



HARLAND CLARKE

## / ACQUISITION & RETENTION

Consistent, Accurate Product Recommendations at Account Opening

### Account Advisor Powered by Ignite Sales

Engage consumers and small businesses the moment they open an account – online or in-person

#### / CONSISTENTLY MATCH ACCOUNT HOLDER NEEDS WITH RELEVANT PRODUCTS

Matching consumers to financial products and services today is complex – it can be difficult for customer service representatives to consistently gain an understanding of each new account holder’s financial situation and needs. Inaccurate recommendations caused by human error or bias lead to less-than-optimal product recommendations. When given the ability to self-select products, when opening accounts online, consumers select the most appropriate products only 30 percent of the time because they lack a deep understanding of the products and services being offered.

#### / ACCOUNT ADVISOR GUIDED PRODUCT SELECTION

Now there’s a way to engage consumers and small businesses and make accurate, consistent product and service recommendations that meet their unique financial needs and challenges.

Account Advisor allows financial institutions to use digital conversations to engage retail and small business customers, empower employees and ensure customers are always presented with products appropriate for them.

Account Advisor is also equipped with the IQ Analytics portal which provides advanced reporting and gives stakeholders such as sales representatives, managers and product management important insights into the efficiency and effectiveness of every customer interaction.

Research shows that using Account Advisor’s guided product selection leads to 98% percent of consumers selecting the products that best fit their needs.<sup>1</sup>

## / HOW ACCOUNT ADVISOR WORKS

Account Advisor is programmed with customer dialogues focused on uncovering a customer's unique financial needs through a logical series of questions and then guides them to exactly the right product(s) to fulfill their needs.

Account Advisor removes inconsistency in approaches to help financial institutions discover needs at the time a new account is opened, whether online or in-branch. The result is consistent, relevant and accurate recommendations that improve:

- > Multichannel communication
- > Customer experience
- > Customer retention
- > Account growth
- > Product fit
- > Product utilization

Account Advisor transforms customer engagement with dynamic customer-facing digital conversation guides that consistently and accurately uncover and address consumer needs across all major lines of business at the financial institution.

By leveraging Account Advisor to supplement your online and in-branch account opening process, your financial institution can deepen relationships from the moment of account opening, provide an exceptional customer experience, boost qualified digital applications and reduce attrition:

- > **Deeper relationships** – Guided conversations using Account Advisor users average two additional products/services opened<sup>2</sup>
- > **Exceptional customer experience** – Guides deliver a 40%+ improvement in customer satisfaction as measured by JD Power and Gallup<sup>3</sup>
- > **Online application rates** are 4x higher with guide use<sup>4</sup>
- > **Reduced attrition** due to improved needs-matching

## / ACCOUNT ADVISOR FEATURES AND BENEFITS

- > Institute consistent, trackable and compliant conversations and recommendations
- > Better engage with consumers and be viewed as a true financial advisor
- > Higher account opening completion rate
- > Gain more applications online
- > Consistent, complete and accurate accounts opened with visibility across the organization
- > Improve sales efficiency and reduce turnover
- > Ensure the right accounts are opened by the right customers
- > Know the potential of relationships from the moment the first account is opened
- > Acquire current client and market data to inform your marketing, product development, training, expansion and strategic decisioning
- > Meet revenue growth objectives

<sup>1</sup> IQ Analytics by Ignite Sales, 2019

<sup>2</sup> Ignite Sales Research

<sup>3</sup> Ibid.

<sup>4</sup> Ibid.

Start engaging customers and matching their needs with your products and services.