

BOOMERANG: TRANSFORMING ENTERPRISES THROUGH CUSTOMER CENTRICITY

When organizations can acquire a 360-degree view of their customer, they can achieve three things: optimize customer engagement, better analyze their lifetime value, and boost brand loyalty. Boomerang helps clients transform their digital business through “customer centricity”, enabling highly personalized, value-added user experiences. Built on an Enterprise Transformation Framework, businesses can rapidly update websites to optimize:

- ⌚ Self-service options for routine inquiries and transactions
- ⌚ Process automation, freeing resources from repetitive tasks
- ⌚ Policy-based decision making for consistent application of rules
- ⌚ Customer service models, ensuring users get the level of engagement they require

By reorienting the point of sale and post-sale experience towards the needs and behaviors of the customer, rather than a standard one size fits all approach, value is co-created and a positive customer experience becomes more likely. “Customer centricity” enables companies to differentiate themselves from the competition, drive repeat business, strengthen customer loyalty and boost profits.

Customer-centric architecture

With a scalable, cloud native architecture, Boomerang uses a unique RESTful Orchestration engine to provide a flexible framework for developing,

deploying and optimizing new services. This Agile approach allows data from different systems and services to be accessible in the same environment, and easily integrated into new or updated offerings. The Integration Hub also provides real-time insights and the operational ability to act on information through the Customer Engagement Manager, Contract Manager and Adaptive Case Manager.

Enterprise Transformation Framework

Boomerang’s Enterprise Transformation Framework provides standard building blocks for various capabilities, enabling IT staff to rapidly build and adapt new digital offerings as the business need arises.

Customer Engagement Manager (CEM)

A customer record connecting interaction, services, transactions and contracts into a 360-degree view of the customer.

Contract Manager (CM)

Manages the Contracts life cycle, offering a unified view of business transactions, customer dialog, claims and change requests.

Adaptive Case Manager (ACM)

Links services, vendors, customers and contracts, providing a single repository for documentation (Disputes / Change Management / Questions / Decisions / Reimbursements)

About CeleritiFinTech

CeleritiFinTech, an HCL DXC Technology Company, is a banking software and services company that delivers digital software and services to global banking clients. This innovative enterprise helps banking clients globally extend investments in existing platforms and implement innovative

solutions that combines people, technology, process and services to accelerate growth. CeleritiFinTech (CFT) invests in platform modernization and product functionality enhancements to capitalize on the proven capabilities of both parent companies in addressing the multi-billion-dollar, global core banking software market.

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