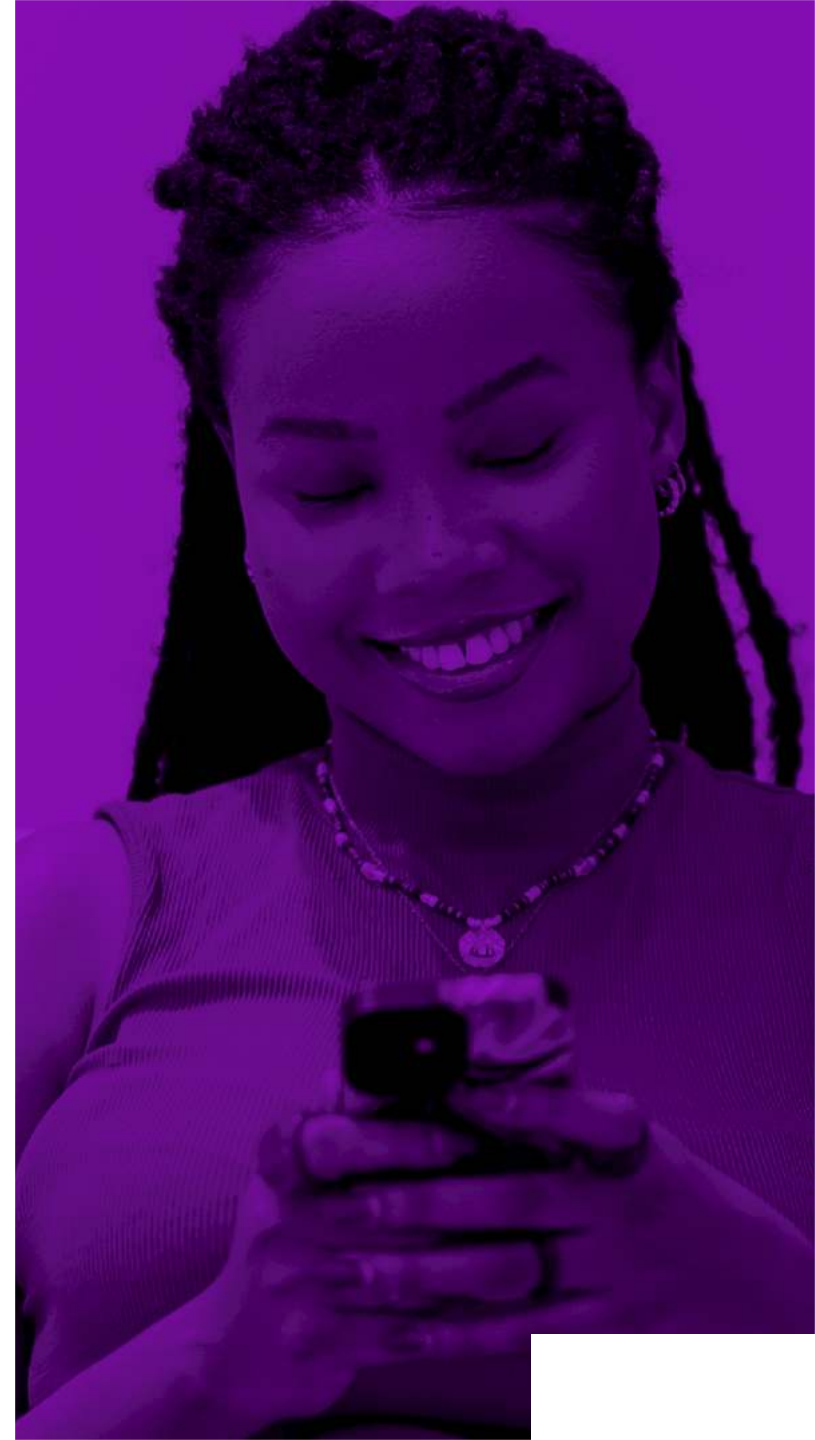




OMNIS AI

The future of mobile customer experience



70%

of mobile application users churn due to high friction and lack of personalization

The result...

Banks/FIs are leaving money on the table!

The Problem

Digital customer experience is poorly optimized!

