



# VeriTouch

## Handling Customers with Care



### • Sales

- Lead capturing
- Cross sell targeting
- Eligibility calculators
- Tele sales / Direct sales queues
- Sales performance reporting

### • Marketing

- Campaign management
- Campaign activity management
- Campaign success analysis
- Target market list (TML) Magement

### • Service

- Card activation, inquiry
- Money transfers, remittances
- Credit card transactions
- Investment functions
- Bill payments

### • Know Your Customer

- Single View - 360
- Interaction history
- Delinquencies
- Current offers
- Products and services used
- Profitability and risk appetite

### • Complaint Management

- Capture, resolve, close
- Segment based SLAs
- Complaints from all channels (internet, call-center, kiosk, mobile...)
- Escalation to business excellence
- SMS, e-mail sending to customer

### • Branch

- One software in branch vision
- New customer enrollment
- Account opening
- Joint accounts support
- Pre populated form printing
- Role based signing hierarchy
- Customer info update process

### • Systems Check

- Central Bank Cheque Black List
- Central Bank Rating
- Credit Bureau Integration (KKB, emCredit)
- World-Check
- Internel Black List

### • Call Center

- IVR based authentication
- 360 degree customer view
- Single view integration
- Tele-marketing
- Outbound/ inbound call management

### • Back Office

- Role and access management
- Approvals and referrals
- Queues and escalations
- Centralized auditing logs

VeriTouch is an operational CRM solution for financial institutions. It provides customer interaction history, 360 degree customer view, activity management, complaint management, non-STP transactions, campaign management, call center automation, customer centric branch screens and you can manage all activities related with your customers from all channels (internet, kiosk, mobile, branch, ect.) via VeriTouch.



## 360 Degree Customer View

Customer profiles that allow agents and relationship managers to capture client information at every contact point, helping them build strategic customer knowledge and insight over time.

With 360 degree customer view; all customer demographics, assets, liabilities, product usage, open cases and complaints are collected on a single page. With customer interaction history module, all customer interaction history such as internet banking usage, branch visits, e-mail sent and received, and SMS messages is replicated to MS CRM.

## Call Center Automation

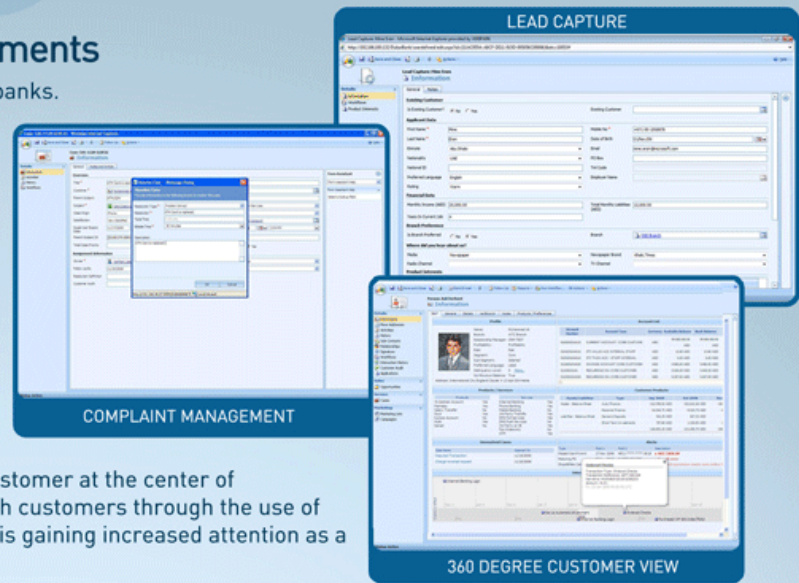
Your agents gain real-time in access to customer history, accounts, activities, and interaction information, regardless of the customer's point of contact with the bank.

- Integrated with Microsoft Customer Care Framework (CCF) and IVR / CTI systems
- Rationalized and optimized customer-care assets that reduce cost of care
- Migration of lower-value customers and transactions to lower-cost media/channels (IVR, Web, e-mail)
- Consolidated and standardized care processes and infrastructure

# Customized Processes for Different Departments

VeriTouch includes multiple processes for different departments in banks.

- Private Banking
- Affluent Banking
- Credit Card Section
- Pension and Life Insurance
- Call-Center Operations
- Central Operations
- Branch Operations
- Cash Management



# Customer Centric Branches

VeriTouch gives the bank a view of the client and client profitability without passing by client needs and requirements, and it puts the customer at the center of attention. It improves the efficiency and quality of communication with customers through the use of easily accessible customer information on the computer. VeriTouch is gaining increased attention as a means of providing retail banks with tools that include:

- Capturing client information at every contact point, helping them to build strategic customer knowledge and insight over time.
- Generating effective and measurable campaign activities to maximize campaign response across all channels and increase the number of leads and opportunities.
- Automated workflow and business process management that enables banks to capture and monitor every opportunity in detail, increase service consistency,
- Enabling operational efficiency and collaboration across multiple units for higher customer satisfaction and better customer retention.
- Helping branch management and personnel to better manage sales and conduct local events and marketing campaigns.
- Providing input relevant to service and product improvement, giving banks a second chance to serve and satisfy dissatisfied clients, strengthening customer relationships, and increasing customer retention.



## About VeriPark

VeriPark is an 11 years old software house specialized in providing software solutions to financial institutions. Based in Dubai and Istanbul, with a team size of 103. VeriPark is a Gold Partner for Microsoft Dynamics CRM and delivers solutions to Dubai Bank, Central Bank of Jordan and Dubai Islamic Bank.

## VeriPark Finance Sector Solution Offerings

- VeriBranch** Multi Channel Delivery Solution for Finance (Internet Banking, Call-Center, Kiosk, Branch Teller, SMS Banking and Mobile Banking)
- VeriTouch** CRM Solution for Finance (Contact Center, 360 Degree Customer View, Complaint Management, Marketing, New Customer Enrollment, Sales Lead Capturing, Sales Force Automation, Operational CRM)
- VeriLoan** Loan Origination Solution (Personal Loans, Credit Card, Auto Loans, Mortgage Loans; Servicing and Application Processes)



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