

Temenos Journey Manager

temenos



Temenos Journey Manager for Customer Acquisition and Onboarding

Temenos Journey Manager is a platform for building, managing and continuously improving onboarding journeys for all types of products. With tools for creating data collection forms, integrating third-party extensions like eSignatures, deployment and management of forms and the associated data,

workflow, data delivery and optimization, Temenos Journey Manager has been proven successful in banking, wealth, insurance and government, and across the retail, small business, wealth and corporate banking sectors.

Temenos Journey Manager provides the world-class security and enterprise features required for critical banking applications running in the cloud. It includes modules for rapid design and deployment of tailored Digital Sales applications, transaction management, customer behavior analytics, and connectivity to partner ecosystems.



Overview

Temenos Journey Manager solves the problems of financial institutions spending years and millions of dollars on digitally transforming their digital sales experience, only to fall short of customer expectations. Until now, banks have been forced to adopt a rigid product or build customer acquisition and onboarding from scratch, including account opening, business onboarding, lending applications and KYC compliance.

It enables financial institutions to build their onboarding experiences in a fraction of the time taken from scratch whilst maintaining complete control of the digital experience. And once built, banks can continuously analyze results and iterate quickly. Temenos Journey Manager achieves rapid time-to-market and agility for banks, delivers an outstanding customer experience, and integrates essential 3rd party FinTech services, such as ID verification, into the digital onboarding process.

Journey Manager Drives Benefits

Speed-to-market

building digital customer acquisition initiatives in months, not years, reducing the burden on IT and business running traditional development projects, and banks gain the agility to make continuous improvements.

Outstanding customer experience

across digital and traditional channels, reducing abandonment, shortening onboarding cycles and increasing customer satisfaction.

Integration to best-in-class partner ecosystems

for rapid creation of end-to-end digital account openings, including automated Identity Validation, Fraud Detection, Address Lookup, and over 40 other applications.

Cost reduction

resulting from streamlined digital onboarding, shortening the customer acquisition timeframe, and eliminating unnecessary flow steps, especially for complex onboarding journeys.

