

Interact Acquire

User guide

Gain more customers with Interact Acquire

Most digital sales experiences are disjointed, incomplete and deliver a fraction of their potential.

A successful customer acquisition channel is key for financial service providers to grow, stay competitive and adapt to the rapidly changing market. Being stuck with inflexible, disjointed and manual processes is not going to help achieve their goals.

The best digital sales experiences are seamless, intuitive, secure and easy to use. They also deliver scalable and measurable benefits to the service provider.

At ieDigital, we believe digital sales channels should be frictionless experiences. This is why we created Interact Acquire, the complete end-to-end customer acquisition channel to deliver the best outcomes for your business.

Seamless digital sales experiences for your customers.

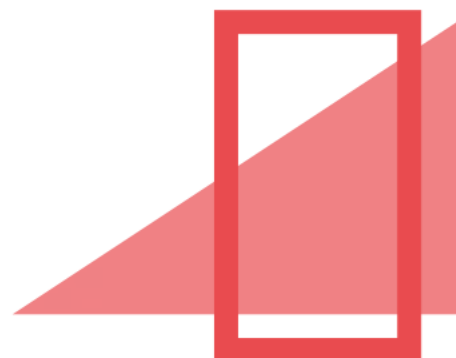
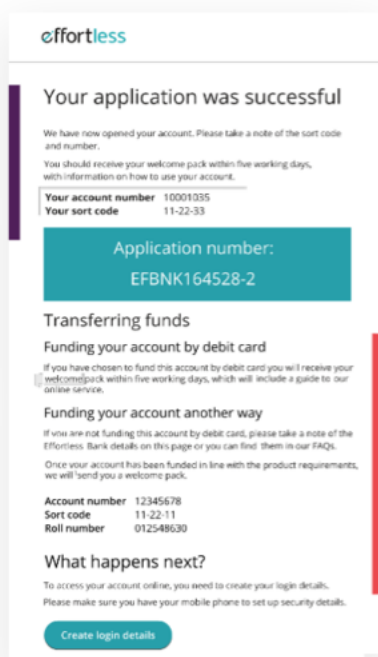
Interact Acquire allows customers to open new accounts and on-board quickly across your range financial services products on any device, any time, anywhere. The platform offers a more tailored, streamlined and intuitive experience that lowers friction and maximises conversions.

Interact Acquire integrates with existing back-office, contact centre and branch operations, allowing customers to start, switch channels and complete applications through a seamless experience that delivers more revenue.

A more cost-effective and successful digital sales solution, Interact Acquire lets you get up and running in the fastest possible time to market. Pre-integrated with dozens of industry standard and innovative digital services, the sales channel is easy to configure and quick to customise to your needs.

The platform delivers a complete, straight-through customer experience, from selecting a product to account opening and registering for digital self-servicing.

Maximise your sales channel potential, with Interact Acquire.



Interact Acquire features

With Interact Acquire, you can:

- Let customers open accounts more quickly with streamlined, straight-through processes.
- Allow customers to start, save and return later to complete their applications in any channel.
- Create tailored journeys for customers with a range of product-specific features.
- Pre-populate applications with integrated data look-up services to minimise customer keying.
- Automate products on sale with trigger dates and dynamic tranche management to remove products that have been fulfilled.
- Fulfil applications with eSignature and agreement document processing.
- Set business rules for decision automation and referral case workflow to manage credit risk and reduce fraud.

Interact Acquire benefits

With Interact Acquire, you will:

- Avoid the build-up of notifications in the lead-up to customer mortgage renewal. The customer avoids switching automatically to a variable rate.
- Reduce or remove the need for taking on temporary staff to help with intensive product maturity windows.
- Operate more efficiently as a business by decreasing paper-based costs, mortgage representative costs, and third-party costs.
- Provide better customer experiences, such as better communication, security, and application status and progress reports.
- Lower the risk of human error.
- Implement in weeks, not months.

Application date	First name	Last name	Product	Product code	Application number	Account number	Customer number	Assigned to	Case status
01 March 2017 12:00pm	Alan	Wrightson	FFS 000	00000000000000000000	00000000	00000000000000000000	00000000		None
01 March 2017 12:00pm	Alan	W	000 000	00000000000000000000	00000000	000 000 000	00000000	Alan Brown	Application in progress
01 March 2017 12:00pm	Barbara	Stewart	000 000	00000000000000000000	00000000	00000000000000000000	00000000		None
01 March 2017 12:00pm	Alan	Wrightson	000 000	00000000000000000000	00000000	00000000000000000000	00000000		None
01 March 2017 12:00pm	Alan	Wrightson	000 000	00000000000000000000	00000000	00000000000000000000	00000000		None

For more information or to book a demo, visit ieDigital.com or call 020 8614 9800