

# DIGITAL ENGAGEMENT IN THE FINANCIAL SERVICES SECTOR



Digital businesses are disrupting virtually every industry and profession. Financial services and Insurance are not immune...

The digital landscape is fundamentally changing:

- New entrants targeting portions of the existing industry value chain threaten wallet share and direct customer interaction
- All are focused on building propositions cross value chains and cross customers, digitally
- Exiting players extending beyond the traditional value chain
- Delivering new customization to the financial services proposition is imperative for retention and growth

But, marketers and business users are dependent on expensive application development teams for apps and updates. The average cost to develop an application is over \$250k and requires months to develop and technical skills.

HCL Leap lets non-technical users (and technical too!) easily create sophisticated web applications for data collection and process automation. Applications are designed without writing code through a simple drag and drop interface.

When you deploy your application Leap automatically creates its runtime which includes forms, database, reports, charts, API, rules, notifications, security and workflow.

## FINANCIAL SERVICES EXAMPLES



LARGE US BANK & US INSURANCE

**Use Case:** Perform analysis on customer credit portfolios  
**Benefit:** Ability rapidly pull together a consistent and accurate set of information for analysis



FINANCIAL SERVICES CO

**Use Case:** Used to request updates to customer commercial policies  
**Benefit:** Easier for agents to request and make changes to customer accounts

For further information on HCL Leap, visit:

<https://www.hcltech.com/products-and-platforms/hcl-leap>

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