



# HOW PUSH NOTIFICATIONS ENHANCE CUSTOMER EXPERIENCE

Digitalization has shifted the way customers' interact and this is transforming how the entire banking industry works.



According to Insider Intelligence,

**“39% of retail banking executives say that reducing costs is where technology has the greatest impact, and 24% say it's all about improving customer experience.”**



**“48% of banking executives believe new technologies like blockchain and artificial intelligence (AI) will have the greatest impact on banking”**



## It's an alert!

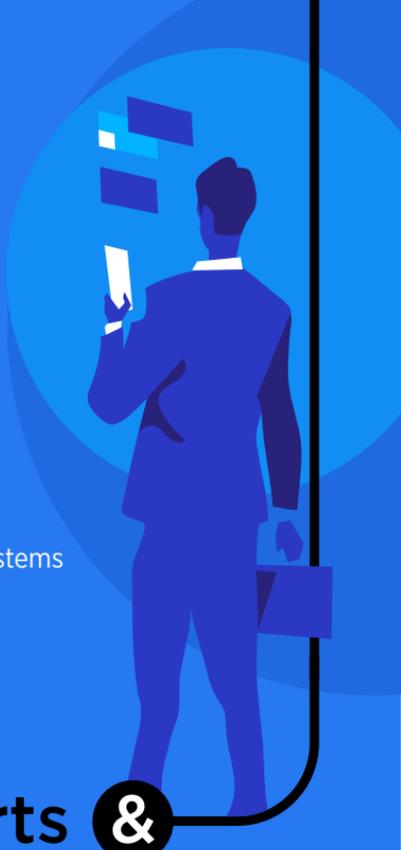
Timely alerts and push notifications play a vital role in any communications strategy. They help build trust, improve engagement, foster better customer relationships, and deliver on-the-go messaging.



## Future of Banking

Update and connect with your customer through technology that supports

- Multi-channel delivery of notifications
- AI for seamless, thorough customer identification and authentication
- Personalized alerts through preferred delivery channels and time
- Configurable alerts framework to accommodate new alerts
- Configurable business rules to capture events and notify both customers and employees
- Real-time and batch alerts
- Seamless enterprise alerting across systems and channels
- Multilingual Alerts for the preferred



## Banking on alerts notifications



- Transactional notifications- For a seamless user experience by linking the various customer "touch points" in a meaningful way.
- Security Alerts- That inform customers of any suspicious activity happening on their accounts.
- Updates- Timely reminders to pay credit card dues etc. that seamlessly connects users with their bankers on the other side of the screen.
- Investments and more- Push notifications that are informative on topics such as loan types, financial planning best practices, and investment advice.

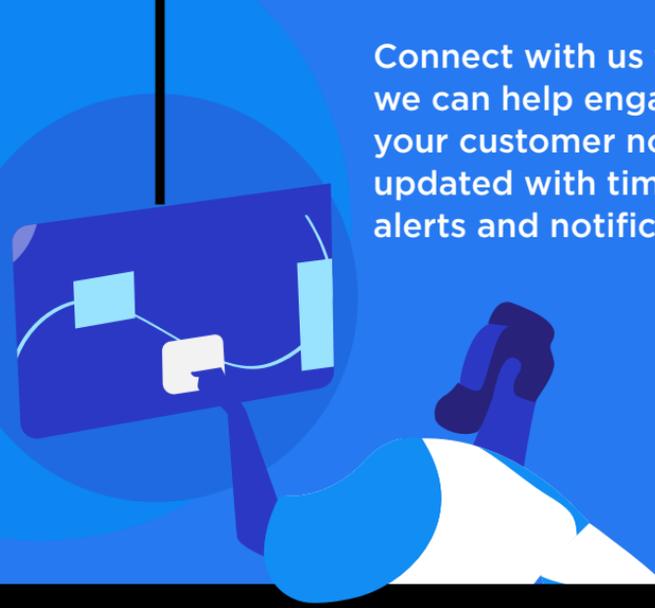
## Business benefits

- Improved CX and better customer loyalty with self-service capabilities that empower customers to manage their banking transactions in real time
- Increased process efficiencies thus improving responsiveness to customer queries
- Fraud prevention by identifying irregularities at the right time
- Faster revenue realization



## Interested to know more?

Connect with us to know how we can help engage and keep your customer notified and updated with timely, relevant alerts and notifications.



Contact us :

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