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National Stock Exchange of India Limited
Exchange Plaza, C-1, Block G, Bandra Kurla
Complex, Bandra (East)
Mumbai - 400051
Symbol - TCS

BSE Limited
P. J. Towers,
Dalal Street,
Mumbai - 400001
Scrip Code No. 532540

Dear Sirs,

We are sending herewith copy of the Press Release titled **“Scotwest Credit Union Partners with TCS to Improve Customer Retention Using AI-led Personalization”** which will be disseminated shortly.

The Press release is self-explanatory.

Thanking you,

Yours faithfully,
For Tata Consultancy Services Limited

Pradeep Manohar Gaitonde
Company Secretary

TATA CONSULTANCY SERVICES

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Scotwest Credit Union Partners with TCS to Improve Customer Retention Using AI-led Personalization

Tata Consultancy Services' Customer Intelligence & Insights™ Software Helps Preempt Defaults, Enhance Customer Experience, and Improve Lifetime Value

LONDON | MUMBAI, January 16, 2023: Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS) announced that Scotwest Credit Union, one of the largest credit unions in the UK, has enhanced its customer experience with TCS Customer Intelligence & Insights™ (CI&I), an AI-driven analytics software.

Scotwest Credit Union was looking for a solution to predict customers' propensity to default and take immediate preventive action. It selected TCS to strengthen its loan portfolio, help preempt early repayments, reduce loss of interest income, improve customer retention and lifetime value.

TCS implemented its CI&I solution, which provides predictive models such as the probability to default and early payoff, providing Scotwest with a holistic view of cash flows and helping manage liquidity more efficiently. It also helps the credit union make contextual recommendations to their members on the next product to buy as well as loan top up options, making for a more personalized experience while also boosting sales. The solution is integrated with TCS BaNCS™ Cloud for Banking which powers Scotwest's operations.

Jackie Alexander, Chief Operating Officer, Scotwest Credit Union, said, *"We look forward to reaping the benefits of TCS BaNCS with analytics provided by TCS Customer Intelligence & Insights. We are confident that TCS' experience with IT platforms and solutions will help us enhance our customer experience by improving contextual recommendations, allow us to proactively reach and assist our members in need, and improve loan recovery and interest rate optimization."*

"We are excited to help Scotwest optimize their loan portfolio and provide differentiated, hyper-personalized customer experiences," said **Ashvini Saxena, Global Head, Digital Software & Solutions, TCS.** *"Our longstanding strategic partnership with Scotwest and deep understanding of their business context, challenges, and market dynamics, positions TCS well to help them meet higher targets for customer retention and lifetime value. CI&I's AI and ML-driven customer analytics will enable improved data collection and drive customer engagement with reduced lending risks."*

TCS CI&I software helps banks deliver hyper-personalized omnichannel customer experiences. Customers gain a single, secure, extensible analytics platform that unifies all internal and external customer data while adhering to data privacy requirements. Its extensible, future-focused platform provides connected intelligence through pre-built, industry-specific analytics use cases that accelerate time to value. CI&I's analytics help increase loyalty, CLV, and wallet share, while reducing NPAs, bad debts, and write offs, and provide an improved understanding of pre-payment risk.

About Tata Consultancy Services (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that has been partnering with many of the world's largest businesses in their transformation journeys for over 50 years. TCS offers a consulting-led, cognitive powered, integrated portfolio of business, technology and engineering services and solutions. This is delivered through its unique Location Independent Agile™ delivery model, recognized as a benchmark of excellence in software

development.

A part of the Tata group, India's largest multinational business group, TCS has over 613,000 of the world's best-trained consultants in 55 countries. The company generated consolidated revenues of US \$25.7 billion in the fiscal year ended March 31, 2022, and is listed on the BSE (formerly Bombay Stock Exchange) and the NSE (National Stock Exchange) in India. TCS' proactive stance on climate change and award-winning work with communities across the world have earned it a place in leading sustainability indices such as the MSCI Global Sustainability Index and the FTSE4Good Emerging Index. For more information, visit www.tcs.com

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