

# *GenAI-enabled* **Growth Intelligence Platform “LumYn”**

*A platform that understands each customer's  
needs, behavior, and intent to uncover revenue  
opportunities to drive growth*



# A Treasure Trove of Untapped Potential

You possess an immense sea of customer data, derived from daily interactions and transactions. Yet, much of this valuable data remains untapped, akin to a hidden treasure chest awaiting the right key to unlock its vast potential.

This gap between data and actionable insights often leads to a significant **customer experience shortfall**. The result is a prevalence of generic products and one-size-fits-all marketing strategies that fail to meet individual customer needs, leaving them **overlooked and undervalued**.

*The McKinsey Global Institute estimates GenAI could add a value of \$2.6 trillion to \$4.4 trillion, annually, to global industries. The economic impact will likely benefit all banking segments and functions, with the greatest absolute gains of \$56 billion and \$54 billion in the corporate and retail sectors, respectively.<sup>1</sup>*

1. Source: Economic potential of generative AI | McKinsey



# Introducing LumYn

Built on top of Newgen's low-code data science platform, LumYn is a GenAI-enabled growth intelligence platform empowering organizations to understand their customers at N = 1 level. LumYn is designed to transform your customer experience through hyper-personalization and maximize Customer Lifetime Value.

*LumYn transcends basic demographics to create a hyper-personalized customer view (N=1), which includes:*

*Understand each customer's lifetime value and wow your most valuable customer strategically.*



*Understand customer aspirations, financial goals, and customer requirements proactively for superior engagement.*

*Utilize customer engagement data and discover behavioral insights.*

# | The Banking Dilemma

Customers today demand more than just basic financial management. They crave a bank that understands their unique financial goals and proactively anticipates their needs. This shift in customer expectations presents a significant opportunity, but also a pressing challenge: **bridging the gap between the data you possess and the personalized experiences your customers expect.**<sup>2</sup>

A recent study revealed that a staggering 78% of respondents/customers would prioritize institutions offering personalized support. Yet only 44% of banks are currently delivering on this expectation.

Retail banks can expect over \$300 billion increase in value (equivalent to 9-15% rise in operating profits) with GenAI. This new-age technology will help banks almost double their productivity (from 2.8% to 4.7% of the industry's annual revenue). McKinsey believes, **"using GenAI tools could also enhance customer satisfaction, improve decision-making and employee experience, and decrease risks through better monitoring of fraud and risk."**<sup>3</sup>

## Strategic Goals of Banking Leaders

### *Head of Retail Banking*

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- Sustain revenue growth amidst changing market dynamics
  - Stay ahead of customers' expectations and deliver a superior experience
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### *Customer Value Management (CVM) Head*

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- Nurture existing relationships with customers for better engagement and generation of higher revenue
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### *Chief Technology Officer (CTO)*

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- Drive continuous innovation and encourage data-driven decisions

2. Source: Survey shows customers give banks lackluster grades on their personalization | Business Insider

3. Source: Economic potential of generative AI | McKinsey





## Core Highlights of LumYn

### ***Conversational AI***

Talk to your data in plain language, uncover valuable insights and build growth strategies.

### ***Faster and Simplified Development Process***

Address your unique business challenges using LumYn's built-in customizable AI models and gain opportunities. Our low-code-driven platform allows quick iteration and refinement on-the-go.

### ***Achieve Faster Time-to-market***

With LumYn's rich library of pre-built AI models, start gaining outcomes from day one by expediting your entire development process for your competitive edge.

### ***Data-driven Business Insights***

Now integrate LumYn model outputs into your decision-making process and harness the predictive power of AI to optimize your performance.

### ***Trusted, Reliable and Secure AI***

Complete data transparency for comprehensive visibility of approach and modeling process which is built on core technologies following fundamental principles of security and privacy.



- **GenAI-driven Interface**  
Talk to your data in plain language to uncover strategic insights
- **Hyper-personalization**  
Customer Behavioral cloud with 30+ pre-built ML models
- **Newgen Low-code Data Science Platform**  
Scalable, Flexible, Visually repeatable & Adaptive modelling engine
- **Bank's Raw Data**  
Transactional Data, Demographic Data and more

*The platform offers both on-premise and subscription-based deployment options, enabling banking leaders to choose the deployment model ideal for business requirements and infrastructure.*



# | Applicability Areas of LumYn

## ***Cross-sell and Up-sell***

Leveraging predictive analytics, the built-in AI/ML models identify optimal cross-sell and up-sell opportunities, making it easier for banks to recommend tailored products or services to customers based on their specific requirements.

## ***Retention***

By analyzing historical data and customer behavioral patterns, the platform helps banks implement targeted retention strategies, enabling proactive measures to retain valuable customers and minimize churn rates by a significant margin.

## ***Behavioral Segmentation***

The platform helps segment customers with granularity, allowing banks to create hyper-personalized marketing campaigns and offerings tailored to individual preferences and behaviors.

## ***Pre-approved Products***

The platform helps assess customer eligibility and creditworthiness in real time, allowing seamless pre-approval of products, such as loans/credit cards, streamlining the application process.

***Built on a low-code data science platform, LumYn enables banks to own the brain behind the operation, experiment, and build models, according to their unique business scenarios.***



### ***Faster time-to-market***

10 times (10X) faster with 30+ pre-built models



### ***Hyper-personalized customer journey***

250+ additional built-in behavioral signals



### ***Cross-sell opportunities***

200% increase



### ***Smarter and quicker insights***

100 times (100x) faster with GenAI capabilities

## **About Newgen**

Newgen is the leading provider of an AI-first unified digital transformation platform with native **process automation**, **content services**, **customer engagement**, and **AI/ML** capabilities. Globally, successful enterprises rely on Newgen's industry-recognized low-code application platform to develop and deploy complex, content-driven, and customer-engaging business applications on the cloud. From onboarding to service requests, lending to underwriting, and for many more use cases across industries, Newgen unlocks simple with speed and agility.

## **For Sales Query**

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