



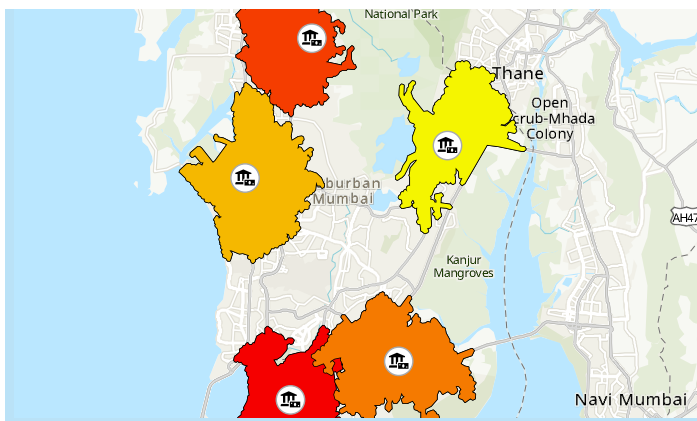
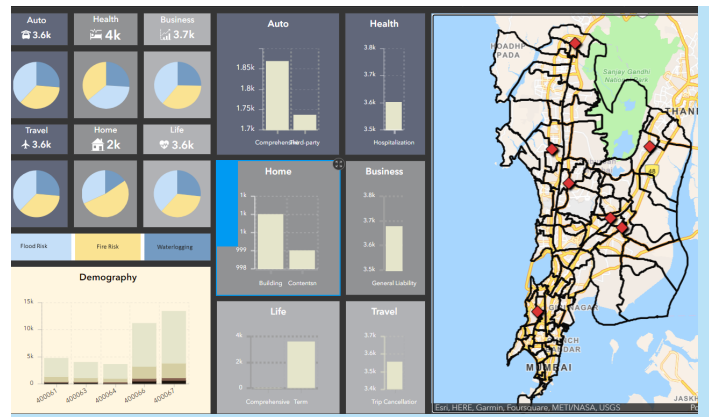
# LOCATION INTELLIGENCE FOR BANKING & FINANCIAL SERVICES

Location Intelligence plays a pivotal role in reshaping the future of the financial industry to make data-driven choices. To thrive in this environment, both banks and non-banking financial companies (NBFCs) need powerful tools to gain deep insights into their customer base.

## How Location Intelligence helps:

### Customer Insight

Esri technology empowers financial institutions to delve into customer demographics with unparalleled precision. By overlaying location data, it becomes possible to segment customers based on their location, enabling tailored strategies for different regions.

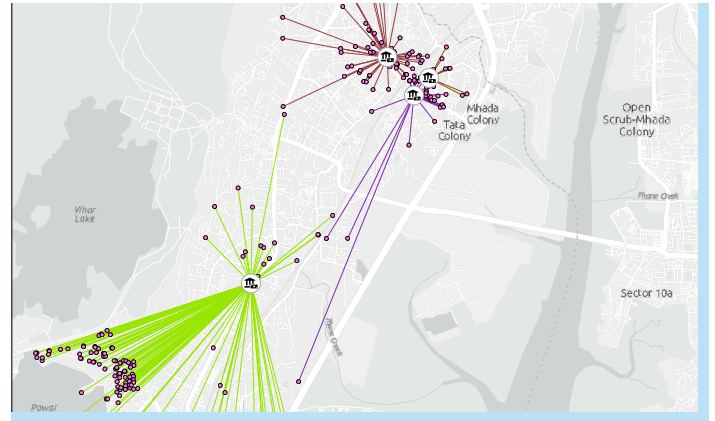


### Site Selection & Branch Network Optimization

The location component is key to knowing where risk or opportunity will be realized. Banks and lending institutions have a massive challenge to optimize their ATM and the branch network. Esri technology makes this challenge less tedious with its ability to overlay various datasets to get a unique view of the ATM network. Banks can plan better by looking at 'what if' scenarios before actioning a new ATM and deciding on the branch.

## Workforce Optimization

By using location information, Esri's solution can optimize territories or workforce depending on the requirements. The financial industry has its resources spread over a wide area that needs to be managed. Looking visually at the reports the low-staffed branches and over-staffed branches can be ascertained. And the staff can be moved based on their home location, their travel time etc.



## Marketing & Customer Acquisition

Various data sources are used for visually analyzing the best places for placing advertisements. For example, financial companies use the information about their customers in the city to place their signboards. All the information visually available over the map makes it so much easier to identify the locations. Organizations use the customer profile along with accurate information on the location of their clients to decide on the media (print, electronic, digital) and the pitch for a specific product with respect to a specific region.

## Benefits of Location Intelligence

- Understand how changing demographics impact future demand.
- Measure size, shape, and prospects while comprehending sales territories.
- Assess market opportunities based on demographic and socioeconomic variables.
- Evaluate revenue potential for locations with similarities in demographics and market potential.

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