

# Immersive Banking

## Transform the future of banking with immersive AI-driven solutions

Get ready for the future of banking with Zensar's Immersive Banking solution — a unique platform that redefines customer engagement and financial operations.

Powered by AI and web 3.0, our device-agnostic, customizable platform delivers seamless customer engagement through personalized avatars and advanced AI models to create immersive, highly customized banking experiences. Elevate your banking experience with a flexible, scalable, and secure solution that meets the evolving needs of financial institutions.



### Proof-Of-Concept

**We offer to co-create a POC based on the choice of technology and platform**

#### Key MVP features

- Personalized and customized avatars
- Immersive experience from customized scenes and 3D models
- Bank-specific branding across all scenes
- Integrated embedded lending and financial advisor lounges
- ChatGPT-based banking ops and RM; additional security and socializing features

#### Key MVP Benefits

- Try immersive banking at a low cost and time investment
- Understand your "immersive readiness"
- Create your first footprint in the immersive banking world



### Solution features

- AI-powered avatars for personalized customer interactions and engagement
- Seamless integration and interoperability with banking systems, wallets, and crypto platforms
- Device-agnostic platform for seamless accessibility across devices
- Flexible pay-per-use model to optimize cost efficiency



### Benefits

- Boost customer experience and improve your NPS score
- Accelerate innovation with faster time-to-market
- Lower customer acquisition cost and increase customer lifetime value
- Align with Metaverse Standards for future-readiness
- Offer a white-labeled service customizable to your brand



### Services offered

- End-to-end marketing and branding services to amplify your presence
- Streamlined transaction services to enhance operational efficiency
- Conversational AI support for real-time customer assistance
- Comprehensive presales and sales support to drive growth
- Biometric authentication and security for top-tier security

Ready to tackle your challenges with cutting-edge solutions? Connect with us today to explore tailored strategies for your success.

Write to us at [cloud\\_transform@zensar.com](mailto:cloud_transform@zensar.com)

**65,000+**  
person month  
experience

**500+**  
product  
releases

**Metaverse**  
Standards forum

**350+**  
domain  
experts

**15+**  
blockchain  
experts

### Zensar services



Cloud Infrastructure and  
Security Services



Experience services



Advanced  
engineering services



Data engineering and  
analytics services



Application services