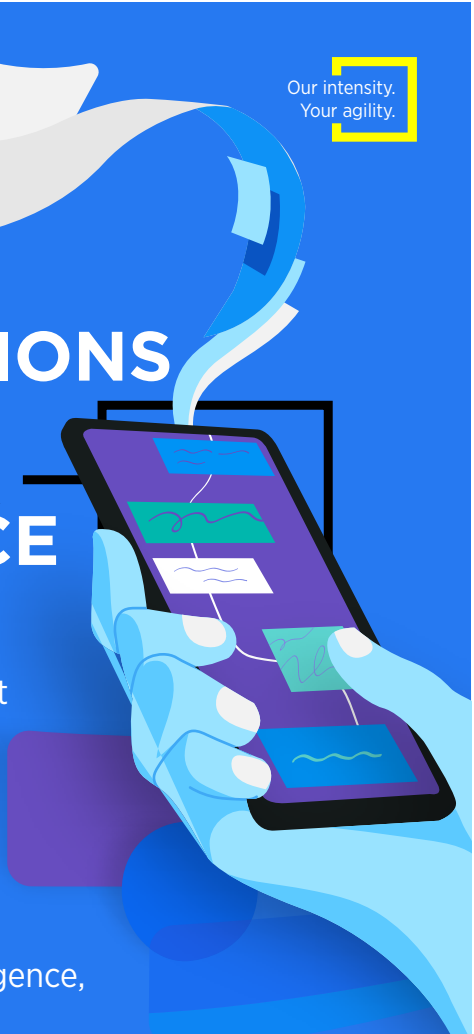




HOW PUSH NOTIFICATIONS ENHANCE CUSTOMER EXPERIENCE

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!

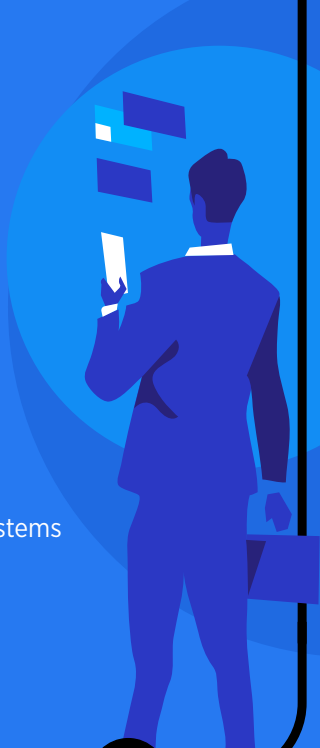
Timely alerts and push notifications play a vital role in any communications strategy. They help build trust, improve engagement, foster better customer relationships, and deliver on-the-go messaging.



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 :

marketing@in10stech.com, internationalsales@in10stech.com

www.in10stech.com