

Banking, Financial Services & Insurance

Deliver secure, AI-supported BFSI journeys for high-stakes interactions such as disputes, fraud, loan servicing, collections, and chargebacks, backed by 100M+ annual customer interactions, 95%+ first-time resolution, and 95%+ satisfaction in regulated environments.



Financial institutions face increasing pressure to deliver transparent, secure, and confidence-building experiences across high-stakes banking, financial services, insurance, and fintech interactions — from disputes and fraud to loan servicing, collections, and chargebacks. CGS Nexus designs tailored journey orchestration for BFSI enterprises, combining secure, multilingual BPO operations with automation models that reflect each institution's regulatory environment, risk appetite, customer base, dispute patterns, and fraud trends.

Services include:



Customer Care: Deliver empathetic, multilingual support for emotionally charged financial scenarios — including disputes, suspected fraud, identity verification, repayment options, and policy or account questions. Agents are guided by AI Copilots to follow compliant workflows and clearly explain next steps to the customer for effective and accurate problem resolution.



Technical Support: Keep financial platforms secure and reliable with multilingual support for core banking systems, digital channels, card platforms, and payment infrastructure. From troubleshooting and release support to infrastructure and API monitoring, we protect uptime while maintaining compliance with banking and payments regulations.



Sales Support: Boost financial product adoption with scalable sales support. From multilingual lead qualification to loan processing assistance, we help financial institutions capture more opportunities while reducing acquisition costs.



Renewals: Safeguard recurring revenue by managing loan, subscription, and account renewals. We use predictive analytics and proactive outreach to reduce churn while strengthening long-term customer relationships.



Professional Services: Accelerate digital transformation with outsourced professional services for finance. Our experts manage onboarding, system configuration, and training so institutions can focus on innovation and client growth.



Financial Services: Streamline AR/AP, collections, and payroll with compliant, efficient outsourcing. We combine automation and expert oversight to reduce errors, improve cash flow, and lower operational costs for financial institutions.



Channel Enablement: Empower your brand and channel partners to deliver unified customer experiences across every channel, voice, chat, email, SMS, and social. With our omnichannel expertise, you'll strengthen partner engagement, enhance satisfaction, and build lasting customer loyalty.

Additional capabilities built for BFSI:

These BFSI-specific capabilities strengthen every journey by improving transparency, reducing risk, and giving customers and partners clearer paths through disputes, servicing, and repayment. Outcomes include higher trust, clearer communication, better financial outcomes.

- **CRM unification** of transactions, disputes, KYC, authentication
- **Proactive case updates** that minimize uncertainty
- **Multilingual**, regulatory-ready communication
- **Journey mapping** for repayment, loan servicing, fraud remediation
- **Predictive alerts** for distress or churn
- **Reduced duplicate case generation**

Agentic automation + human oversight

Financial workflows demand speed and precision at scale. With 100M+ interactions managed annually, CGS Nexus deploys automation engineered for your exact fraud models, dispute categories, verification processes, and risk protocols, backed by trained experts who ensure fairness, compliance, and the 95%+ first-time resolution rates your institution requires.



AI Agents: Securely handle high-volume, rules-driven financial tasks while preserving full auditability and control. Execute actions such as dispute triage, KYC/KYB checks, payment tracing, and loan status updates within your existing systems, following institution-specific limits, workflows, and risk rules. AI Agents continuously monitor interaction context and transaction history, escalating complex or sensitive cases to human specialists with complete case summaries and evidence to improve speed, consistency, and customer confidence.



AI Copilots: Act as real-time assistants for advisors, contact center agents, and operations teams, turning every conversation into a guided, compliant workflow. Copilots listen to the live interaction, surface relevant account data, policies, and knowledge articles, and suggest next-best actions that align with your internal controls and regulatory requirements. They also generate call notes, disposition codes, and follow-up tasks automatically, reducing after-call work while ensuring every interaction is documented with accuracy, clarity, and regulatory-ready detail.



AI Data & Analytics: Apply AI-driven Q&A, data enrichment, and predictive analytics to make complex financial information understandable for both customers and internal teams. Natural language interfaces allow stakeholders to query policies, portfolios, and operational performance in plain language, returning answers grounded in your institution's data, controls, and regulatory frameworks. Advanced analytics detect emerging patterns in disputes, fraud attempts, delinquency, and churn risk, feeding proactive alerts and tailored outreach strategies that improve resolution times, reduce losses, and support healthier financial outcomes for customers and the institution.



AI-powered BFSI use cases: Faster cycle times with maximum accuracy and compliance assurance.

CGS Nexus partner experience (PX): multi- party network orchestration

Disputes and fraud incidents often involve issuers, merchants, processors, acquiring banks, and networks. CGS Nexus builds PX orchestration frameworks tailored to your ecosystem's partner mix, dispute patterns, SLAs, and regulatory constraints, ensuring seamless, predictable coordination across every party. Outcomes are faster resolution, higher recovery rates, and better customer and partner experiences across your financial ecosystem.

- 01 SLA alignment** across issuer, merchant, processor, and acquirer workflows.
- 02 Shared partner visibility** and case status inside your CRM and servicing systems.
- 03 Clearly defined escalation paths** that eliminate backlogs and reduce case stalls.
- 04 Predictive detection** of partner-related delays and at-risk cases.
- 05 Governance models** that enforce timely partner responses and documentation.
- 06 End-to-end orchestration** of disputes, chargebacks, and reimbursement cycles.

The future of the financial enterprise experience



Financial services are becoming more real-time, embedded, and intelligent, raising the stakes for every customer and partner interaction. CGS Nexus helps you stay ahead by orchestrating secure, AI-supported journeys and multi-party coordination that reduce friction, strengthen trust, and improve financial outcomes for both customers and institutions.



Explore how CGS Nexus can elevate your enterprise's experiences.

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People first.
Outcomes driven.
Aligned for success.

