



Experience the transformative potential of AI-first digital engineering in banking complemented by Snowflake's cutting-edge capabilities and the power of Generative AI

## Key challenges



Delayed policy, pricing and risk assessment due to old and incomplete data



Credit and balance sheet risk due to siloed data and delayed insights



Suboptimal PII governance and control due to limited access to Customer 360 data



Add contact center/ Gen AI related challenges



Outdated fraud detection lacks efficiency

## Why Snowflake for banking?

### Consolidated Data Platform



Optimize operations with consolidated data architecture, preventing data duplication, for fraud detection, risk management, etc

### Optimized Customer Engagement



Hyper-personalize customer communication with GenAI-power smart agents, identify cross sell and upsell opportunities faster and maximize customer lifetime value

### Compliant Banking Data Platform



Protect, store, and access customer, reference, market, and risk data with strict controls that enable you to meet compliance & risk needs

### Data Sharing for Banking



Leverage data sets from Snowflake Marketplace to offer cutting-edge services to clients, share data securely with payment processors, and integrate with data and application providers

## Our offerings to supercharge your Gen AI adoption



**Enterprise ready Gen AI Platform**



Increased productivity for knowledge workers



Improved decision making with insights from documents



Enterprise Ready Integrations



Domain adaptation at scale



**Gen AI enabled Document Processing**



In-domain QnA



Automated claim and policy document summarization



Customized quote and policy document generation



Discrepancy email generation, and more

# Quantiphi's rapid start packages across banking value chain

## AI First Digital Engineering

Reimagining the Digital Stack

- Experience
- Automation
- Intelligence
- Data
- Infrastructure

### Transform Customer Experience



Pricing Recommendation



Customer 360



AML & Fraud monitoring



Cross Sell/ Upsell



Intelligent Virtual Agent


### Automate Manual Process




Automated Collection



KYC



Credit Assessment



Document Digitization



Computer Vision for ID Identification

### Analytics & Insights




Targeted Marketing



Personalised Marketing



Risk Analysis



Fraud Detection



Lead Scoring

### Data Modernization



Big Data Development



Data Quality



Centralised Data Lake



Data Strategy Assessment



Data Enrichment for CDD


### Cloud Transformation



Cloud Strategy



Cloud Foundation



Cloud Migration



Cloud Consumption



Cloud Modernization

## How AI-powered solutions on Snowpark can transform the banking sector?

### Data transformation & Integration

Banks can transform data into meaningful insights by building ETL pipelines to clean, manipulate, and integrate disparate systems



### Advanced Analytics

Banks can enable credit risk assessment and real-time fraud detection by enabling statistical analysis and complex transformation



### Regulatory Compliance

Banks can implement custom code, validate data, and generate compliance reports. adhering to regulations like KYC, GDPR, PCI DSS and AML



### Easy-to-use Platform

Banks can utilize existing developer skills, no new language or processing frameworks required, easy to use UI for Snowflake data operations



## Key success stories



### Prediction of Default Risk

**~85%** The percentage of defaulters correctly predicted in advance

Quantiphi developed classification model using **decision tree algorithm** to classify high risk customers which helped them take precautionary measures in advance



### PPP Customer Discovery

**~2800** Businesses were identified with high revenues using ML

Quantiphi built a **customer segmentation model** using **unsupervised learning** methods to identify the different set of customer segments in order to understand the specific intelligence and details



### Virtual Agent for Contact Center

**~100** The number of distinct FAQs that the BOT was capable of answering

Quantiphi helped the client deploy **chatbots** capable of **answering questions**, thus aiming to enable their contact centers solve more complex queries



### Loan Underwriting

**40%** Potential savings in marketing expenditure due to targeted marketing to credit worthy prospective customers

Quantiphi built a **machine learning** based solution that took inputs from the customers' credit report list containing **~250 attributes** and provide a probabilistic score for the applicant's credit worthiness approval



### Fraud Detection Framework

**~18%** Reduction in effort to identify fraudulent claims compared to the client's previous model

Quantiphi helped construct a **real time fraud detection model** which can help in identifying claims with high propensity of being a fraudulent claim based on historical data



### Bank Cheque Screening

**89%** Accuracy of detecting and extracting key values from cheque image

Quantiphi developed a **Custom OCR and ML model** to build a solution which **identifies the text** with high level of accuracy to meet the transcription standards

## Leverage our industry leading talent pool to accelerate your digital transformation journey



**410+** Snowpro certified professionals



**46+** Snowflake accreditations



**450+** with hands on experience

## Awards & Accolades



Quantiphi is an award-winning AI-first digital engineering company driven by the desire to reimagine and realize transformational opportunities at the heart of business. We are passionate about our customers and obsessed with problem-solving to make products smarter, customer experiences frictionless, processes autonomous and businesses safer.



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