Syenap BANKING

Real time customer tracking for the **banking** environment

Syenap Banking is a leading analytics solution provider using onsite video and data feeds to understand, predict and impact customer activity and enable strategy alignment.

Syenap Property delivers real time, predictive and historical information about the way in which customers navigate their environment and how this changes over time, naturally or as a result of management staged interventions.

Syenap Banking will unlock new insights and possibilities, and create a sustainable competitive advantage. With sophisticated analytics, Syenap Banking can substantially improve decision-making, minimise risks, and uncover valuable insights that would otherwise remain hidden. Syenap Banking provides the integration between real time customer behaviour and other sources to allow stakeholders to understand not only what did happen, but also what didn't happen and therefore create opportunities where none existed before.

Syenap Banking is fully compliant with all privacy legislation as customers are not individually identified.

The Syenap Banking value proposition:

Revenue Generation: Accurate data provides valuable information for long term strategic thinking, for better predictions and better decision-making.

Operational effectiveness: Drive process and performance improvement. Execute current initiatives more effectively, enhance productivity and increase quality and consistency of service.

Cost efficiency: Real time utilisation of operational tools leads to a significant cost reduction. Measuring, and therefore managing more precisely, leads to better staff deployment and a reduction in manual interventions.

The Syenap solution allows banks to understand customer activity, intervene and enhance factors that lead to success.

Predict customer activity
- Average activity in bank sections
- Customer arrival times
- Customer count
- Evaluate and predict average dwell & queue times on any given day

Understand staff ratio to customer activity in real time
- Staff versus customer availability
- Manage customer expectations
- Staff scheduling
- Real-time staff deployment & communication

Identify customer preferred areas
- Insights into customer movement

Heat Map

Self Service Kiosk
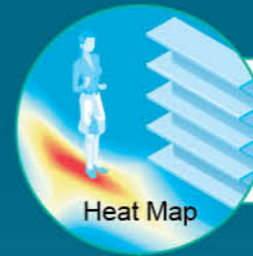
Increase commercialisation opportunities
- Increase cross-selling opportunities by introducing new banking services
- Monitor progress of migration strategy

Evaluate operational activities versus expenses
- Operating costs vs. potential income
- Customer time based activity (intra-day, weekends, weekdays & holidays)

Accurate pixel-based tracking
- Distinguishes between staff/customers
- Integrates with existing cameras, maximising asset usage
- Modular approach, grow the solution over time

Pinpoint queueing solutions
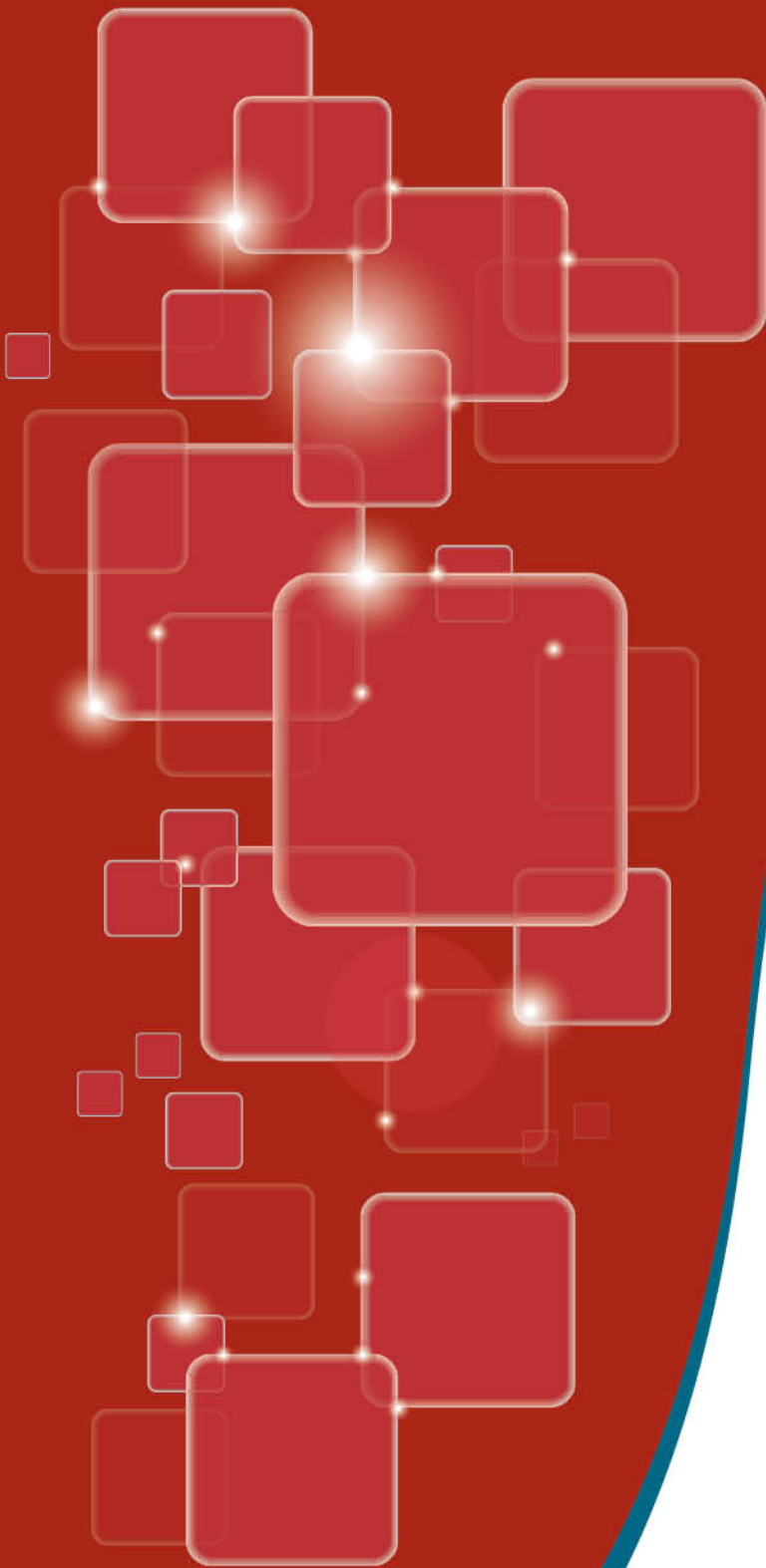- Identify usage of ticket device and ATM devices

Understand customer profiling
- Demographic profiling
- Keep up with changing customer trends

BANK

Information

LEAVE SCHEDULE

14:27:30.093   14:27:30.093

Maintain short term, medium term and long term strategy and predict degree of success

The Syenap Banking analytics process

1
What happened?

Evaluate current strategy status

2
Why did it happen?

Understand factors that are affecting strategic performance

3
What will happen in the future?

Predict future strategic alignment

4
What could we do?

Plan interventions to realign customer activity with strategy

5
How do we ensure performance?

Implement interventions to ensure strategy gets back on track

Why Syenap?

International Credibility

Our platform is deployed around the globe at airports, sea ports, shopping malls, retailers and transportation hubs.

Expertise

Syenap Banking has the expertise and infrastructure in place to allow for Big Data analysis and integration. Syenap Banking works closely with the client, to understand what changes will have the highest impact for the cost and time invested.

Contact Syenap

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Syenap
BEHAVIOUR. INSIGHT. ACTION.