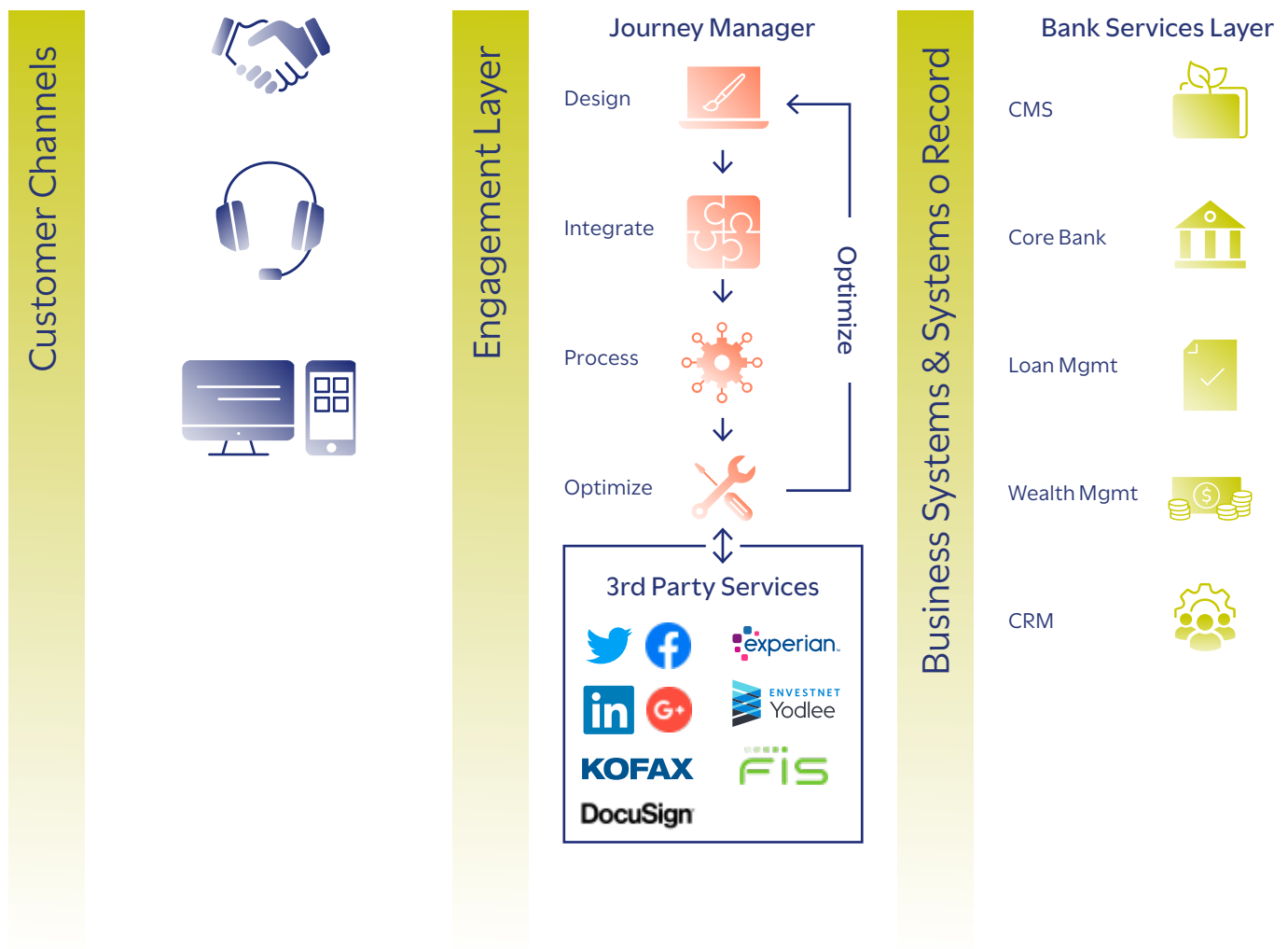


Architecture

Temenos Journey Manager is a development platform and system of engagement, handling the acquisition and onboarding transaction without requiring direct interaction between the bank customer and the back-office systems of record. It enables banks to provide true omnichannel journeys and seamless customer experiences across all channels.

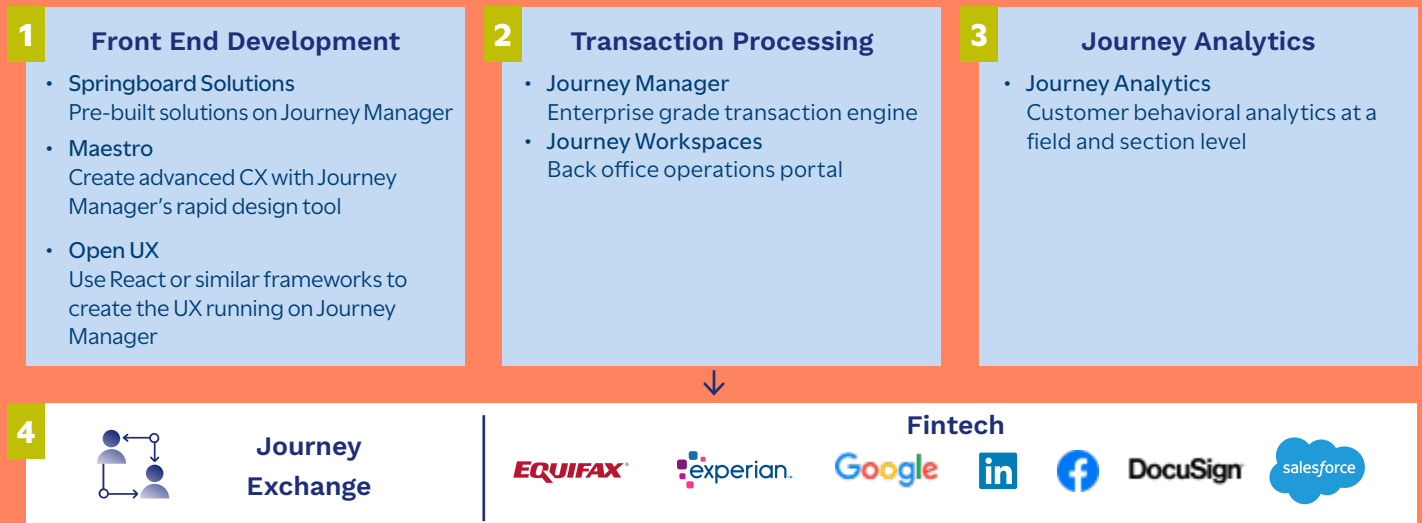
Behind the scenes Temenos Journey Manager exchanges information via API with the core banking, CRM and other systems of record, as well as 3rd party FinTech services. By encapsulating all onboarding activity in a dedicated, flexible layer, it allows creation of agile and compelling onboarding journeys without requiring core banking changes.

