unifyapps

The AI Backbone for Compliance, Growth, and Communication

How a large financial institution unified consent, personalization, and communications into a single, governed execution layer.

$5.5M
Projected annual cost savings

800K+
Consumer consents in two weeks

37%
Improvement in message delivery rates

Challenge

At a large financial institution, compliance, marketing, and communications operated in silos. Consent data was fragmented across platforms, marketing relied on generic targeting, and 27+ messaging systems sent billions of ungoverned messages monthly—driving regulatory risk, spiraling costs, and poor customer engagement.

Use Cases Transformed Into AI-Native

With UnifyApps, the institution unified compliance, personalization, and communications into a reusable, AI-Native execution model:

Consumer Consent Management

BEFORE
Scattered consents with no audit trail

AFTER
Granular, real-time consent synchronization

$ COST
Regulatory exposure and customer trust risk

✓ BUSINESS IMPACT
800K+ consents captured in two weeks

Behavioral Upsell Engine

BEFORE
Broadcast campaigns using aggregate data

AFTER
Real-time behavioral nudges across channels

$ COST
Missed conversions and high acquisition costs

✓ BUSINESS IMPACT
Higher conversions and portfolio engagement

Unified Communication Hub

BEFORE
27+ systems sending 2.5B messages monthly

AFTER
Centralized hub with template and DLT controls

$ COST
$4.1M monthly spend and duplicate messaging

✓ BUSINESS IMPACT
$5.5M annual savings and 37% higher delivery

Scalable, Reusable Foundation

Shared customer, consent, and messaging objects—including Customer Profiles, Communication Templates, and Transaction Logs—enabled reuse across compliance, marketing, and communications.

Integrations Used

Banking Channels: NetBanking, Mobile Banking, PayZapp, SmartBuy.

Communication: SMS Aggregators, DLT Platforms, WhatsApp, Email.

Core Systems: OneTrust, CRAIN, CRM, HDFC Dialer Systems.

90% faster
time-to-market

UnifyApps delivered production compliance in two weeks.

Previously, traditional builds took 12–18 months.

The core capabilities behind AI-Native transformation

Unified AI platform

Integrated data, workflows, and AI in one execution layer

Reusable architecture

Shared integrations that cut the build cost for new use cases

Model-agnostic AI

Embedded AI without locking into a single model

Built-in governance

Auditability and controls included from day one

Low-code delivery

Faster builds with smaller teams—without sacrificing reliability

Master Agents & App Catalog (MAAC)

Explore 200+ Production-Proven AI Agents Across Finance, HR, Supply Chain, Sales & IT

Explore Use Cases →

About UnifyApps

UnifyApps is the AI Agent and App Builder for the enterprise that empowers organizations to transform into AI-Native enterprises. The AI OS platform connects systems of record, knowledge, and activity, enabling enterprises to turn stalled GenAI pilots into scalable, production-grade solutions.