

# RELATIONSHIP BANKING

Leverage actionable insights and personalized recommendations to benefit business owners, allowing them address their operational issues on time.



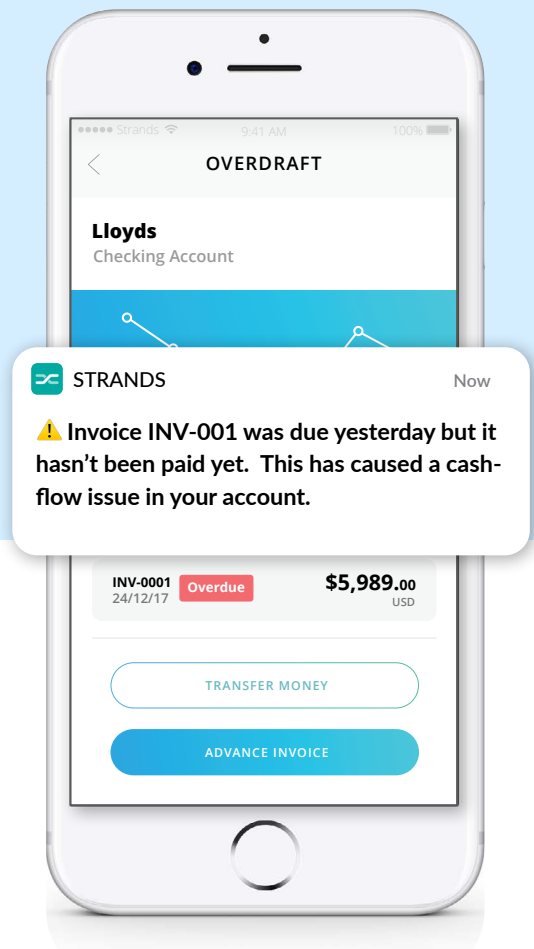
**BFM**



**ENGAGER**

The ultimate win-win scenario for both banks and SME customers. Strands' **BFM** (Business Financial Management) together with **Engager** (user engagement solution), leverages SME financial data, generates forward-looking insights and offers contextual recommendations to business owners. This promotes ongoing engagement, enables relationship-based banking and improves overall satisfaction whilst creating new revenue streams.

The combination of **BFM** with a powerful insights solution is the key for banks to becoming more relevant. Thanks to the introduction of new data sources and the integration of invoicing solutions, the bank obtains a broader perspective of client activity and transactions, and as result, is able to offer more on-target solutions.



Banks can offer more relevant and bespoke solutions to business owners when they need them most.



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# BUSINESS CASES



BFM

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Meet John, the owner of a small online clothes store. He needs a 360° view of his business, tools to assist him in better managing his finances, reconcile his invoices and plan for the future. By taking the stress out of the operational side of his business, he is more able to improve overall sales and performance.

## CASE 1

### Tax Provisioning For Peace of Mind



STRANDS

now

You have just received a payment for invoice INV-002. Why don't you create a tax provision?

John has trouble putting his taxes aside each month to ensure he has enough to comfortably cover what he owes at the end of each trimester. He needs a tool to help him plan ahead when invoices are paid, and avoid problems later on.

