

Introducing the 4 P's

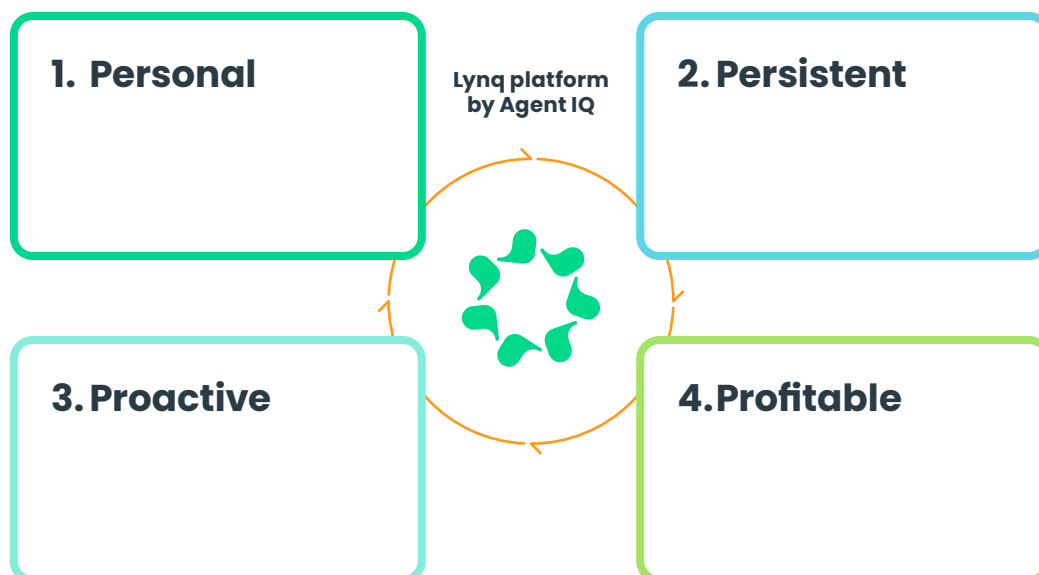
The future of banking is getting personal (again).

Digital transformation strategies require a great customer experience. But that's just the baseline. Gone are the days where transactional digital banking is enough. People want to connect with people. And when the engagement is purely transactional, loyalty suffers.

With Lynq by Agent IQ, your customers get the personal engagement they want and deserve, and you get a platform that supports your bankers in being more helpful, efficient and insightful on how to serve those customers. All this promotes trust, loyalty, and real profit opportunity to your bottom line.



The 4 P's that increases loyalty and profitability





"80% of customers prefer personal digital engagement over calling or going to branch."

2. Persistent

Don't end your relationship after a session

Real relationships don't start from scratch every time you start a conversation. They are persistent and build upon prior knowledge from past conversations. The beauty of messaging your banker is that you can send your message knowing that they will get it and reply when they can. And since access to the platform is already authenticated, the conversation can pick up right where it left off without customers having to identify themselves over and over.

1. Personal

Relationships start with a name and a face

Customers can choose their personal banker by selecting from a carousel of banker profiles that include their name, a picture, and short profile of interests. This allows the customer to connect with a real person whose interests match their own, or who can even speak their own native language. The primary banker can be switched at any time and all prior conversational context is instantly transferred to the new banker so there is no loss of context.



"78% of customers will rather wait for their banker."



3. Proactive

Notifications that get seen

Having a good relationship that builds on persistent knowledge and offering bespoke advice earns your bankers the right to be proactive with their customers. Every time the banker engages with their customer who does not have their mobile app open, a familiar app push notification will alert them that there is a new message waiting for them. No more fighting to get noticed in a cluttered email inbox, your bankers can have direct and visible engagement every time.

"PCFCU Connect and its ability to proactively initiate conversations with members, has allowed us to deepen member relationships."

4. Profitable

Personal connections open the door

When customers feel like they are known as individuals and have one point of contact for all of their banking needs, they feel special and listened to. This opens up the opportunity for more transparent communication and understanding of your customer and their needs. These conversations move from transactional to relationships, and ultimately drive customer profitability.

The Lynq platform also uses cutting-edge AI technology to tag conversations and aggregate into topics that your customers are talking about. Imagine being able to know exactly what your customers are discussing with your bankers and use that to guide helpful conversations that lead to new revenue opportunities.



"65% of conversations are about new products and services."

Conclusion

Your customers have many choices on where to get their banking products and services. Loyalty is not out the window; it's the lack of real relationships that makes it easy to switch. But you can change that. You can let the competitive edge and power of your employees shine through to create more personal and loyal relationships that your customers will value. The Lynq platform by Agent IQ is the only solution that can provide all 4 P's.

To learn more or schedule a personal demo, please visit www.agentiq.com.