

FusionBanking Essence Digital Sales Software Overview

Next-generation

Digital Sales

Smart features to build customer relationships and

revenues

Connect Innovate Expand

"Use your insight on your customers to create new revenue streams by presenting relevant, targeted and personalised offers on all channels and devices with runtime manageable campaign tool..."

Next generation Digital Sales

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

Business Benefits:

- Generate new revenues through Digital Channels
- Increase marketing return-oninvestment 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 Digital Channels rather than in-branch
- Improve customer satisfaction by providing targeted, useful offers
- Increase customer retention by growing product holdings.

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.

Misys FusionBanking Essence 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.

FusionBanking Essence Digital Sales is an innovative solution that addresses these challenges and meets the demands of this rapidly developing and demanding segment of digital users. FusionBanking Essence 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





Product capabilities



Building on our previous experiences, Misys
FusionBanking Essence Digital Sales opens the door
for banks to sell effectively by analysing the
performance of their channels and pushing out
context-relevant offers.





Campaign management.

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 Misys FusionBanking Essence Online and FusionBanking Essence Mobile, FusionBanking Essence 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. Misys FusionBanking Essence 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. FusionBanking
 Essence 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.

Professional services and customer support

"Misys Digital Channels" support is excellent: repeatedly they have proven that customer satisfaction is their primary goal. Their staff has been responsive to our requests and managed the

Bank of Valletta

work schedule well".

the guiding principle of our professional services and support model. Misys clients benefit from our long track record of successful implementations.

An industry-proven **best practice** approach that's

Best-practice delivery

The Misys delivery model is incorporated into the entire product lifecycle. We leverage best-practice business processes in the design, development and quality assurance of all of our products. While we acknowledge that one size doesn't fit all in financial software, we know that a delivery approach that focuses on industry-proven best practice process models helps our clients to save on costs and benefit from the institutional knowledge Misys has developed across thousands of successful implementations. It means:

- Faster implementation. Repeatable delivery means projects are shorter and more predictable.
- Reduced TCO. Clear focus avoids unnecessary expenditure.
- Less risk. A standard, proven approach means many risks have already been mitigated.

Centre of excellence

Co-located with our development teams, the 200-strong Misys Service Delivery Centre ensures that we share best practice both internally and with partners. It enables us to refine implementations offsite before taking them back to the client.

Customer support

Misys clients benefit from the expert knowledge of our 1,000+ staff resources worldwide, whose primary function is to provide professional, scalable software support and maintenance.

Deep domain expertise:

Our technical and application support people have strong industry and product knowledge, with continuous technical and industry training programmes to ensure that Misys support teams can meet your evolving business needs.

Scalable support model:

As a Misys client, you can choose from a standard, professionalised support model or a specialised, premium support package, depending on your needs. Because Misys support has a broad, global footprint that operates in all time zones and regions, Misys teams can scale to your requirements.

Valuable advisory services:

Our Systems Advisory Group (SAG) provides system reviews to help clients understand how to use their Misys systems more effectively and derive maximum value from their applications.

SAG reviews have helped more than 80% of participating customers to identify ways to utilise their Misys software more effectively and use more system functionality.

Proven, award-winning solutions



FSTech Online Technology Provider of the Year





Misys has been voted 'Best of Show' winner at Finovate Europe 2014 and Finovate Asia 2013 for demonstrating its new lifestyle-friendly online and mobile banking apps that cross the generational divide and bring a unique digital banking experience to the masses.



Misys was chosen by Forrester-as the **most innovative PFM developer and supplier** of the market-the only European company in its PFM study to be introduced-2011.



Internet users chose **Alior Sync** "The best online payment method" as well as "The best mobile banking" and "Golden Banker 2013" Gala

About Misys

Misys is at the forefront of the financial software industry, providing the broadest portfolio of banking, capital markets, investment management and risk solutions available on the market. With more than 2,000 customers in 130 countries our team of domain experts, combined with our partner eco-system, have an unparalleled ability to address industry requirements at both a global and local level. We connect systems, collect data and create intelligent information to drive smarter business decisions. To learn more about how our Fusion software portfolio can deliver a holistic view of your operations, and help you to solve your most complex challenges, please visit **www.misys.com** and follow **@MisysFS** on Twitter. For the latest news, interviews, videos and features from the financial technology industry visit **www.fusionwire.net**.

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