



VeriPark Next Best Action



Built on Microsoft Cloud Technology

Engage your customers with a personal touch for a more profitable response.

Increasing competition and fleeting customer loyalty require banks and financial institutions to take a more personalized approach to customer service based on unique individual needs. Response to generic marketing activities continues to decline, so it's imperative to have meaningful, positive interactions when the customer is available, such as during mobile banking log-in, ATM usage, or web site visits.

VeriPark Next Best Action creates a first-class, customer-centric experience.

This software-as-a-service solution considers all the possible actions during a customer engagement, and recommends the next best action to increase the likelihood of a positive response. Built on secure and reliable Microsoft cloud technology, Next Best Action maximizes cross-sell and upsell opportunities with iterative and interactive forms of dialog that customers experience as natural and relevant.

Integrate your channels and existing systems.

Next Best Action provides a REST based API, which exposes the following functionalities for integration with your channels and existing systems:

- Get Next Best Action to retrieve the next best action to present to the customer
- Get Product Propensities to retrieve the product offers with their propensity and benefit metrics
- Capture Response in order to capture customer responses to product offers and actions

Ready to use widgets for Dynamics CRM Online

Next Best Action has out-of-the-box ready to use widgets that can be deployed to Dynamics CRM Online:

- Next Best Action Widget presents the next best action in contact card and 360° Single View of Customers
- Product Propensities Widget shows the product propensities and benefits in contact card and 360° Single View of Customers

The widgets also immediately capture customer responses to offers and feed this data back into Next Best Action.



VeriPark's Next Best Action delivers a first class customer-centric experience.

Available as ready-to-use widgets for Dynamics CRM Online, Next Best Action uses advanced analytical algorithms of Machine Learning to predict and react to customer specific needs. It engages the customer with relevant and coordinated messages and offers across all inbound and outbound channels, such as Contact Center, Branch, Web, e-mail and social media to maximize profitability and customer loyalty.

Prepare and present offers relevant to customer needs

Next Best Action leverages Cortana Intelligence Suite and Azure Machine Learning models to suggest the most profitable, relevant product to offer the customer according to Propensity and Benefit Calculations. It can also recommend what marketing campaign will best showcase that product to a particular customer.

Improve response to offers by naturally engaging with your customers at the right time.

