

FUSION DIGITAL PLATFORM

DIGITAL SALES

Next-Generation Digital Sales - Smart Features to Build Customer Relationships and Revenues

With Finastra, banks can fully exploit digital technology to create successful sales channels - from lead generation, personal financial management, and automated campaigns to generating hot sales opportunities ready to close.

Banks have experienced significant shifts in customer behaviour over the last 15 years. While banks have been able to meet customer expectations for executing transactions online, progress has been slower for sales. With an increasing number of clients using Internet banking, with fewer customers visiting branches, banks are losing opportunities to sell directly to these clients.

Digital Sales provides a toolkit to manage sales and marketing campaigns on the digital channels platform. This provides the customers with well-targeted sales offers which generate more up and cross-sell opportunities.

Customer insight. With fewer personal interactions occurring in branch, banks must find new ways to identify their customers' financial needs, understand them and act on these insights.

Customer expectations. Technology savvy, customers expect their growing needs to be anticipated. Being able to engage with them pro-actively, deliver tailored communications and offers - these are the factors that can create a long-term relationship, increased value and satisfaction.

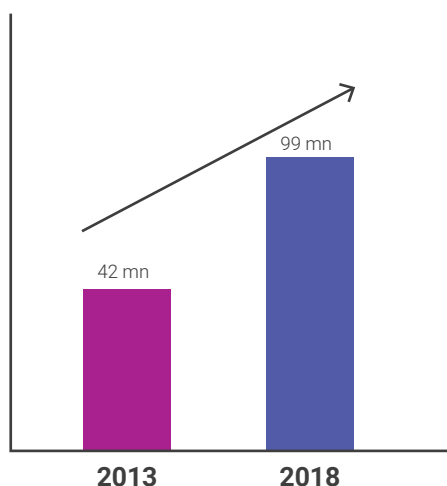
Product marketing. Customers run through many screens to manage their finances online. Banner blindness is becoming common. Innovative ways are needed to display offers. Digital Sales is an innovative solution that addresses these challenges and meets the demands of this rapidly developing and demanding segment of digital users. Digital Sales is integrated with the Digital Channels omni-channel platform to provide an efficient way to manage, execute and track marketing campaigns across channels.

The Digital Sales Advantage



Mobile banking use in Europe grows fast: from 42 million users in 2013 to 99 million in 2018.”

Forrester, 2014



Digital Sales opens the door for banks to sell effectively by analysing the performance of their channels and pushing out context-relevant offers. Achieve true Straight Through Processing (STP) to be profitable and to make pre and post shipment finance available when it is most needed. Create and manage campaigns and content with the support of Digital Sales administration tool. Execute public, segment-based or CRM system-based campaigns. Use automated lists to exclude customers not eligible for a specific campaign. Have only one campaign for all digital channels. Organise the campaigns by priorities and topics.

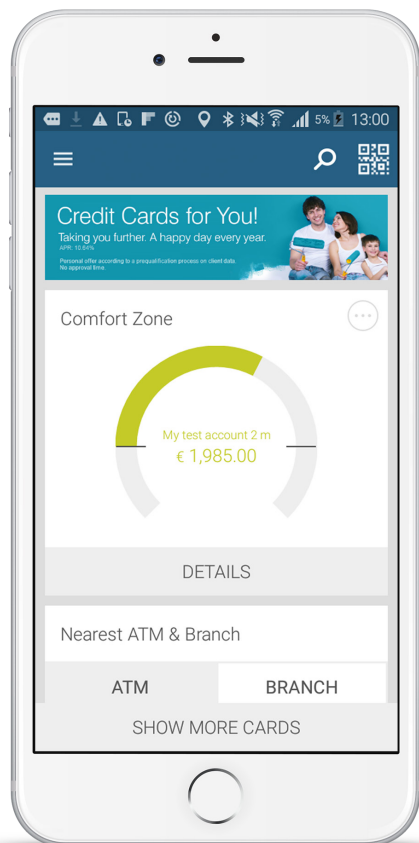
Content management. Manage content for different channels and devices. Define how, where and in which context the messages are presented to the customer to achieve the best results. Make use of the variable content capability to deliver tailored offers. Use the language variants to create clear and understandable messages.

Innovative ad types. In integration to Fusion Digital Channels' Online and Mobile Banking, Digital Sales delivers innovative ad types to avoid banner blindness and increases click-through rates. Benefit from more than 10 advertisement types.

Smart campaign selection picks the campaigns that are presented to the customer using the built-in rules to prioritise properly, avoid campaign repetition and organise the view to deliver the proper message.

Analytics tool. To execute a successful campaign and get the best results, it is important to find the customers. Digital Sales analytics provides insight into how customers are using digital channels in their everyday interaction with the bank. Learn about the most used channels, functions and peak hours for targeted segments.

Easily integrated. Digital Sales easily integrates with any CRM system when it comes to campaign execution progress reporting. The integration to CRM is made possible through white and black list and the report back to CRM through log exports. Once enabled, integration is re-used for all campaigns.



Deliver innovative ads to avoid banner blindness and increase click-through rates

Business Benefits:

- Generate new revenues through Fusion Digital Channels
- Increase marketing return-on-investment through improved click-through rates on marketing assets that are displayed in context
- Improve marketing campaign effectiveness with smart advertising tools and targeting logic
- Reduce cost-to-sell by engaging via Fusion Digital Channels rather than in-branch
- Improve customer satisfaction by providing targeted, useful offers
- Increase customer retention by growing product holdings

About Finastra

Finastra unlocks the potential of people and businesses in finance, creating a platform for open innovation. Formed in 2017 by the combination of Misys and D+H, we provide the broadest portfolio of financial services software in the world today – spanning retail banking, transaction banking, lending, and treasury and capital markets. Our solutions enable customers to deploy mission critical technology on premises or in the cloud. Our scale and geographical reach means that we can serve customers effectively, regardless of their size or geographic location – from global financial institutions, to community banks and credit unions. Through our open, secure and reliable solutions, customers are empowered to accelerate growth, optimize cost, mitigate risk and continually evolve to meet the changing needs of their customers. 48 of the world's top 50 banks use Finastra technology. Please visit finastra.com

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