1 Poor Customer Segmentation

2 Lack Of Personalized Experiences

3 No Customer Engagement

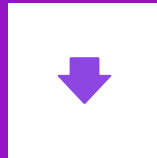
4 Lost Revenue

<2mins

Average time spent on a
retail application

The Result: Mobile Banking Providers Struggle To Optimize User Engagement

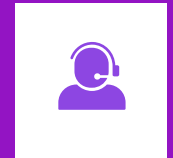
Banks in Africa lose 20% - 40% of their customers due to poor experience



Churn



Lost Revenues Due To
Poor Targeting



High Support Costs

Basic transactions is not enough!

**Your customers
want intuitive,
seamless and
rewarding digital
experiences**

**OMNIS AI provides a
personal concierge for
every customer!**

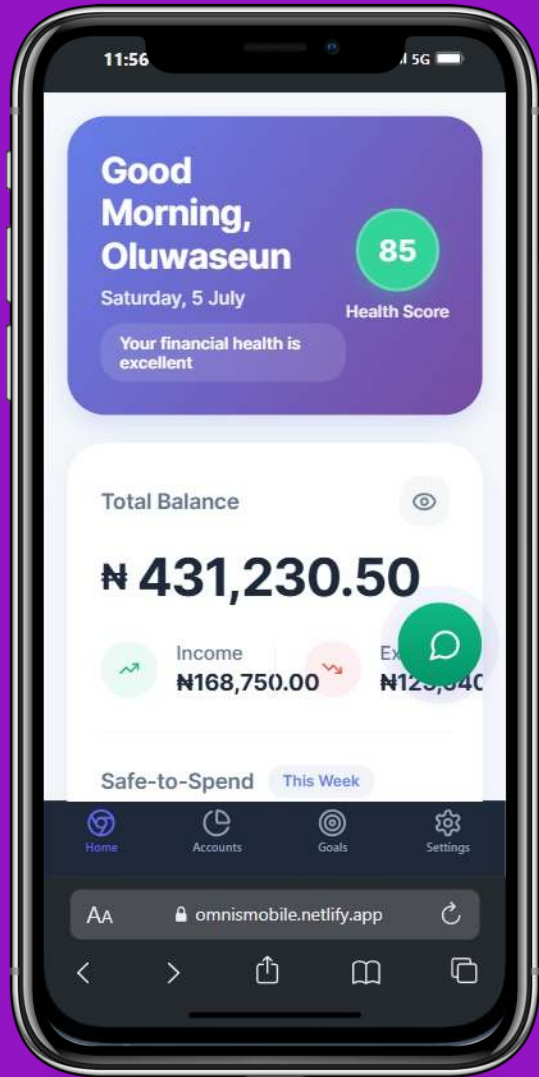
Analyzes behaviour to deliver hyper-personalized recommendations

Eliminates friction with real-time guidance and intuitive navigation

Drives action by making relevant offers at the perfect moment

No more passive users, no more lost revenue!





OMNIS AI turns user insights into personalized experiences, boosting engagement, retention & revenue for digital platforms.

