



Interactive e-statement for digital customer experience

Engage your customers with a “push” strategy

Today’s digital banking customers want to interact, explore and engage with their finances to stay in control. Banks, with a wide range of services like savings accounts, current accounts, credit cards, loans, and insurance, need to provide an engaging customer experience.

UniServe™ Engage is an easy to use self-service instrument that replaces a static e-statement to provide all features of a web portal in the form of an HTML5 e-statement that can be delivered to the customer’s email. Engage provides a consolidated statement across all services resulting in reduced customer servicing costs and increased e-statement adoption rates

Engage customers for greater customer experience



Business benefits

Reduces OPEX

- 20% enhancement in e-adoption rates
 - Provides a powerful Corporate Responsibility message to investors and customers
 - The industry quoted figures for reduction in operating costs of mailing and manual processing are between 65% and 85%
 - An average cost of \$10.06 per call (source: Call Centre Strategies 2007, Ascent Group) is saved, at the same time reducing call traffic to CRM
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Improves revenue

- Personalized and demographical advertisement of new products/services for up-selling and cross-selling
 - Reduction in Days Sales Outstanding (DSO) by upwards of 30%-40% payment on the e-statement itself
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Superior customer experience

- Uses customer interactions to provide a relevant customer communication
- Tracks communication

For more details



Intense Technologies Limited



www.in10stech.com

CORPORATE HEADQUARTERS

INDIA

A1, Vikramপুরi
Secunderabad - 500 009, Telangana, INDIA
Tel: +91-40-44558585/27849019/27844551
Fax: +91-40-27819040
e-mail: internationalsales@in10stech.com

EUROPE

UNITED KINGDOM

200 Brook Drive, Green Park,
Reading UK, RG2 6UB
Tel: +44 7825 664 259
e-mail: eduardo@in10stech.com

AMERICAS

UNITED STATES OF AMERICA

10481 NW 36 Street,
Miami FL 33178
Tel: +1 954 545 2037, 305 509 1250
e-mail: hector@in10stech.com

ASIA PACIFIC

SINGAPORE

9, Temasek Boulevard # 19-05
Suntec Tower 2, Singapore 038989
Tel: +65-8288-1859
e-mail: internationalsales@in10stech.com

MIDDLE EAST AND AFRICA

UNITED ARAB EMIRATES

Hamriyah Free Zone,
P.O.Box 53142, Sharjah
Tel: +971-4-2653202 / 56-6499568
e-mail: reddy@intense.in

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