NEW PROVISIONING

NAME  
Taxes provisioning

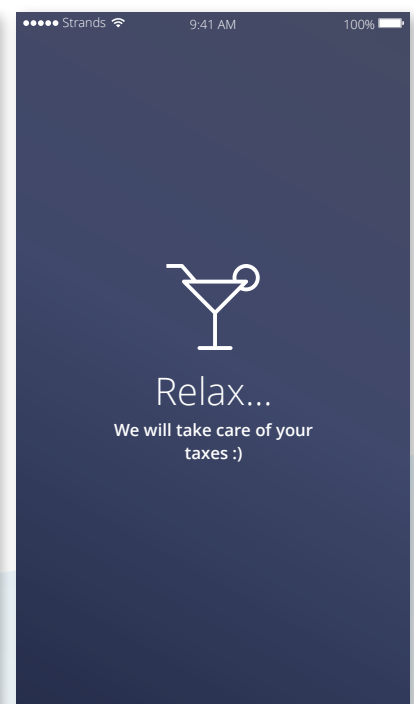
TYPE  
Taxes/VAT

ALLOCATION  
Automatic

BANK ACCOUNT  
Checking Account X-987654321

INITIAL AMOUNT  
€622.00

CREATE PROVISIONING



## CASE 2

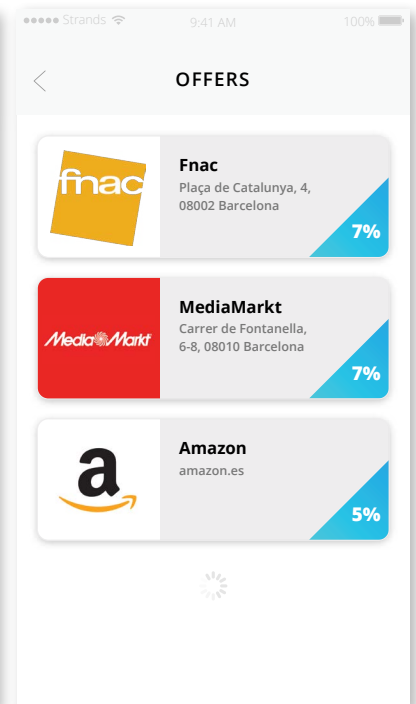
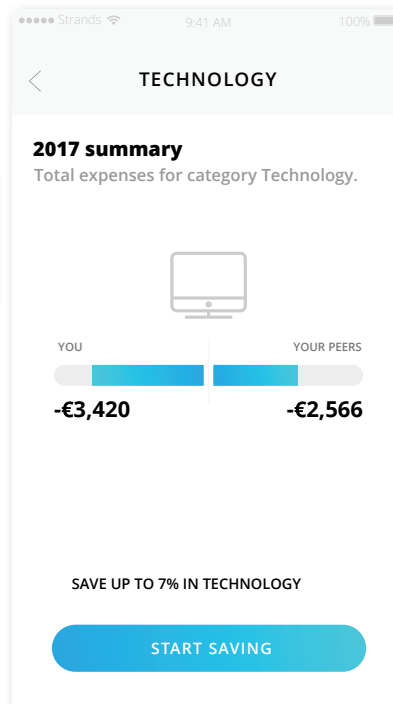
## Compare &amp; Save

STRANDS

now

You are spending 25% more on technology than your peers.

As a small business owner, John is always looking for ways to save on essential expenses. By knowing that he is spending over the average on technology, he will be able to make his money go much further and make smarter purchases.



## CASE 3

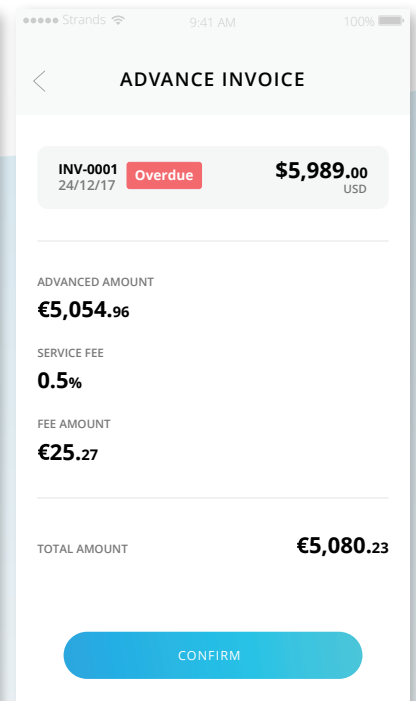
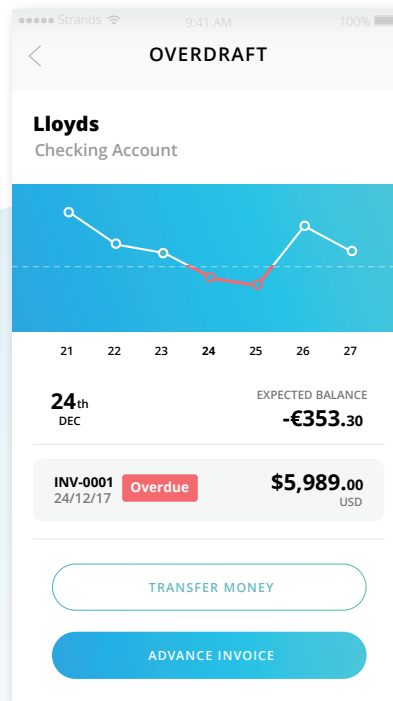
## Out of Cash, But Not In Trouble

STRANDS

now

Invoice INV-001 was due yesterday but it hasn't been paid yet. This has caused a cash-flow issue in your account.

John can't always count on his customers to pay on time, so from time to time he finds himself with bills to pay and no money in his account. His bank, knowing the money is due to arrive soon, will help him out of a tight spot and cover his costs in the meantime with an Advanced Invoice service.