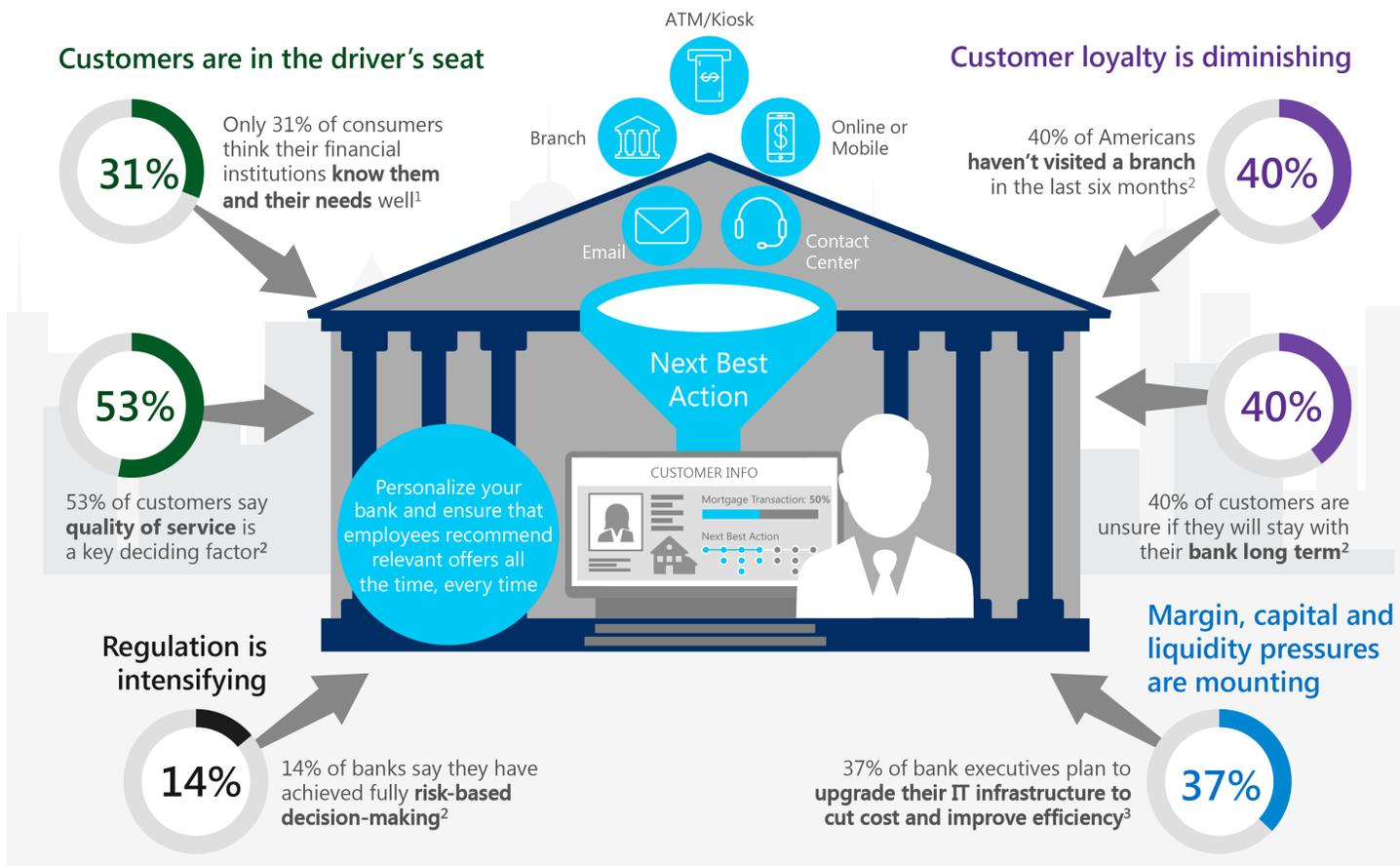
To maximize the likelihood of a positive customer response, Next Best Action recommends the right actions and offers, at the right time, through the right channels. This powerful personal marketing solution enhances the customer experience to help banks and financial institutions up-sell and cross-sell, while increasing customer loyalty and retention.



Solution Overview

VeriPark Next Best Action

Banks are under new pressure...how can they stay competitive?



A Partnership for Digital Banking Transformation

Banks and other financial services organizations are embracing digital transformation to thrive in today's competitive environment. Microsoft and partner solutions enable these organizations to combine the best of digital and in-bank strategies and technologies to deliver personal, seamless, and differentiated customer experiences.

Empower your people to deliver maximum business impact. Personalize your customer engagement by using advanced BI and analytics to understand, predict, and better serve customers. Transform your business through an intelligent, modern platform that bridges your existing legacy systems to the cloud with technology that connects old and new and works on any device. With our solutions, you can engage customers, turn data into insights, and take advantage of dynamic, agile systems that adapt to business needs and keep your data secure.

Veripark Next Best Action



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| <p>Send the right offers at the right time</p> <ul style="list-style-type: none"> Leverage Machine Learning advanced algorithms to consume customer data Generate relevant and targeted offers with full omni-channel orchestration | <p>Engage in natural conversations in a personal and contextual way</p> <ul style="list-style-type: none"> Determine engagement according to customers' profile, needs and significant events Engage in iterative and interactive dialog that customers identify as natural | <p>Ensure transaction continuity</p> <ul style="list-style-type: none"> Record the outcome of every customer decision based on each offer to inform Next Best Action Improve propensity algorithms Prevent duplicate offers across channels | <p>Boost customer loyalty and profitability</p> <ul style="list-style-type: none"> Keep customers engaged and delighted with relevant daily and weekly offers Generate cross-sell and upsell offers with a high likelihood of acceptance, resulting in increased wallet share | <p>Streamline operations</p> <ul style="list-style-type: none"> Develop customer-specific product propensity models Decrease advisor training costs. Reduce marketing cost through targeted offers Eliminate infrastructure investment with a cloud solution |
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