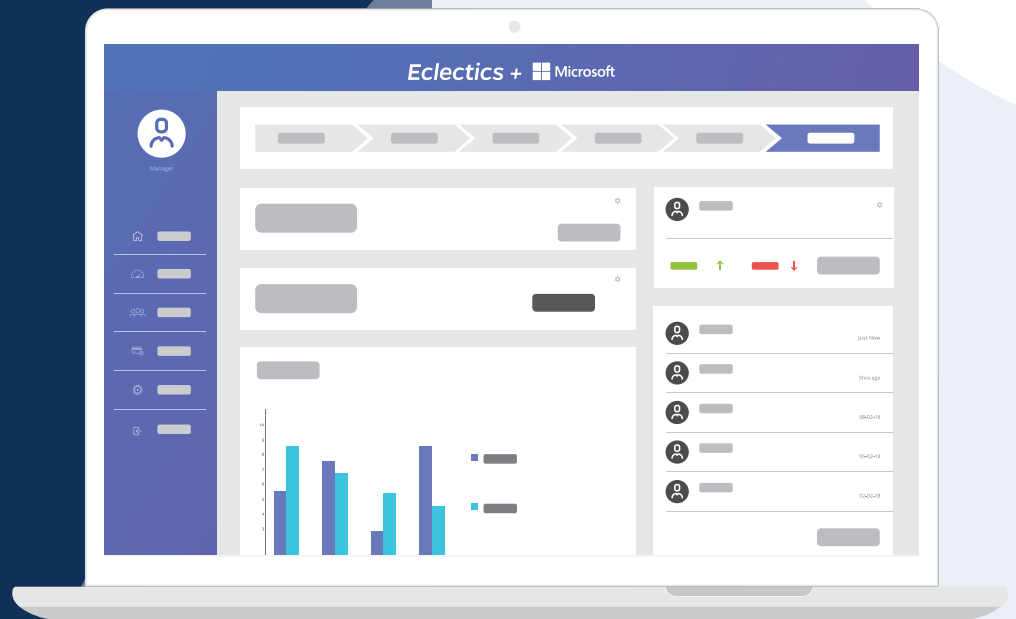


# Eclectics Connector + Microsoft Dynamics 365 for FSI

As we move forward in a technologically driven world, having a competitive edge, building brand loyalty, and delivering exceptional customer experiences can set a company apart. One way to achieve this is by employing a customer relationship management (CRM) solution to help deliver exceptional customer service.



Improve customer  
Experiences in the  
Financial industry

## What is Microsoft Dynamics 365 Connector?

Eclectics provides connectors to various banking applications, so we're able to consolidate customer data. This gives organization a 360-degree view of their customers to better understand them. The solution has a familiar, easy-to-use interface, and it enables businesses to address their customers' issues faster. The CRM also gives businesses a holistic view of their service delivery, marketing, and sales performance.

## Why our customers use Microsoft Dynamics 365

- Provides insights via 360-degree view of customers
- Is easily adaptable and familiar to users
- Can be accessed virtually anywhere on almost any device
- Leverages built-in connectors to consume data from multiple systems
- Is already customized for the banking industry

## CRM for the financial industry

### Our promise to you

We promise to deliver a solution tailored specifically to the financial industry and to walk with you in your journey of growth.

### An offer to get you started

- Gain better understanding of your customers.
- Leverage a CRM tailor-made for the financial industry.
- Boost customer loyalty through delivery of exceptional customer experience.

## Tangible benefits and desired outcomes

- Increased customer satisfaction and retention
- Better decision-making through improved business visibility
- Increased deal closures via targeted marketing

## Why Eclectics International?

Eclectics International is an IT service delivery company with more than nine years of experience. We offer IT solutions to the financial industry, and we fully understand the sector's pain points. All of our solutions are tailored to issues we've identified over the years. We excel at targeted integration, bringing together data from various business silos and transforming it into usable, reliable information.

### Customer Insights

Understand your customers better. Transform your data to reach the right audience. Gain actionable intelligence by predicting customer behavior. Get a full view of your customer

### Enhanced Security

Customizable security roles  
Field-level security  
Comprehensive audit capabilities  
Enjoy a solid and secure Microsoft platform

### Scalability & Flexibility

Scalable solution for organizations of all sizes  
Easy-to-deploy customizations  
Flexible deployment, either in the cloud or on-premises  
Adapt the solution to your needs and respond to changes easily

### Customer Testimonial

*"ECRM has given us a SPOC (single point of contact) and view of the customer across KCB. This has enabled us to resolve customer queries better and improve on our customers' experiences with KCB."*

**- Wanjiru Kinyua, Senior Manager for Customer Experience, KCB**

## How Eclectics Connector + Dynamics 365 achieves business benefits for the financial industry

### Increased Visibility



Provides a complete view of the business  
Integrates all customer data into a single, 360-degree view.  
Produces measurable results for the various business components.

### Higher Customer Satisfaction



Improved customer sentiments as a result of faster turnaround times.  
Measurable success via statistics.  
Better understanding of customers' needs.

### Adaptability



Easy adaptability across the organization via familiar interface.  
Already customized for the financial industry through familiar language and processes.

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# Eclectics Omnichannel Digital Banking Platform

Our solution are anchored on our **eConnect ESB Gateway**, upon which millions of transactions are routed and processed.

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## Explore our capabilities

From our core functionality to premium add-ons and pre-built solutions, Eclectics International has the power to simplify lives digitally

