



**TEMENOS**  
Infinity

## **Solution Overview**

Customer Retention and Marketing



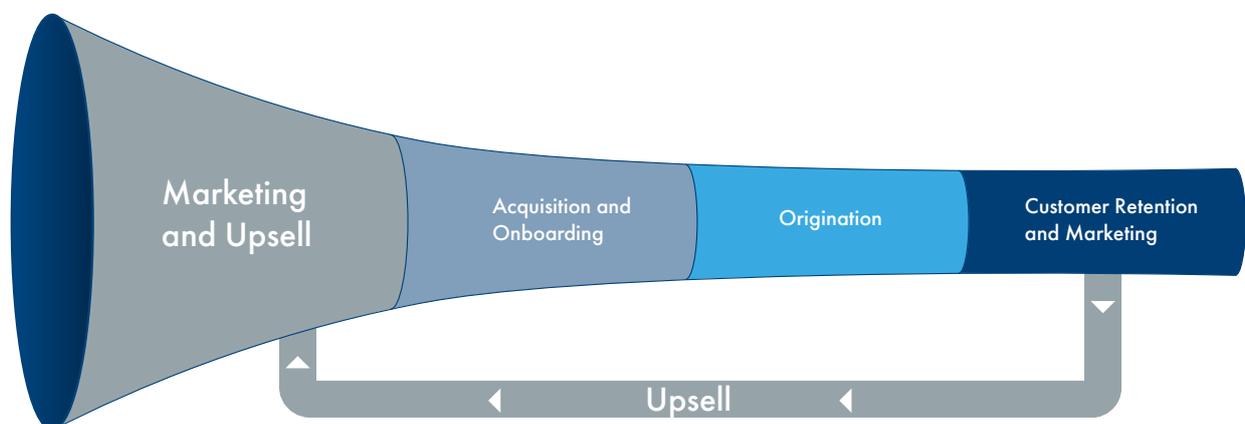


You work hard to engage your customers. But with so much information and messaging distracting customers' attention and many moving to self-service and digital channels, how do you differentiate amongst the noise and engage them in a way that makes them want to listen?

The answer is: you make it a relevant, dynamic, personal, and a valued interaction. Temenos Infinity helps you do just that and personalize your customer engagement using data from predictive, real-time analytics. Gain visibility into customers' profitability, number of products, social media interests, loyalty, and more to help you optimize your customer experience.

## Cover the Lifecycle of the Bank Customer with One Solution

Temenos Infinity delivers a cloud-native, cloud-agnostic, independent digital banking solution. This customer-focused experience operates on any core banking system. It incorporates solutions for Acquisition, Onboarding, Origination, Omni-channel Banking, and Customer Engagement and Marketing capabilities.



## Drive Dynamic Digital Engagement

Temenos Infinity's customer retention and marketing solution empowers you to drive digital engagement across all channels with a truly dynamic, decision-based marketing tool. The solution is driven by events and data in real-time to provide timely and relevant offers, advice and service to customers through any digital channel. Temenos Infinity enables you to provide personalized content and compelling product offers at the right time and over the right device.

Proactively provide customers with personalized:

- Promotional offers
- Advice and guidance
- Insights
- Help and support
- Service
- New channel adoption strategies

Create a collection of digital marketing campaigns for customers about relevant product or service offerings to both online and offline channels and activate them based on internal or external data. Imagine recognizing a customer is in a car dealership and sending a car loan offer to their mobile phone as a push notification. Or suggesting the customer sign up for overdraft protection and balance alerts when a low balance is foreseen. Interactions like these provide value and convenience to your customer and increase your importance and product upsells.

Temenos is the only provider currently in the marketplace that can deliver all of this from a single user experience.

## Leverage Real-time Analytics

Driving the engagement solution are embedded, real-time analytics that enable you to predict customer needs and upsell opportunities. Predictive models include profitability, loyalty, attrition risk, funds flow, next best offer, etc. to further tailor your customer experience.