# BANKS - THE SME'S NEWEST BUSINESS PARTNER

The SME has become a point of focus for banks, thanks to recent advances in Open Banking.

A new source of unconventional revenue channels, an opportunity for greater understanding of the needs of a sector with individual needs, and massive potential for growth. Here the bank is in a unique position to offer relevant and value-added solutions to a highly-receptive customer segment.

## The SME Ecosystem

Every business large or small has stumbling blocks when starting out, but whatever the sector, whatever the industry, there are three main pillars that apply to both SMEs and larger corporations: they all buy, operate and sell.



## OPERATE

SME owners need time to juggle both admin & strategy, which is where the bank can step in and take some of the pressure off.



### BUY

Access to credit is the lifeline for more than 75% of new companies. Credit is the basis for running a successful business, especially for start-ups.



### SELL

The SME has the personalized banking service they've always needed and are more able to personalize their own offering, helping their business flourish.

## STRANDS WORLDWIDE

Strands is the FinTech partner for banks with offices in Barcelona, Miami, Buenos Aires and Kuala Lumpur. Strands' solutions empower people to better manage their financial life and make more-informed, more intelligent consumer decisions.



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**STRANDS**  
A CRIF company

# RELATIONSHIP BANKING

Leverage customers' transactional data to provide actionable insights and personalized recommendations.

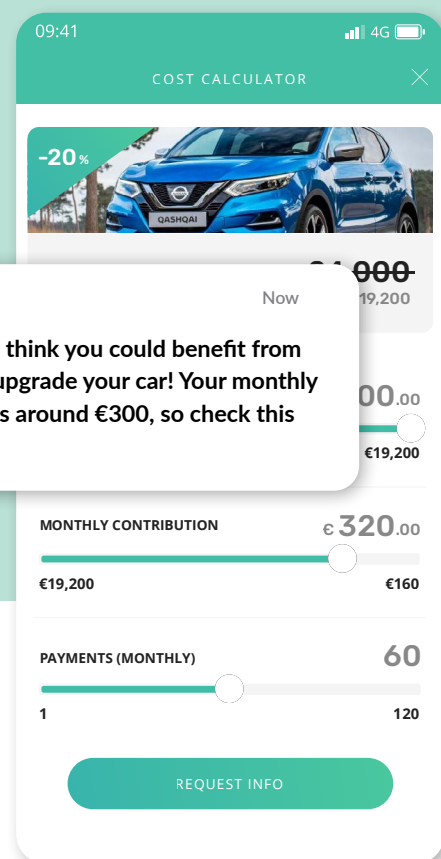


PFM



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PFM solutions will only succeed if the focus moves to creating context-sensitive insights and functionality that helps consumers make good financial decisions.



Today's banking customers expect their digital banking experience to be convenient, intuitive and contextual. Strands' **PFM** (Personal Financial Management) together with **Engager** (user engagement solution), leverages customer data, generates forward-looking insights and offers smart recommendations. This promotes ongoing engagement and enables banks to establish relationship-based banking.

Next-generation **PFM**, as the core of digital banking, understands the consumer, actively looks for ways to improve their financial life and makes the process as seamless as possible.

The combination of PFM with a powerful recommendation solution is the way for the banks to become more relevant: **the focus is on positive notifications that promote the next-best action according to customers' needs.** The objective is to help customers enhance their financial situation, via financial solutions or simply with better money-management habits.