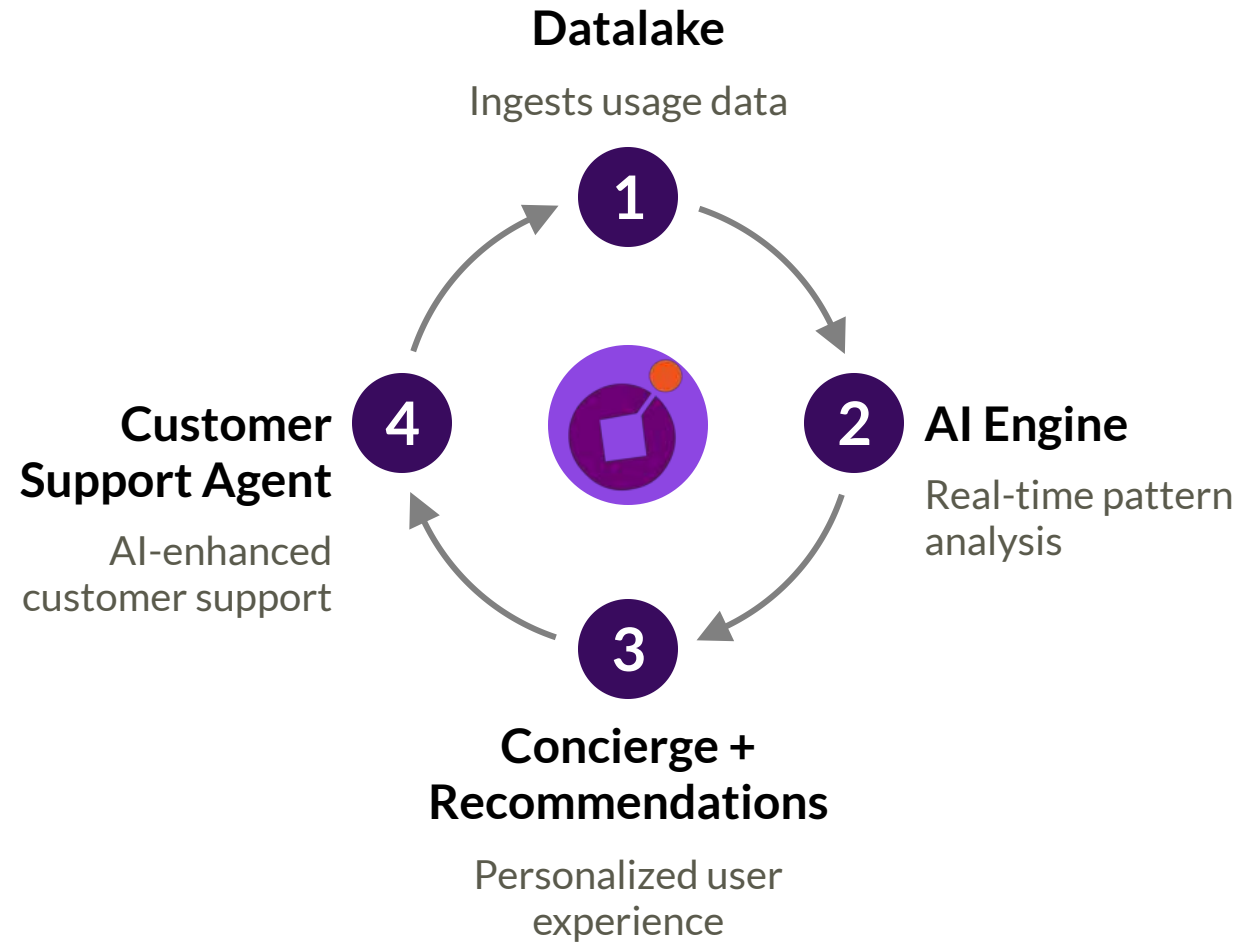
Prediction

Engagement

Revenue Maximization



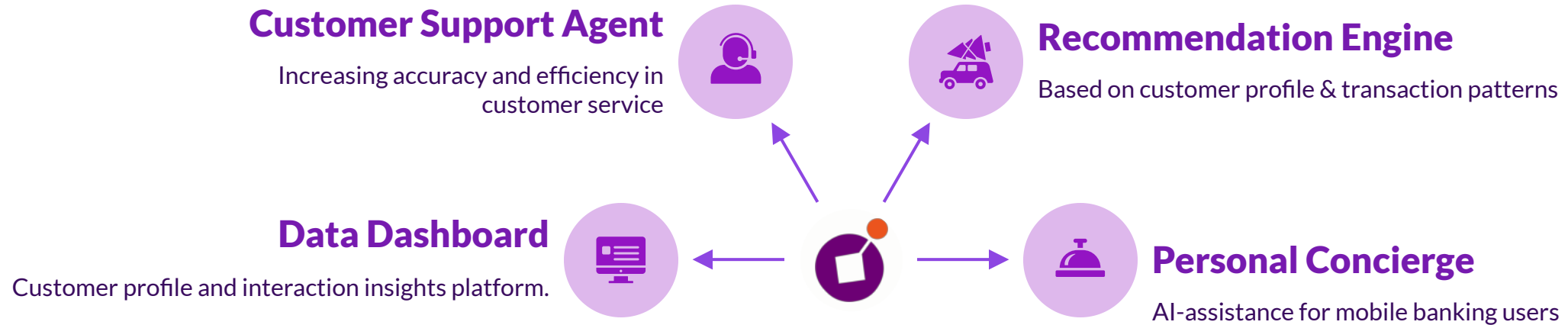
How OMNIS AI Enhances UX



OMNIS AI Features

For Banks, Other Financials Services

For Mobile Banking Customers



OMNIS AI Features (Cont.)

For Banks, Other Financials Services



AI-Powered Analytics & Predictive Intelligence

Predict customer actions and uncover deep behavioral insights with real-time AI intelligence.



Targeted Campaign Management

Run predictive, behavior-led campaigns that reach the right customers with the right message at the right time.



