



REBUILDING THE RULES OF CX IN FINANCIAL SERVICES

You can bank on Startek's Banking & Financial Services suite to redefine trust, CX, Digital transformation, and omnichannel engagement.

Quick service turnarounds, simplified products, customized offers, and lower transactional costs—financial firms have their work cut out with rapidly changing customer preferences. Then, there's the rise and accelerated growth of Fintech, the cause of nervous uncertainty within the traditional giants' boardrooms. But there's also an opportunity to create something bigger, to build on the foundation of trust and CX that customers seek from their bankers, insurers, or portfolio managers. Brands are now willing to balance digital innovations in CX with security to align with the change in both consumption and investment patterns across retail and commercial markets.

Startek's customized solutions for BFSI

As a full-service CX provider, Startek works with leading global Banks, Financial Services, and Insurance (BFSI) firms to transform their customer engagement strategies. Our digital and omnichannel solutions are AI-enabled and supported by human communications science to help increase sales, improve retention, and build on the foundation of trust toward redefining loyalty. And our CX specialists are geared to assist you in creating hyper-personalization at scale with 'humanized' digital innovations.

Contactless service with near-zero downtime is the new norm for customer success in BFSI. To that effect, our expert team has been instrumental in transforming the customer experience by adding speed and ease to lower your operating costs and add new avenues of engagement and revenue.

 Credit Card Processing	<p>Scale up your credit card ops by infusing fairness and trust in user interactions with Startek's proven capabilities. We manage the entire customer lifecycle, ranging from acquisitions to loyalty programs for both the retail and corporate segments.</p>
 Payment Support	<p>Go for first-call-resolution with secure omnichannel transaction platforms that activate, monitor, and scale up payment support on demand. Startek's proven capabilities are differentiated by AI-enabled tools and industry experience.</p>
 Collections and Debt Management	<p>Startek's smart collection strategies reduce the total cost of recovery, delinquencies, or revenue loss to improve your cash flow detail. Engage Startek to professionalize your approach to collections while increasing ROI.</p>
 CX for Retail Banks	<p>Support your customer acquisition and retention strategy with targeted engagement through Startek's Analytics and Insights solution. Identify uptake of specific services to launch customized offers across segments.</p>
 Fraud/Risk compliance	<p>Secure customer data and assets from the onslaught of financial fraud across lifecycle. Ensure compliance with global and local regulators. Startek's solutions help strike a balance between innovation and security.</p>
 Fintech	<p>Make structured innovation a part of your corporate culture by infusing new-age CX solutions developed with Startek's expertise in banking, financial services, and insurance. Accelerate your digital transformation agenda.</p>



Customer Story

National bank harnesses the dividends of digital CX investments

Challenge: To provide integrated CX across touchpoints: physical and digital by expanding from brick and mortar customer support to digital channels.

Solution: Startek consulted with the 65-million-customers bank to propose omnichannel engagement supported by CX analytics to deliver secure and personalized financial experience.

Net Results: Improved customer resolution to more than 90%, enhanced unique customer reach to 300,000 and organic growth in followers to 30,000 in a year.

About Startek

Startek is a global provider of tech-enabled business process management solutions. The company provides omnichannel customer experience, digital transformation, and technology services to some of the finest brands globally. Startek is committed to impacting clients' business outcomes by focusing on enhancing customer experience and digital & AI enablement across all touchpoints and channels. Startek has more than 40,000 CX experts spread across 46 delivery campuses across 13 countries. The company serves more than 250 clients across industries such as Banking and Financial Services, Insurance, Technology, Telecom, Healthcare, Travel & Hospitality, Ecommerce, Consumer Goods, Retail, and Energy & Utilities.

To learn more about Startek's global solutions, please visit www.startek.com

4

STARTEK: REASONS WHY

IAOP leader in Outsourcing

Listed in the Leaders category of the 2020 Global Outsourcing 100 list produced by the International Association of Outsourcing Professionals

13 Countries, 40,000 CX Experts

Including over 5500 multilingual specialists with experience in sales, customer service, credit assessment, fraud/risk advisory, account management, settlement and reconciliation, credit origination, underwriting, compliance, collections, accounts receivable and loyalty program management

Over 50 Global BFSI Clients

Trusted by leaders in global BFSI for nearly three decades of uninterrupted delivery of tech-driven and human assisted services by over 5500 multilingual BFSI experts working under the guidance of local and global BFSI regulators

Startek Cloud = Next-Gen Agility

Undisputed leaders in provision of an always-on, campus on cloud platform that enables a work from anywhere agent model, facilitating next-gen continuity in the most volatile operational circumstances like the COVID-19 pandemic