

Adobe Customer Experience Solutions for financial institutions

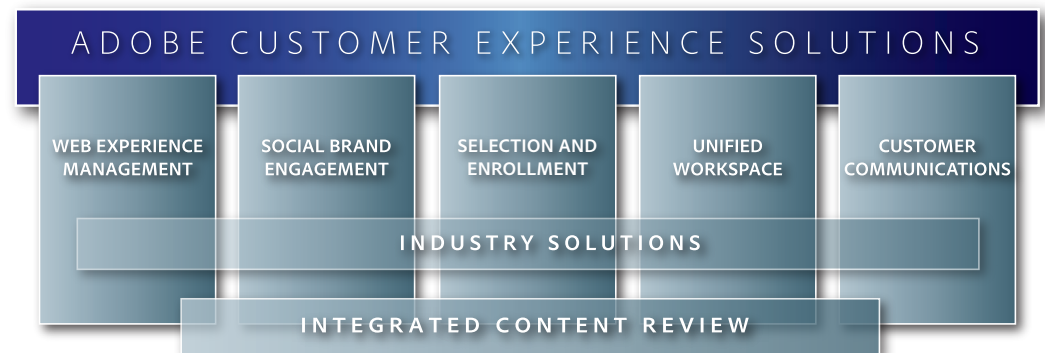
Design rich, intuitive, and personalized customer experiences



Adobe's Customer Experience Solutions enable financial institutions (FIs) to deliver rich, intuitive, and personalized customer experiences that can enhance acquisition, increase loyalty, reduce costs, and promote market differentiation across multiple customer touch points.

Adobe Customer Experience Solutions include:

- **Web Experience Management**—Create, manage, and publish personalized content across multiple channels with the ability to test and target customized content. Provide a differentiated, personalized experience in each channel.
- **Selection and Enrollment**—Make it easy for customers to find and select products and services most relevant to them to increase acquisition rates.
- **Unified Workspace**—Build customer sales/services applications that span multiple information sources to provide a user-centric workspace that enables organizations to deliver on the promise of stellar customer experiences across sales and services.
- **Customer Communications**—Create multichannel, customized communications such as periodic account statements or correspondence regarding customer inquiries.
- **Integrated Content Review**—Streamline digital content creation, and manage and measure the effectiveness of personalized content delivered through multiple channels across the entire customer lifecycle.



A winning customer acquisition strategy

Improve your customer acquisition strategy through personalized experiences that make it easier for customers to enroll and engage with you.

- Provide personalized applications that deliver compelling experiences so customers can engage you FIs through lower cost self-service channels.
- Provide guided selling based on lifestyle and simplified enrollment with intuitive processes that create a consistent experience.
- Deliver tailored recommendations with upsell and cross-sell offers targeted at the consumer.
- Provide real-time collaboration and on-demand training to equip sales representatives and channel partners with the most up-to-date customer and product information.
- Deliver personalized digital communications such as welcome kits that include customer referrals, disclosures, the ability to sign up for sticky features, life-stages adviser guides, cross-sell and upsell offers, and more.

Compelling and intuitive customer self-service

Deliver compelling and personalized experiences that increase customer satisfaction and promote brand and customer loyalty.

- Enable customers to initiate requests through assisted or self-service options.
- Use collaboration tools to enable agents to resolve customer issues or to create sales opportunities in real time.
- Deliver rich, personalized communications like interactive statements that are informed by account data and behavior.
- Combine personal financial management with the customer banking portal.

Customer analytics

Measure and enhance interactions by gathering information about customer experiences and behavior and then presenting the analyzed information in dashboards to offer targeted products and services.

- **Social media insight**—Understand how online communities such as Facebook view the brand, and gain insight into user-generated content.
- **Measurement of Web 2.0 effectiveness**—Increase the relevance and effectiveness of the latest Web 2.0 tools by optimizing social networking, consumer reviews, blogs, and more.
- **Improved conversion rate**—Gain critical insight with conversion reports showing detailed information on purchasing metrics, customer loyalty, campaigns, visitor profiles, and so forth.
- **Instant decision-making**—Set up automatic notification of event triggers when key metrics exceed or fall below expectations.

Mobile delivery

FIs can deliver personalized mobile experiences based on device (mobile, tablet, smartphone) capabilities as well as provide a consistent, multichannel experience thanks to Adobe's Customer Experience Solutions. Using customer analytics, understand how users interact with mobile banking applications and accurately identify device capabilities to deliver the right mobile experience.

For more information

Solution details:
www.adobe.com/financial/segments/banking/



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