Risk Management & Fraud Detection

Proactively detect fraud, assess risk, and stop threats before they impact your customers.



Advanced Customer Segmentation & Targeting

Create dynamic, AI-driven customer segments for precision targeting and hyper-personalized engagement.



Product Creation & Personalization Engine

Automatically deliver personalized products, offers, and journeys at scale using AI-driven automation.

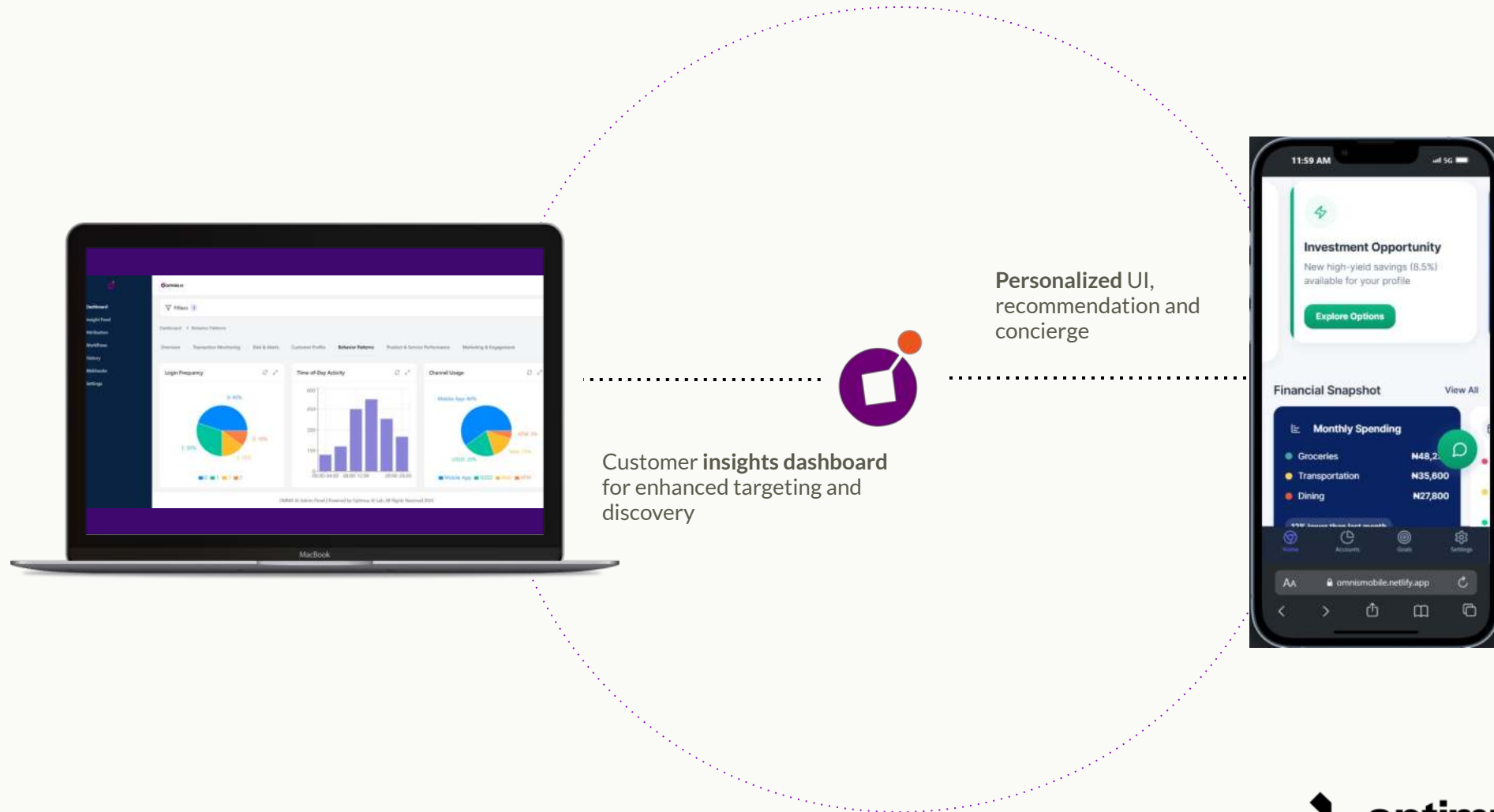


Comprehensive Audit Trail & Activity Tracking

Maintain full visibility, accountability, and traceability across every insight, action, and automation.

