FINASTRA

KapitalWise

Factsheet – Fusion Digital Banking

Unlock the value of your account holders' data to drive revenue and retention

Predictive Engagement Platform puts everything you need to know about your account holders in one place, streamlining support, relationship management and upsell.
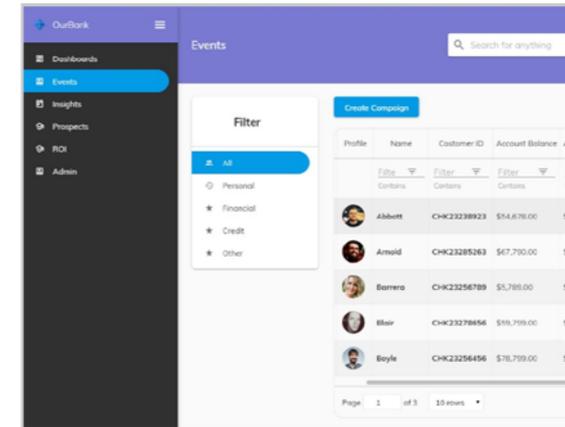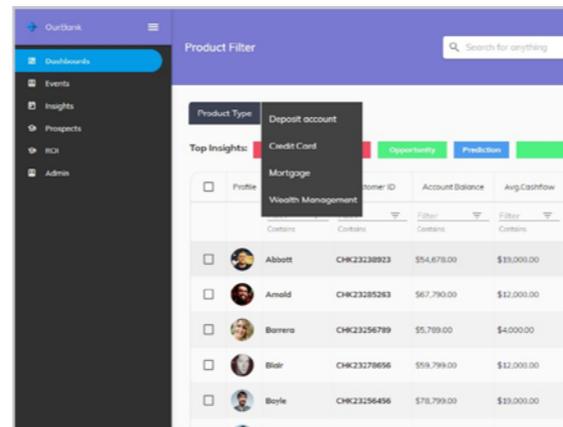
" Predictive Engagement Platform is an AI-driven engagement platform that enables customer-first banking through smart data."

Leveraging FusionFabric.cloud
Predictive Engagement Platform acts as an additional feature inside your digital banking application.

Key features:
- Turn account holder data into practical insights that help you improve your service and increase engagement.
- Easily track key events in your business or personal banking account holders' lives to support them when they need it most.
- Drive financial wellness for your users with automated savings nudges, cash flow, smart budgeting and more.

Predictive Engagement Platform enables financial institutions to leverage data to drive revenue. Our platform analyzes data from a variety of sources with the goal of identifying life, financial and credit events to help you engage with users at the moment they need you the most.

Customer-First Experiences

You'll never miss an event with 360° visibility, helping you not only engage them at the right time but streamline your upsell process by recommending products that align with their personal goals and needs.

Making Personal Banking More Personal

Predictive Engagement Platform puts the account holder at the heart of your experience by tracking the events that matter to them. Easily monitor key changes across family, employment and travel, as well as financial developments such as loans, mortgages, tax and other banking products. Smart Profiles even let you track third-party product usage, so you're always up to date on every user's situation.

Strategic Business Engagement

Accelerate your business sales process by quickly identifying businesses looking for a line of credit or loans. Predictive Engagement Platform helps you look to the future, using AI to predict financial changes or seasonal trends, as well as keeping your users informed with built-in insights and analytics for business owners.

Empower your account holders

Predictive Engagement Platform gives your users the insights they need to reach their goal and achieve financial wellness. From recommending financial targets based on current habits to predicting cash flow, your account holders can leverage their own data to optimize their financial stability and resilience.

Ready to learn more? Let's talk

About Finastra

Finastra is building an open platform that accelerates collaboration and innovation in financial services, creating better experiences for people, businesses and communities. Supported by the broadest and deepest portfolio of financial services software, Finastra delivers this vitally important technology to financial institutions of all sizes across the globe, including 90 of the world's top100 banks. Our open architecture approach brings together a number of partners and innovators. Together we are leading the way in which applications are written, deployed and consumed in financial services to evolve with the changing needs of customers. Learn more at **finastra.com**

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