

What is **Integrated Communications**?

There's so much more beneath the surface.

Brand Awareness & Activation

Focus on driving engagement through campaigns that increase visibility and growth.

Client Communications & Experience

Enhancing the way Financial Institutions interact with customers and members, making communication seamless and personal.

Revenue Growth & Cost Optimization

Strategic efforts aimed at improving top-line revenue while reducing bottom-line expenses.

Security & Compliance

Ensuring that client communications are secure, compliant with regulations, and protected against fraud and identity threats.

- Identity Security
- Multi-Factor Authentication (MFA)
- Voice Biometric Authentication
- Fraud Alerts

Omnichannel Solutions & AI-Driven Communications

These tools integrate multiple channels for a consistent client experience.

- Seamless communication across voice, video, chat, email, SMS, etc.
- AI-powered experiences that personalize client interactions and automate responses.

Advanced Data & Analytics

Leveraging analytics to track, analyze, and improve communication strategies in real-time, optimizing client engagement.

- Real-Time Data Analytics
- Continuous Optimization of Communication Efforts

Automation & Integration

Automating repetitive tasks and integrating communication processes with core platforms to drive operational efficiency.

- Automation of client authentication and communication processes
- Integrations with core business systems allows for FIs to extend the hours of operation through digital integrated banking applications.
- Workflow automation to reduce manual tasks and improve efficiency

Strategic Branding & Compliance

Ensuring every message aligns with the company's brand voice and meets industry compliance standards.

- Consistent messaging across all communications for branding and compliance could include outreach programs for proactive payment reminders, recovery promotions, and awareness campaigns.
- Scripts for clear, compliant interactions with clients