BANKLOUD
CUSTOMER LIFECYCLE
MANAGEMENT

With a smarter generation of new customers, changing age old practices in banking has become inevitable for new customer acquisitions and customer retention.

This solution was developed to optimize the data use to provide bank employees with a 360°degree relationship view of customers. It includes robust reporting tools that enable detailed, accurate analysis of each and every marketing, sales, and service activities to help banks to manage the entire customer lifecycle and to give their customers what they want, quickly and easily.

CLIENT DATA

Predictive analysis and real-time customer information, adapted to the specific needs of the banking sector

INCREASE YOUR SALES

Provides information quickly and predictively increasing sales volume and improving efficiency and productivity

MKT AUTOMATION

Create social media marketing campaigns with BI on consumer behavior and attract current and potential customers

DIGITAL TRANSFORMATION OF BANKING WITH

BANKLOUD

Deployed on Microsoft Dynamics 365 allows customers to take advantage of the cloud, whether hybrid, private or public infrastructure

BENEFITS IN BANKING

Drive innovation and differentiation in the financial market with a deeper understanding of the customer and their behavior at each point in the cycle. In addition, increase customer satisfaction and save time or workload for your employees, branches and call centers, through a unified interface that allows you to have predictive purchase analysis with BI.

+40 Automated business processes and services

30% Reduction of response time for requests and cases

50% Increased effectiveness in mkt campaigns

7 GREAT FEATURES

1. Integration with the banking core

2. Comprehensive 360 ° view of the client

3. Modern and agile front-end for the customer in all branches

4. MKT campaign automation

5. Reduced processing time leading to higher satisfaction and retention from all your customers

6. Greater opportunities for cross-selling (cross & up sell)

7. Reporting package in Power BI

LOYALTY OF
YOUR CUSTOMERS WITH

BANKLOUD

Deliver personalized, rich, and connected experiences to all of your customers, inspiring and building loyalty at every step of the customer journey

TRANSFORM BANKING

Collect information on the use of your services, design innovative offers and work collaboratively to improve existing products and develop new ones, also increase the flow of information in all your business operations, keeping your business processes synchronized, as well as improve interaction with partners and customers.

Become the trusted financial advisor for your clients, helping them save, spend wisely, grow their money and plan for the future

Train all your bankers with an intelligent personal assistant that gives them the knowledge and information in real time to make better decisions

Digitize multi-party transactions within your business network, making them faster, more secure and more transparent

Participate in the lives of your customers, connecting them with partner offerings and adding value from a larger commercial network