with a High Return on Investment

Designing End-to-End Customer Journeys

We help banks and financial clients convert prospects into loyal customers by creating seamless digital experiences. We integrate marketing, CRM, and customer service systems, eliminating silos and ensuring smooth, omnichannel interactions.

Enhancing Self-Service with AI-Powered Automation

We leverage AI and machine learning to provide intelligent self-service options, enabling quicker resolutions and smoother customer interactions. We ensure a seamless handoff from self-service tools to agents, delivering continuous, frictionless journeys.

Unlocking a 360-Degree Customer View

We help you connect data across marketing, sales, and service platforms, creating a unified 360-degree view of customers. This helps banks spot opportunities for cross-sells, improve engagement, and drive long-term growth through personalized experiences and data-driven insights.



Check how we deployed Salesforce CRM to boost efficiency for a leading financial institution

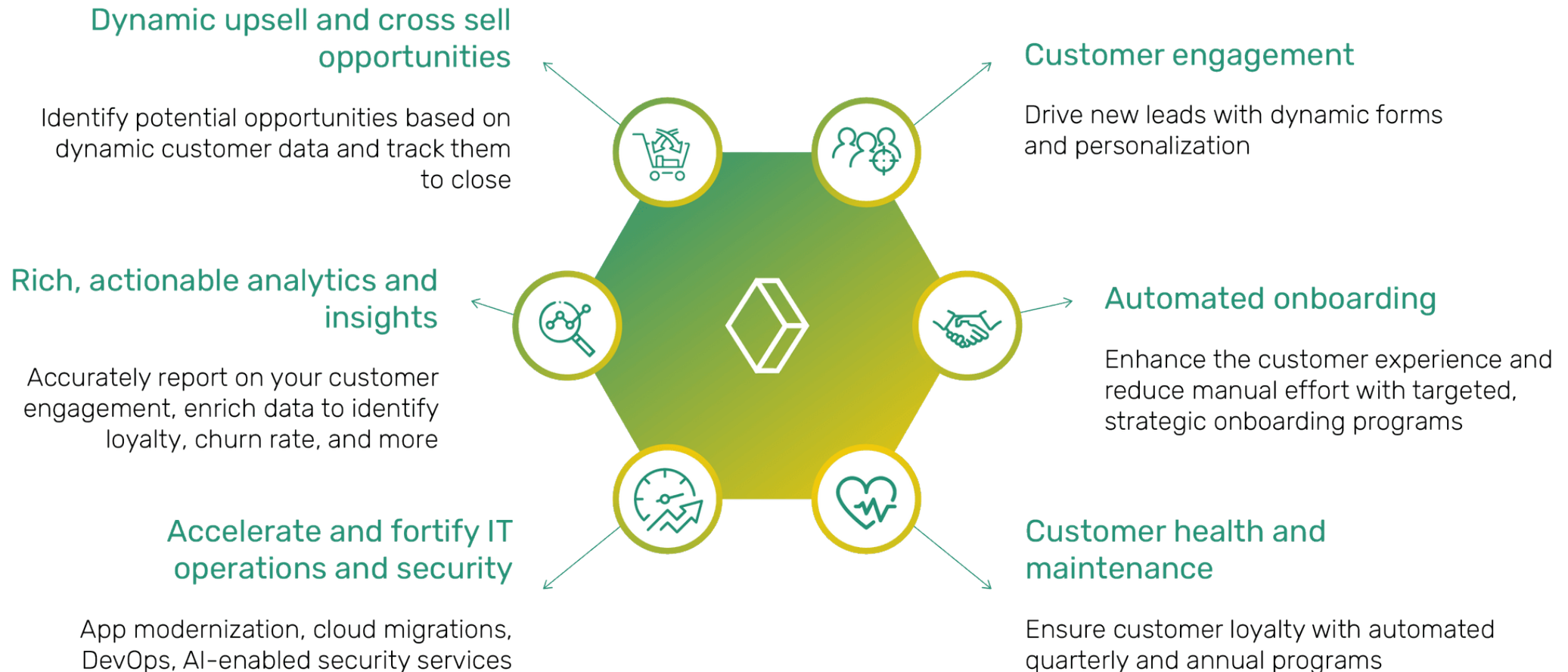
[Read our case study](#)



Driving Digital Transformation in Banking and Financial Services | Korcomptenz

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Products and Solutions that Drive Business Value



Customer Engagement Analytics Assessment and

We offer a unique, cost-effective Customer Engagement Analytics Assessment and Roadmap that analyzes your current state and systems and makes actionable recommendations for immediate and long-term improvements to how you capture and manage customer related data including the reports you need to generate lasting value.

What's Included in the Assessment

- ✓ Review of your current customer-facing systems, marketing channels, and data warehousing strategy
- ✓ Review of your current customer engagement reporting and overall reporting strategy
- ✓ Identification of any gaps, silos, or other barriers to creating a 360% view of the customer
- ✓ Meetings with key stakeholders to understand their pain points and your overall vision for customer engagement
- ✓ Final report and review session on your current state and potential road map to drive your overall customer engagement strategy
- ✓ Opportunities to leverage next generation machine learning and Artificial Intelligence technology now and in the future

Throughout the assessment process, Korcomptenz strategic and technical experts will collaborate with your leaders and key stakeholders in sales, marketing, and technology to understand your needs and systems, and guide you every step of the way.

Contact us to get started on your free assessment

Get Started with Korcomptenz

Let's Transform Your BFSI Organization Together


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