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# BUSINESS CASES



PFM



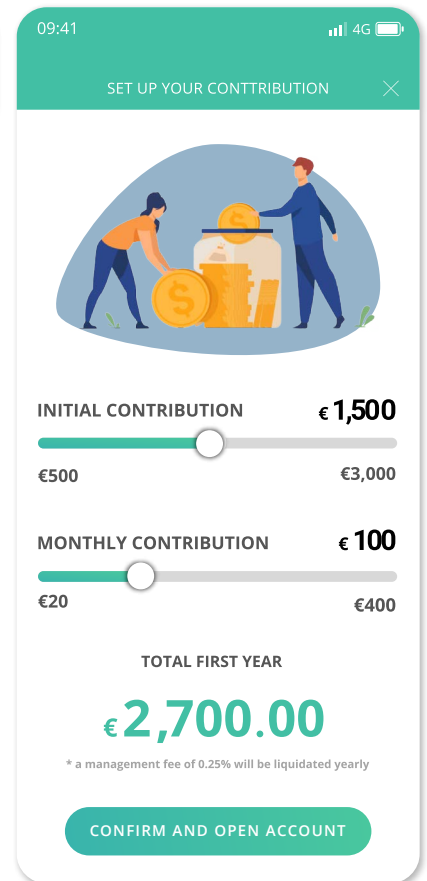
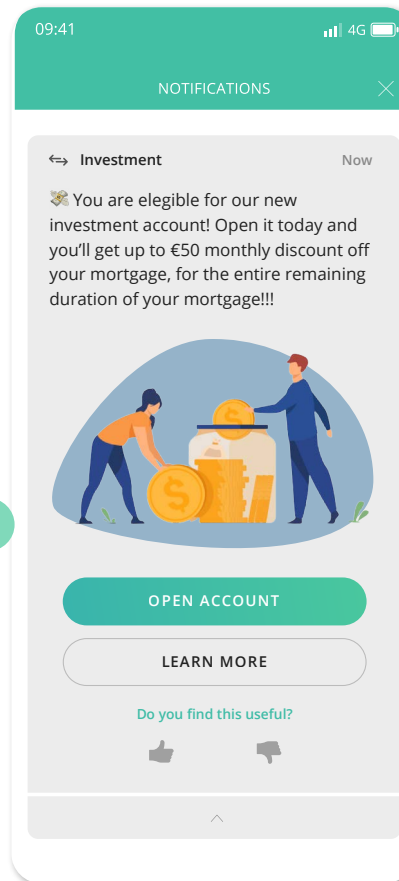
ENGAGER

## CASE 1

### Target investment-inclined profiles

**Customer:** has been saving €500 every month during the past year, in addition to paying their mortgage installments.

**Bank:** will recommend an investment account that will earn the customer a monthly discount on their mortgage payments.



## The Benefits



### Users

- Get useful tips to improve money management
- Discover non-intrusive offers
- Receive tailored & contextual notifications
- Save money & time



### Banks

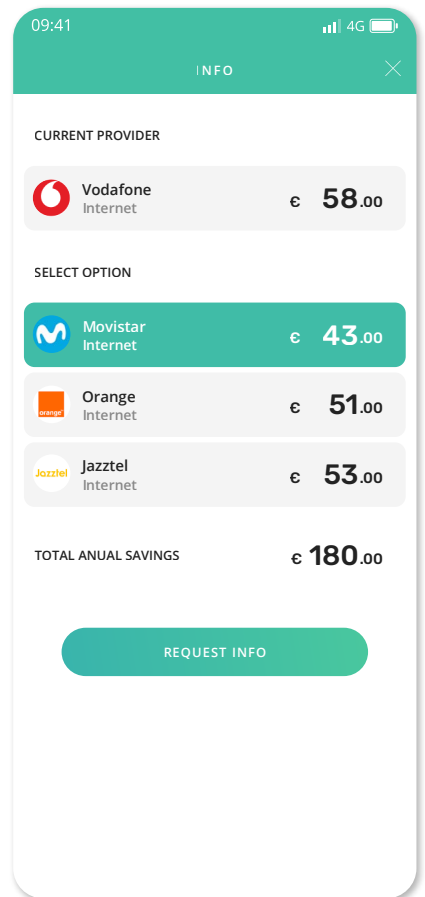
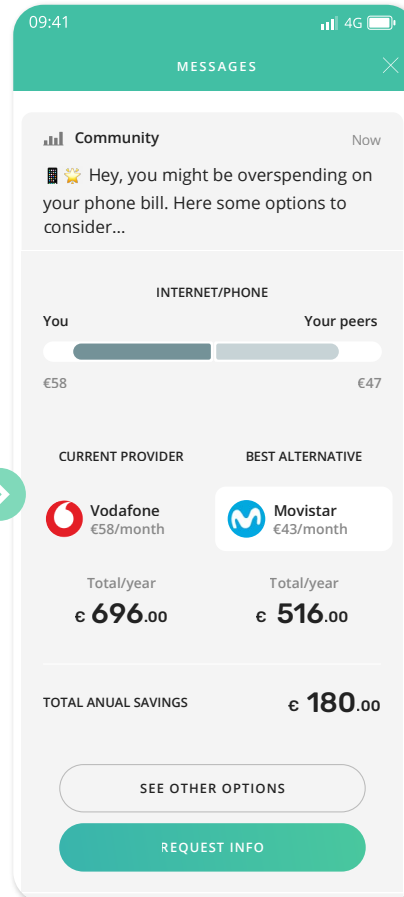
- Increase engagement with the customer
- Discover cross-selling and upselling opportunities
- Improve marketing results
- Increase brand loyalty

