

## Factsheet – Fusion Digital Banking Insights

# Leverage data and advanced analytics to understand account holder digital behavior and activity.

Clearer, actionable insights and frictionless data access means intelligent business decisions, deeper connections and more relevant offers for improved satisfaction.

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*With the additional E-Statement adoption dashboard, a machine learning model is utilized to identify and target account holders most likely to convert to E-Statements, to save costs associated with mailing paper statements."*

How do you improve engagement and drive growth if you can't see how people use products and channels? Realize your vision: understand behavior and performance over time, offer personalized products, and execute marketing campaigns thanks to simplified data visualization. Empowering your vision to offer better solutions.



FI data analytics

## How it works

More, and easily digestible information about consumer insights empowers you to make better decisions on products to offer, and how to segment for targeted marketing campaigns. Visibility into account holders, the types of accounts they have, as well as what activity and level of engagement across different digital channels helps you drive growth and account holder satisfaction.

The E-Statements adoption module lets you target high potential E-Statement adopters to save costs over paper statements. You can calculate the ROI associated with faster adoption, and track savings results over time.

### Simple but thorough

- 6 dashboards in one
- Ability to filter on specific time ranges
- Overall performance metrics compared to previous year

### Key features:



**Accounts** tab to understand types of accounts, important metrics and trends associated with balances and transactions, and credit vs. debit account usage.



**Transfers** tab to understand account to account transfer patterns, method of transfer, frequency and performance.



**Mobile Users** tab to understand behavior by mobile users, trends, and remote deposit usage over time.



**Logins** tab to understand login behavior by state and frequency, including time of day, and day of week login trends.



**Products** tab to understand adoption over time, popular product combinations, and enrollment growth to determine cross-sell and upsell opportunities.



**E-Statements** tab to identify customers who are likely to adopt E-Statements, leveraging a machine learning model that sorts customers into marketing buckets from "likely adopter" to "unlikely adopter" to assist with targeted marketing campaigns and reduce costs over time.

### Key benefits:



Understand digital behavior.



Optimize customer experience.



Identify triggers to enable increased digital adoption.



Monitor login patterns to determine best time/date for targeting.



E-Statement adoption model enables faster conversion rates, FI cost savings, and ROI calculation.



### About Finastra

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### North American Headquarters

744 Primera Boulevard  
Suite 2000  
Lake Mary, FL 32746  
United States  
T: +1 800 989 9009

