MAVERIC

DIGITAL EXPERIENCE ENHANCEMENT PLATFORM

With the upsurge of digital banking in recent times, the digital platform and ecosystem experience has become the single largest measure of success for a bank's business impact. This exponential digital adoption has also put immense pressure on the bank's IT implementation and operations and there is a growing gap between business / customer outlook and the digital platform's technical viability to meet these expectations.

More decisively, the mobile application is the most prone to such immense scrutiny because of the nature of its access and distribution. The enhanced focus on superior customer experiences (CX) with regards to stability, consistency, security and ergonomics on one side of the scale needs to be balanced with the frequent launches of devices and OS versions, rapid technological evolution with respect to app building, hosting of customer data and multiple-device user journeys on the other side of the scale. This requires the bank to have a holistic view of their functional user journeys in relation to their non-functional parameters of performance, security and a continuous implementation and deployment pipeline.

DEEP Vision

Maveric's DEEP (Digital Experience Enhancement Platform) is a 360° comprehensive analytics driven call-to-action platform that enables insights subsequent path to surpassing CX vision and maturity, looked through both a business-centric view and a technology competency view.

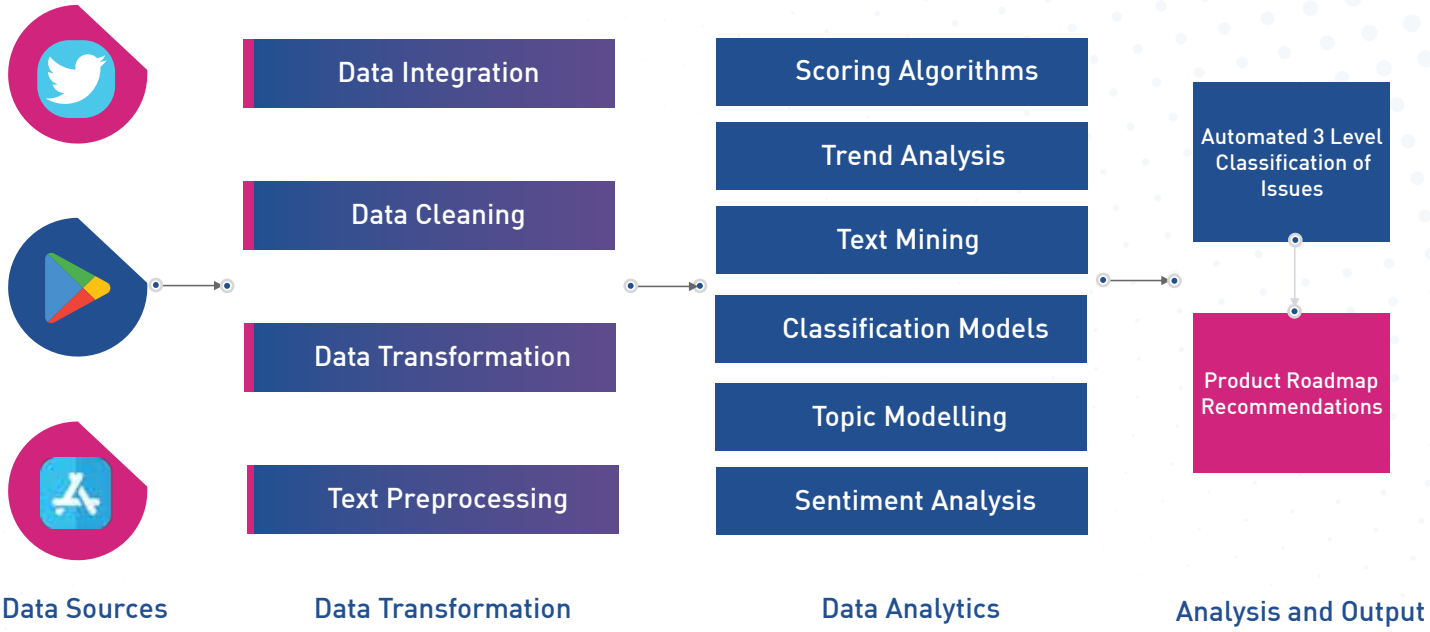
DEEP, through its automated analytical engines solves the growing puzzles of

- Comprehending usage patterns and customer experience with reliable and analytical insights
- Where the bank's digital application maturity stands with respect to the overall ecosystem that it exists and competes in
- Pinpointing the technical issues and bottlenecks that exist within the application and user journeys in comparison to industry standards and benchmarks and competition

