

FINANCIAL SERVICES

Deliver More Effective Communications



1 SEND CUSTOMER-SPECIFIC BILLING AND SERVICE ALERTS

As online banking proves more popular amongst customers, today the **financial industry needs to leverage the new mobile technology** and allow its customers to complete most steps or services on their own and on the go via mobile applications and messaging.

PUSHTech™ multichannel communications offer a mobile solution that is comprehensive and allows for a **first-rate customer experience**. Financial enterprises are able to send personalised billing information and customer specific service alerts via push messages.



2 USE GEO-FENCES TO GENERATE NEW PARTNERS AND PROMOTIONAL OPPORTUNITIES

Help make your clients feel more connected by personalising your messages, including adapting them to a precise region or location.

With PUSHTech™ capabilities financial advisors can easily target and broaden their chosen demographic.

By creating targets based on their given location banks can inform existing and new clients of services and promotions specified to their local area. Via push messages, banks can also trigger messages based on the user's actual location.



3 EXTEND BRAND REACH WITH CUSTOMIZED RECOMMENDATIONS

For financial advisors, cold calling potential clients is no longer an acceptable method for reaching out to the new generation. Today, **people are finding advisors by their own means** and in a **highly competitive market they will seek someone who stands out.**

As a result advisors are pursuing new technological routes that will let them establish themselves and build stonger relationships.

Mobile and personalized emails have emerged as powerful tools in getting that message across. **PUSHTech™'s easy to use** module can help you **personalize your messages** and **recommendations** to deliver real value to each individual client. Custom units enable users to maximize their opportunities to connect with clients and extend the standard reach.



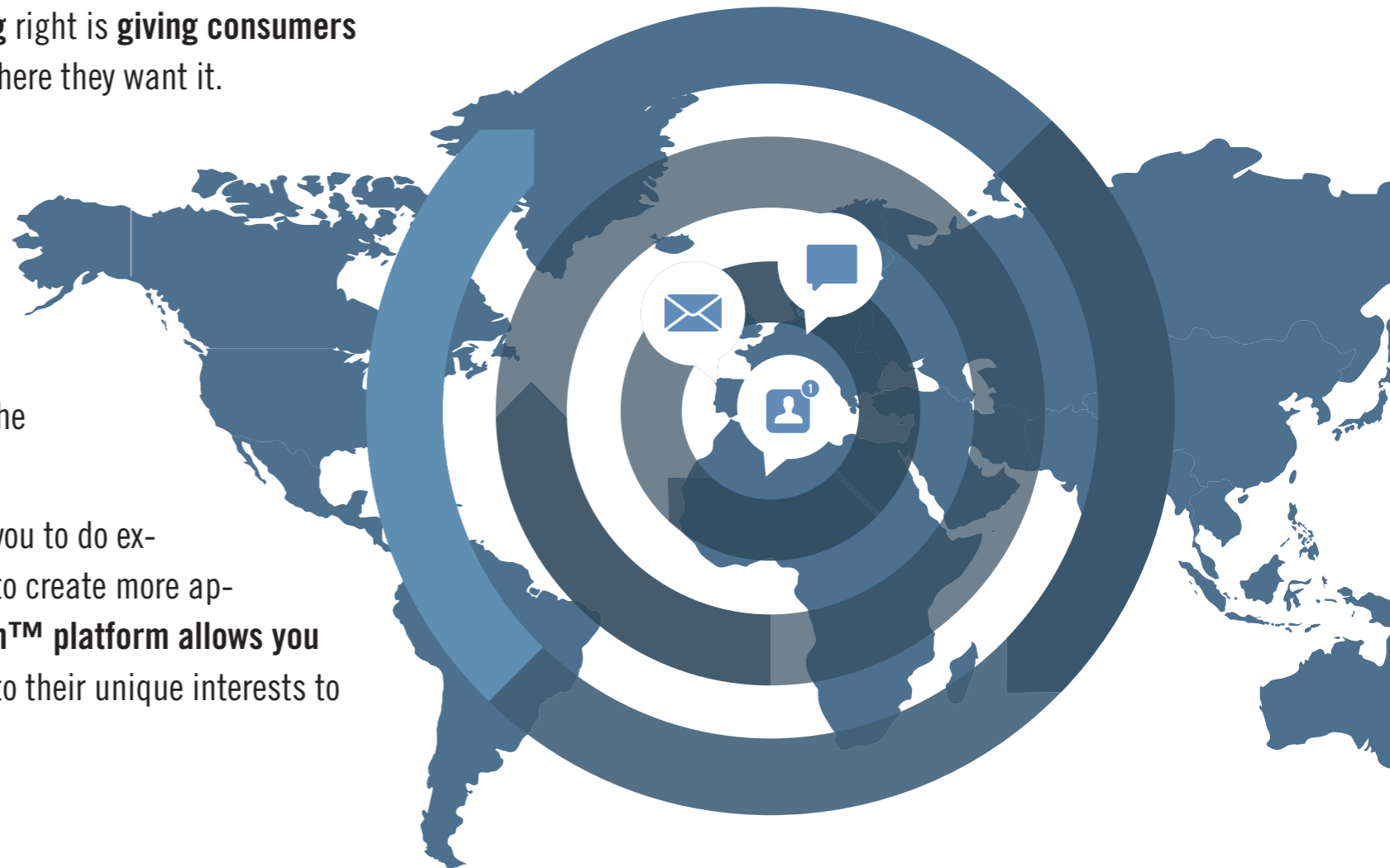
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TURN KNOWLEDGE OF CUSTOMER APP BEHAVIOR INTO HIGHLY-TARGETED MESSAGES

The main element in getting mobile messaging right is giving consumers the data they require, when they need it and where they want it.

Each time a message is delivered to a user's device, regardless if it is push notification, an in-app message or an SMS, it is important to keep in mind that you are disturbing their daily activities. Therefore it is necessary to deliver the correct information to the right audience at the right time.

The PUSHTech™ segmentation feature allows you to do exactly that; to engage and target, enabling you to create more appealing messages for your users. The PUSHTech™ platform allows you to segment your users into groups in relation to their unique interests to help you push more personalised notifications.





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