## CASE 2

## Save on mobile spending with a different provider

**Customer:** after comparing what she spends on mobile vs other people like her, Sarah realizes she could spend less.

**Bank:** recommends alternative mobile telephone providers and their packages based on her average consumption.

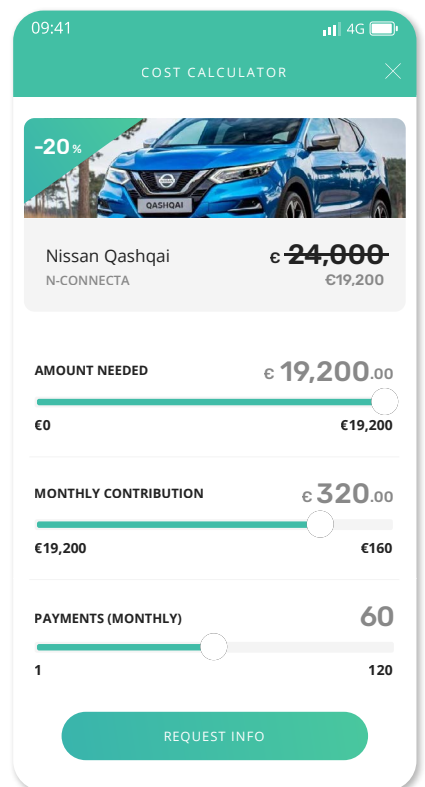
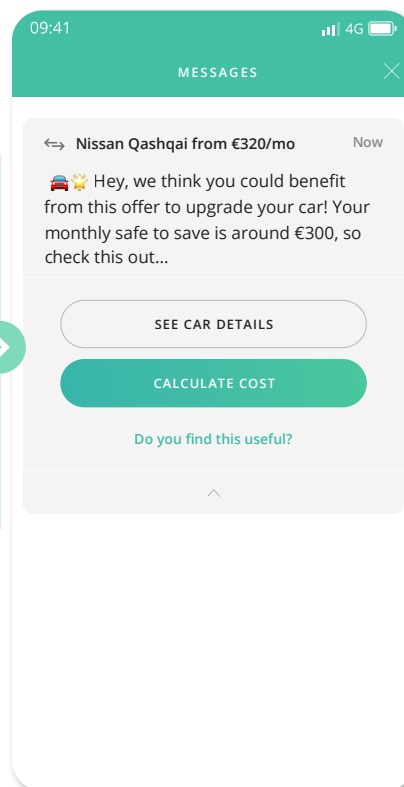


## CASE 3

## Spend less on repairs, get a new car

**Customer:** lately John has been spending a lot on car maintenance, on average \$300/month.

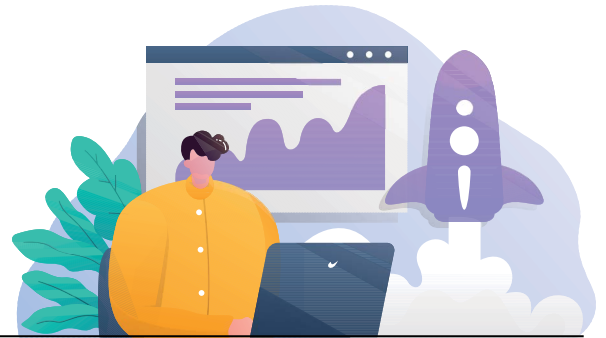
**Bank:** suggests it's time to buy a new car and issues a relevant offer that John can afford.



These business cases are just a few examples of the many ways a smart insight-driven solution, integrated within PFM, can considerably enhance customer experience.

# TRUE DIGITAL TRANSFORMATION

Understanding the client is the first step to initiating a bi-lateral conversation with them, a partnership in which the bank addresses the needs of their customers with timely solutions.



**KNOW ME:** Understand the customer's personal financial management needs and wants by using their financial data, personal circumstances and by engaging with them. Today, the bank-customer relationship is less personalized than before (call centers etc). To truly know their customer, banks must learn how to re-engage with them.



**HELP ME :** Actively solve customers' financial headaches and offer them financial solutions that require minimal effort on their part. To truly help customers, banks will know when to offer solutions, anticipating potential problems, or offering helpful options to improve their financial circumstances.



**MONETIZE ME:** If you know your customer, you can help them, and they will reward you for it. By knowing your customer, PFM understands where it can help them best, and via Engager, proactively give personalized money-management tips or contextual offers.

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