Advanced Analytics captures data from private and public sources including:

- Bank transaction history
- Account balance information
- Social media
- Mobile location data
- Call center and branch engagement
- External events



**At Blueshore we knew what customer and segments we wanted to target, but what we didn't have was a tool that could actually help us confirm how we would do that. Temenos Analytics allows us to be more surgical in how we target a segment and gives us more knowledge in terms of how we develop products.**

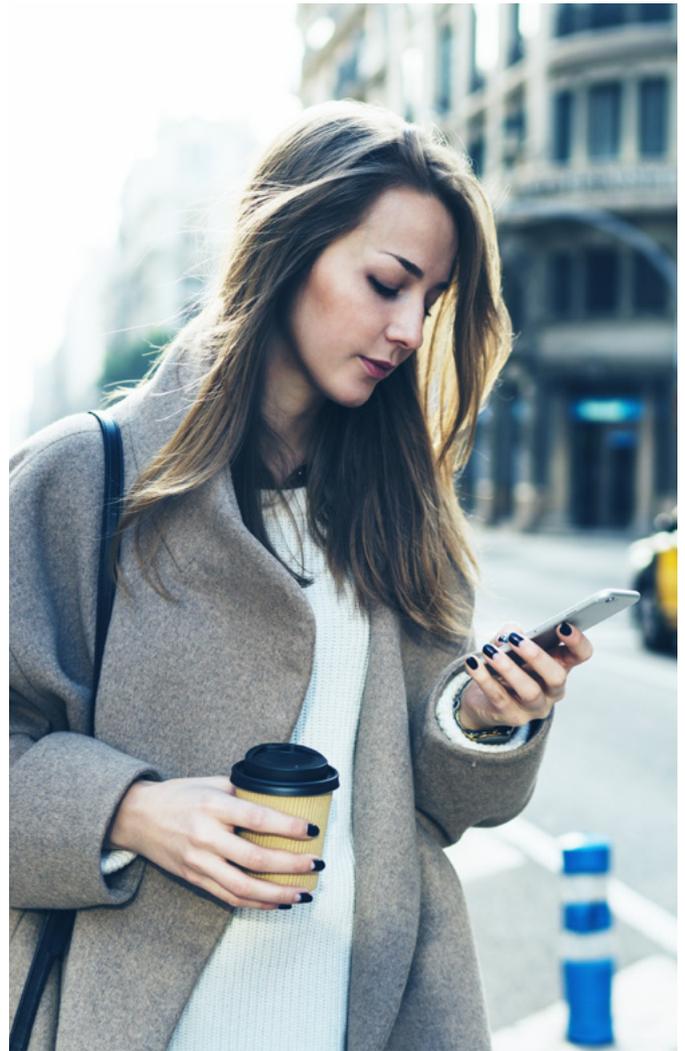
Fred Cook, CIO, Blueshore Financial

## I Gain Agility

Temenos Infinity includes a marketing catalog to allow you to rapidly launch new products and update existing products. The marketing catalog collates all bank and third-party products for use in Temenos Infinity's sales, service and marketing modules. Back-office product definitions are synchronized with the product catalogue and published to the marketing catalogue for fast and flexible availability. Gain the agility to introduce new products quickly and update existing products, rates, terms, etc. when the market and competitive environment calls for it.

## I Leverage Insights

Temenos Infinity also includes Journey Analytics. These behavioral analytics enable you to gain insight into what is causing abandonment in your account opening applications and loan originations. It includes field-level reporting on completion rates, error rates, the median time to complete, and keystrokes. With this you can easily identify friction points and make data-driven decisions for optimization.



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Temenos AG (SIX: TEMN), headquartered in Geneva, is the world's leader in banking software, partnering with banks and other financial institutions to transform their businesses and stay ahead of a changing marketplace. Over 3,000 firms across the globe, including 41 of the top 50 banks, rely on Temenos to process both the daily transactions and client interactions of more than 500 million banking customers. Temenos offers cloud-native, cloud-agnostic front office and core banking, payments, fund management and wealth management software products enabling banks to deliver consistent, frictionless customer journeys and gain operational excellence.