

FOR IMMEDIATE RELEASE

Fintelite Introduces Revolutionary Corporate Banking Hyper-Personalization Solution at the Singapore Fintech Festival 2023

Singapore, 15 November 2023 — In a groundbreaking move, Fintelite presents its cutting-edge Corporate Banking Hyper-Personalization solution at the Singapore Fintech Festival 2023, within the framework of the AI in Finance Global Challenge 2023, organized as part of the esteemed MAS Global FinTech Hackcelerator. This challenge is dedicated to fostering innovative and market-ready AI solutions for the finance sector, which embodies Fintelite commitment to driving innovation in the banking industry.

A recent McKinsey report highlighted an interesting statistic: just 9% of banks have harnessed full-suite machine learning models to deliver personalized customer engagement, leading to an alarming 15% in missed revenue due to delayed engagement. Acknowledging this substantial gap, Fintelite has collaborated with ANZ Singapore as one of the corporate champions for the event, providing guidance and expertise in preparing the corporate banking product for the competition.

Fintelite for Banking
Hyper-personalization, simplified

Our Solution

- Understand**
Derive real-time insights on your customers
- Predict**
Forecast customer preferences and behaviors
- Engage**
Offer personalised recommendations

Cashactive Control
Encourage clients to adopt Cashactive Control for an integrated view of their cash position. Highlight the advantage of linking funds at month end to maximize returns.
Potential Impact
★★★★★
Contact Customer

Fintelite

The team introduced the Corporate Banking Hyper-Personalization platform, powered by Fintelite's real-time hyper-personalization engine. This platform enables real-time insights, predictive modeling, and personalized recommendations, enhancing customer engagement and elevating the banking experience for corporate customers. For instance, relationship managers can proactively offer cash management solutions to meet immediate customer needs, considering factors like current business needs and upcoming potential cash flows with Fintelite's predictive model.

Serving over millions of users across banking and fintech, Fintelite stands at the forefront of reshaping the banking industry, offering a solution designed to not only elevate customer experiences but also help financial institutions recoup missed revenue due to delayed customer engagement. To delve deeper into the transformative potential of Fintelite's Corporate Banking Hyper-Personalization solution, visit Fintelite booth at the Singapore Fintech Festival 2023 booth T014.

For media inquiries, please contact:

Nadia Fadhila

fadhila@fintelite.ai

+6281779914702

About Fintelite:

Fintelite is a pioneering provider of hyper-personalization tools designed to revolutionize the banking industry. Committed to enhancing customer experiences and driving revenue growth, we offer state-of-the-art AI analytics modules tailored for consumer, SME, and corporate banking. Our innovative solutions empower banks to deliver real-time personalized recommendations, optimizing customer engagement and revenue generation. Don't miss the opportunity to redefine your banking services with Fintelite and stay ahead in the competitive financial landscape.