Journey Manager Architecture



Temenos Journey Manager Modules

Temenos Journey Manager is comprised of multiple modules that target different phases of the implementation process. The heart is the Journey Manager, a cloud-based system managing customer acquisition transactions.



Front End Development

Build customer acquisition data collection flows using your preferred UX/UI development tool. **Maestro** is the supplied interactive design module, or use a pre-built Springboard solution, or build your own using a JavaScript framework like React.

Springboard solutions

are pre-built solutions for specific customer journeys, applying best practices and 3rd party integrations to solve common onboarding scenarios. For the US banks this includes Deposit Account Opening, Retail Deposit, Lending, SME Springboards as well as product/domain specific (LMS).

Maestro

is the interactive design studio, used by skilled developers to create tailored user experiences and acquisition workflows. Most customer journeys deployed worldwide have been built using Maestro.

Open UX

is a set of APIs exposing Journey Manager services, to support front end design and development using JavaScript frameworks such as React.

Transaction Processing

For deployment, testing, continuous integration and production transaction management, **Journey Manager**, is the heart of the system. Journey Manager productizes the features needed to run a customer facing onboarding application. Security, resilience, save and resume, a digital customer receipt, consistency across channels, and exchange of data with back office systems are all part of the Temenos Journey Manager platform. This dedicated onboarding infrastructure allows the banks to focus more of their time on building superior customer experiences. The Journey Workspaces module provides the back office features needed for rapid manual application processing and decision making, to minimise friction (for the customer) during the onboarding process, reduce back-office costs and increase acquisition rates.

Journey Analytics

The Journey Analytics module, analyzes transaction data to identify points of friction in the customer journey. Watching every step and every customer click, Journey Analytics identifies the sources of abandonment and delays, without exposing any PII. It finds the hidden experience problems that impact customer acquisition results.

Why Choose Temenos Journey Manager?

Temenos Journey Manager is a product dedicated to successful acquisition and onboarding journeys in banking, wealth, insurance, government, energy, and transportation, offering these benefits

- Create an **outstanding customer experience** to drive customer acquisition, satisfaction, and long term relationships. Journey Manager is purpose built to support the onboarding specific customer journey.
- **Build on a platform**, that has already been commercially developed. Forrester analysis recommends building differentiated user experiences on a platform such as Journey Manager as the best way to drive agility in customer engagement.
- Journey Manager is **core independent**. It works with Temenos Transact or any other core or back office system, commercially or internally developed. Journey Manager communicates via open APIs, eliminating any need to change back office systems to accommodate rapidly changing onboarding journeys.
- Captures anonymous **analytics** from every transaction, catching the small delays and user errors that signal customer friction. With Journey Analytics, banks can identify sources of customer delays or abandonments, to continuously improve, making agile changes and measuring the result.
- Provides **Workspaces** back office features for rapid manual application processing and decision making, to minimise friction during the onboarding process.
- Build on an **extensible solution** for onboarding, rather than being locked into a point solution. Start with one customer journey, such as an account opening or business loan application, then expand on the same platform with more journeys.





Get in touch
For more information write to us at
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About Temenos

Temenos (SIX: TEMN) is the world's leading open platform for composable banking, creating opportunities for over 1.2 billion people around the world every day. We serve two-thirds of the world's top 1,000 banks and 70+ challenger banks in 150+ countries by helping them build new banking services and state-of-the-art customer experiences. The Temenos open platform helps our top-performing clients achieve return on equity three times the industry average and cost-to-income ratios half the industry average.

For more information, visit www.temenos.com