DEEP Construct

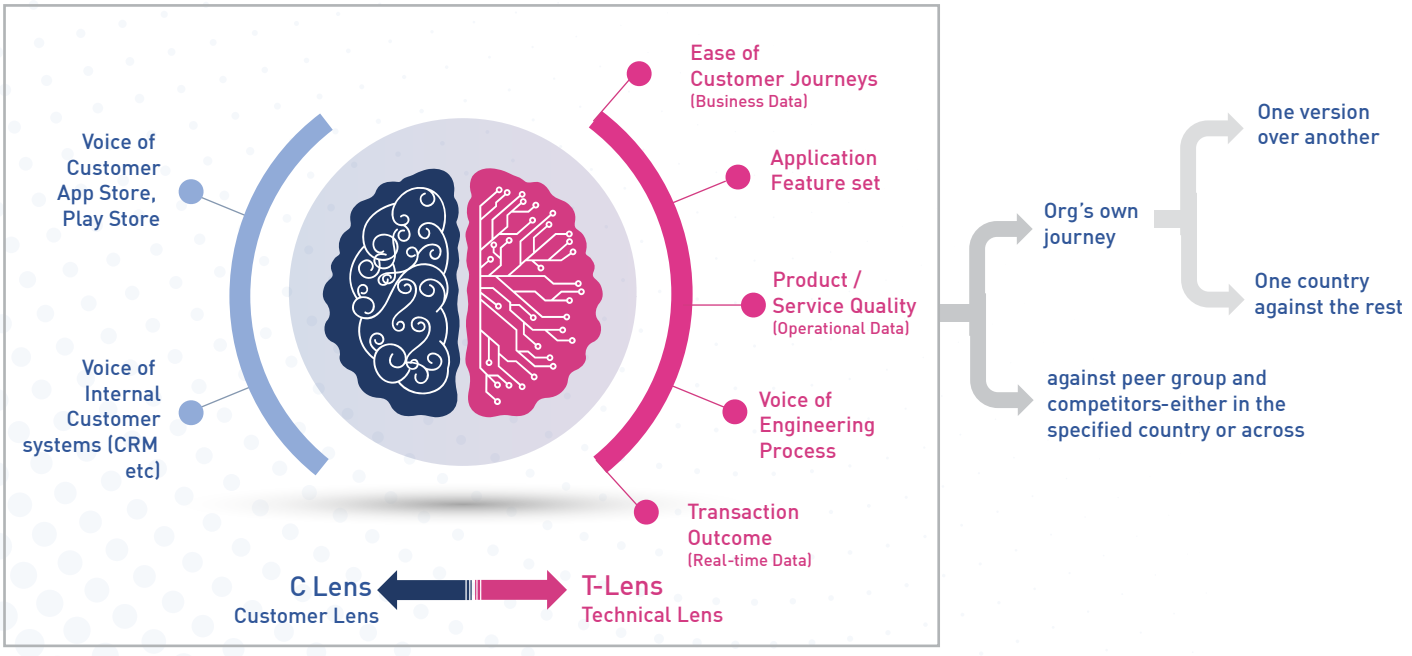
DEEP's analytical construct is divided into two lenses

The Customer lens (C-Lens) that aggregates and processes the various customer experience feedback mechanisms as data sources, transforms the data removing clutter through machine learning and analyses the results through scoring, trend, sentiment and modelling algorithms resulting in classification and a product roadmap from a business perspective.



The Technical lens (T-Lens) that amplifies the voice of the engineering process through assimilating business data, application services and features, operational and real-time transaction data, thereby scoring the bank's application in its technical capabilities.

Both C-Lens and T-Lens are depicted through a BI-powered dashboard where the assimilated data can be compared against both the bank's internal application lifecycles as well as against various ecosystem elements like competitors, demographics, OS and devices, countries, feature sets, analyst findings and so forth.



DEEP Outcomes

C-Lens
Customer Lens

CONSOLIDATED APP RATINGS across regions, competitors and customer feedback ecosystems noise-free through automated data analytics

FEEDBACK TRENDS across time, positive, negative and neutral across customer journeys and experiences

MOST IMPACTFUL FEATURES of the bank's mobile journeys and what is creating positive reviews among customers

T-Lens
Technical Lens

BUSINESS DATA across parameters like application launch times, upgrade durations, pace of similar user journeys across competitors

OPERATIONAL REAL-TIME METRICS across various technical parameters like CPU usage, network usage, latency and app performance

COMPARISON OF SERVICES AND FEATURES across a compendium of analyst and Maveric dictionaries against leading competitors in the region

A Few Sample Reports

A sample report of DEEP C-Lens

A sample report of DEEP T-Lens

DEEP Benefits

The tangible benefits that are demonstrated in a typical DEEP analysis include

Superior business agility: Up to 30% reduction in time to market for rollout of new features with informed insights

Better business outcomes: Quantified CX maturity scores and customized recommendations for enhanced conversions and revenues

Minimized capital expenditure: Leverage zero capex platform and deliver first-time-right quality

Improved compliance: Ensure regulatory compliance and obtain relevant certifications

ABOUT MAVERIC

Started in 2000, our global presence spans across 15 countries with regional delivery capabilities in Bangalore, Chennai, Dubai, London, Mexico, Poland, Riyadh and Singapore. Our deep focus in banking combined with specialized competencies across Digital, Data, Core and Quality Engineering, make us the preferred transformation partner for customers worldwide

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