

# Immersive Technologies in BFSI Industry



Customer Experience (CX) is the battlefield for brands. Differentiated CX is core to improving and retaining customer loyalty. LTIMindtree, with its deep digital expertise, has been at the forefront of helping enterprises deliver enhanced and contextual experiences to their end clients.

User Experience is undergoing a **tectonic shift** in terms of how customers perceive and interact with the digital world. The shift in perception augmented by AI and interactive technologies like **Augmented Reality (AR)**, **Virtual Reality (VR)** and **Mixed Reality (MR)** is driving multisensory and multimodal user experiences. This unleashes new possibilities to transform interactions throughout the customer experience & industry 4.0 touchpoints.

## Overview

Immersive experience powered by artificial intelligence is fundamentally changing the way consumers perceive and interact with the physical and digital world. AR and VR has already impacted, how financial institutions and insurance organizations interact with customers, vendors and employees. From AR banking to Virtual branches, from real time damage estimation to faster claim processing, Immersive technologies are creating endless new possibilities across verticals in in the space of banking, financial services and insurance.

## Where can one use this?



Prototype



Sales &  
Marketing



Customer  
Experience



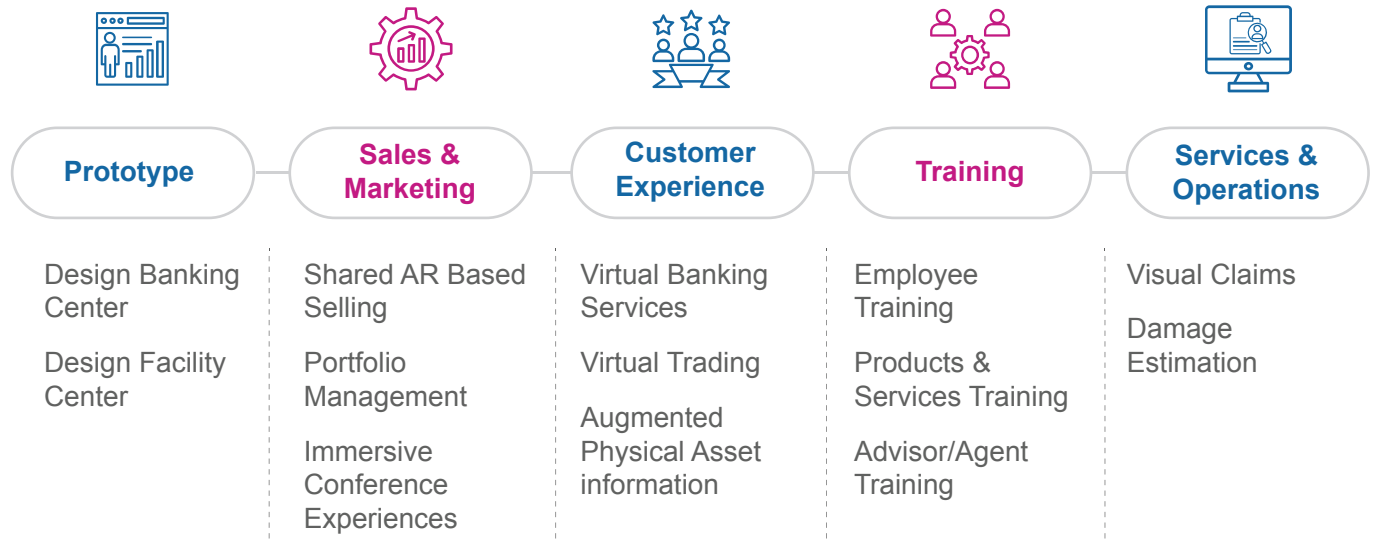
Training



Service &  
Operations

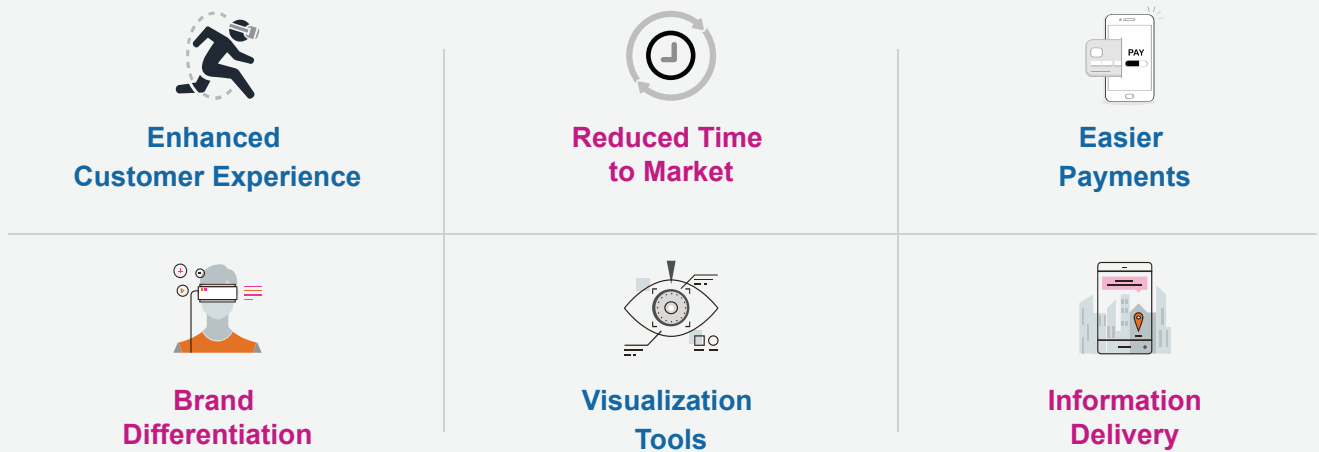


# Possibilities



# Benefits

By implementing the possibilities here are the potential benefits





## Our Experience

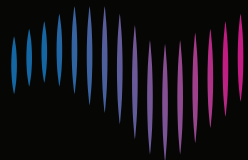
**CES Innovation Award**



**30+ pilots/implementations across industries, delivered at scale**



**State of the art experience center**



# IMMERSIVE AURORA

*Where Possibilities Come Alive*

**An India-based center of excellence, to develop immersive technology experiences that unleashes new possibilities.**

**LTIMindtree** is a global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 750 clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world. Powered by nearly 90,000 talented and entrepreneurial professionals across more than 30 countries, LTIMindtree — a Larsen & Toubro Group company — combines the industry-acclaimed strengths of erstwhile Larsen and Toubro Infotech and Mindtree in solving the most complex business challenges and delivering transformation at scale. For more information, please visit [www.ltimindtree.com](http://www.ltimindtree.com).