OMNIS AI - A 360-degree Feedback Loop

From Customer Insights To Enhanced Personalization



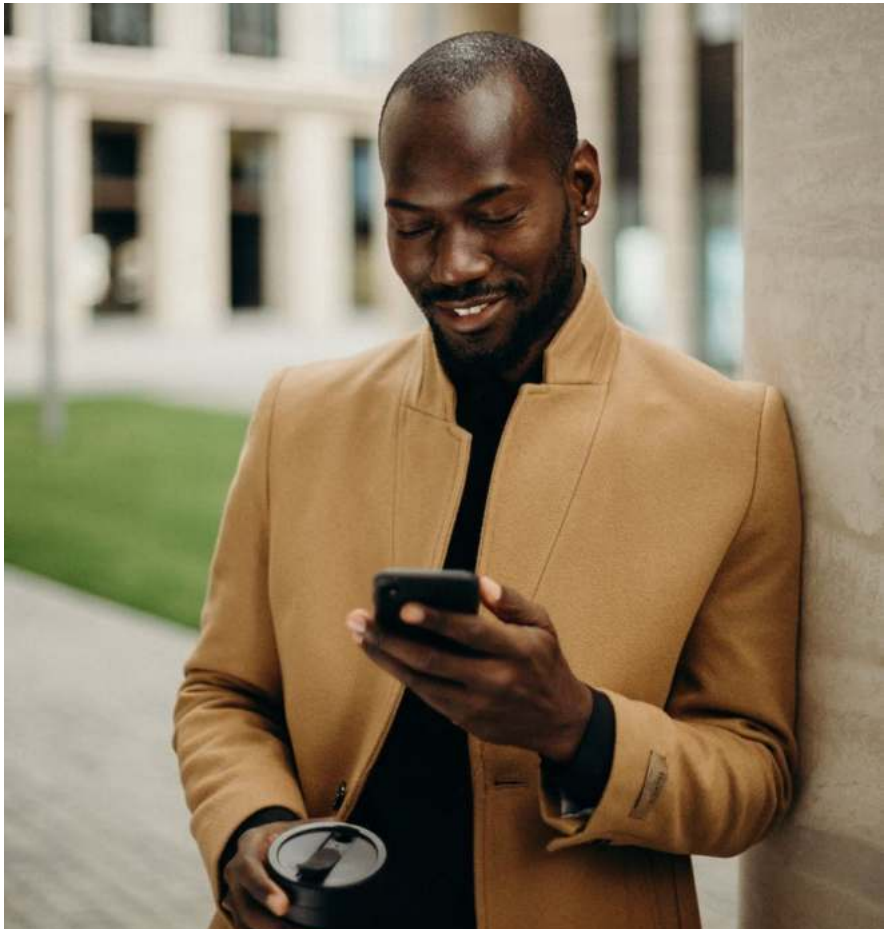
What OMNIS AI Delivers

500% 
5X increase in engagement time (time spent in app)

400% 
4X higher customer retention

40% 
40% growth in transaction volumes & revenues

40% 
Reduction in support costs



Summary Of Benefits

Built to Boost Engagement & Revenue

1

Insight Dashboard for growth

2

Smart Recommendation Engine based on profiles and behavior

3

Feedback Loop that learns from every interaction

4

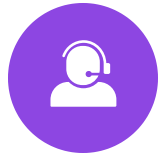
Enhanced Customer Support

5

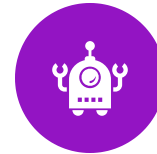
AI Concierge for personalized banking

Why Now?

Enterprises are embracing the shift towards personalized, AI-driven customer experiences to drive innovation, reduce costs, and differentiate themselves in a crowded market.



AI adoption in customer experience is up 300% YoY



Agentic AI support will lead to at least 30% reduction in operational costs



Need for Banks & FIs to grow revenues, drive innovation & growth



Banks & FI are looking to stand out in a 10,000+ Red-Ocean segment

Next Steps



About The OMNIS AI Team

OMNIS AI is developed by a team of Ex-InterSwitch Solution Architects, and Stanford University AI Researchers.

- 45 Years of combined industry experience
- Managed digital banking solutions across Africa and the Middle East
- Enterprise-level model development expertise
- Global partnerships that guarantees strong Data Management & Governance





Say Hello

Our Contacts



business@optimusai.ai



+234 813 268 9927



optimusai.ai