

BREAKING DOWN THE SILOS

The Case for FIs Adopting an Omnichannel Management and Marketing System

SILO MANAGEMENT VS OMNICHANNEL MANAGEMENT

77%

of FIs still manage their distribution channels through vertical silo systems

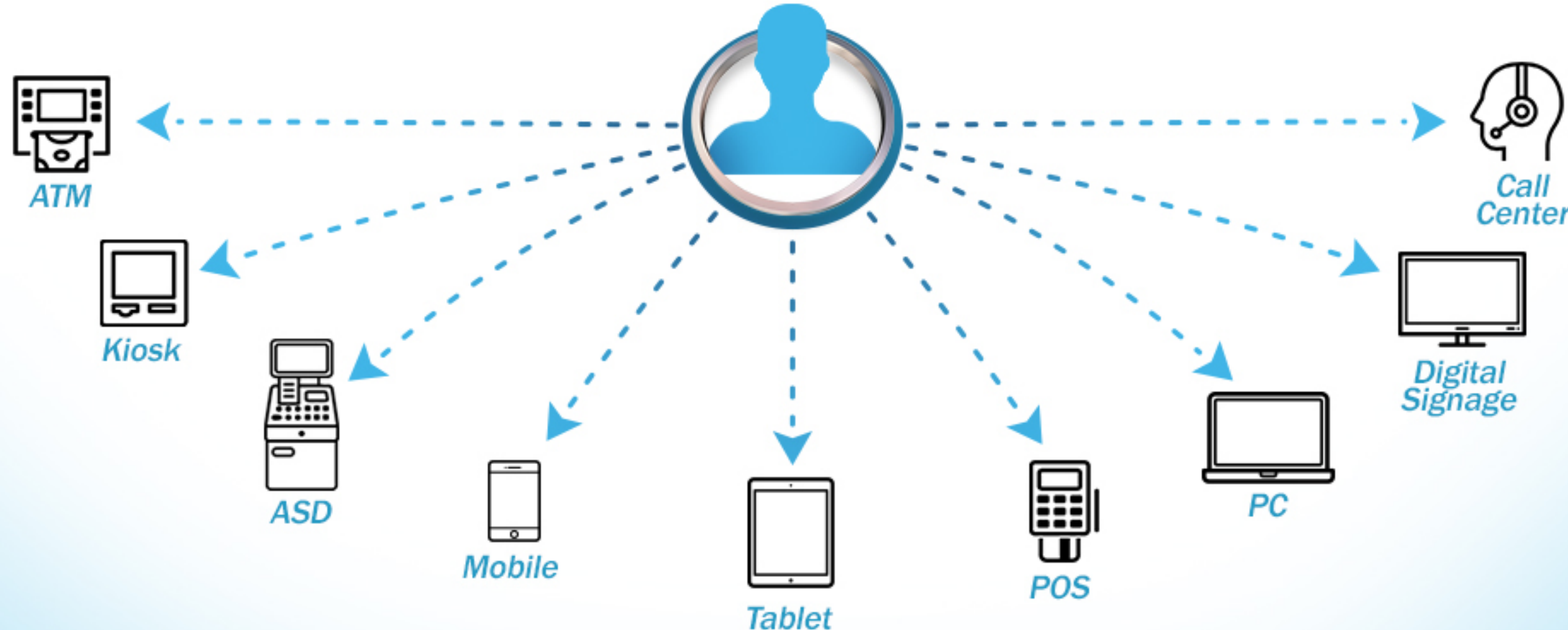
only 23%

of FIs have a single omnichannel management system

However

64%

Plan to migrate to a single omnichannel management system in the near future



Whilst most operate over multiple channels and offer a wide range of services, few have deployed what we understand to be a true omnichannel strategy.

Mark Aldred, head of Auriga's UK Sales

TARGETED MARKETING

40%

of FIs send targeted messages and personalized offers to their customers via ATM/kiosks

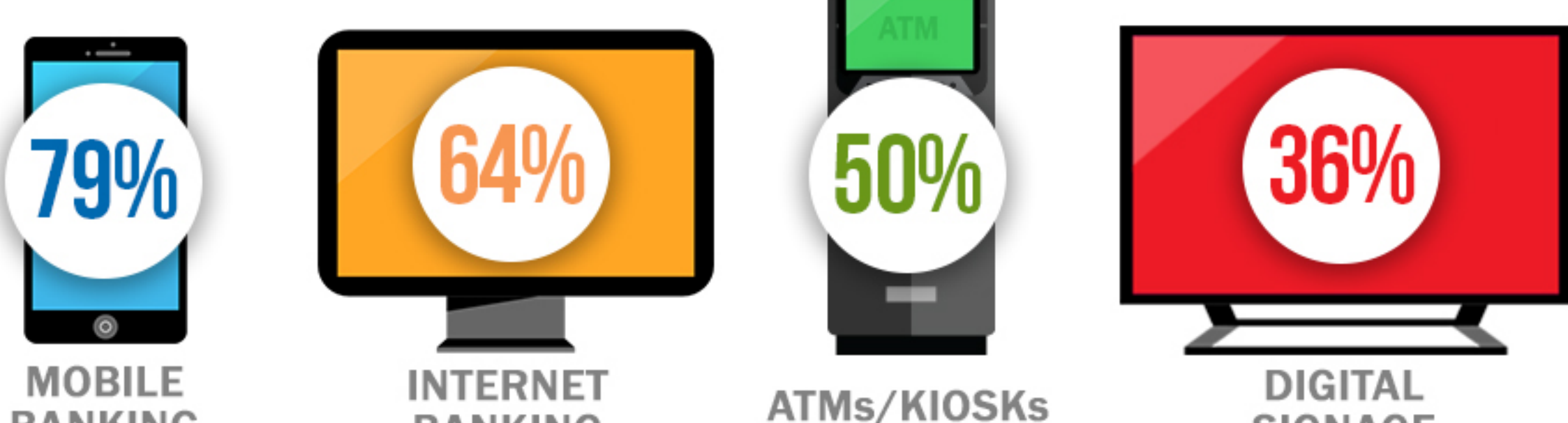
35%

cannot because of their software's limitations

86%

of FIs said they plan to send targeted messages and personalized offers to their customers via ATMs/kiosks in the future

Channels managed at most through an omnichannel marketing system:



There remains a long way to go before banks can claim to be delivering a truly integrated digital strategy.

DISSATISFACTION

26%



ARE SATISFIED WITH THEIR CURRENT MARKETING SYSTEM

61%



ARE NOT SATISFIED WITH THEIR MARKETING SYSTEM

70%



PLAN TO CHANGE IT

FEATURES OF A SUCCESSFUL OMNICHANNEL MANAGEMENT & MARKETING SYSTEM

- 1 CRM Integration
- 2 Omnichannel Capability
- 3 Ease of Use in Developing Marketing Campaigns
- 4 Personalized Campaigns/Surveys
- 5 Data Accessibility to Front Line Staff

Those banks that adopt an architecture which enables a common experience across all channels enjoy the benefit of being able to engage with each client on topics pertinent to them, irrespective of which channel is being used.

Source: "Omnichannel Marketing for Financial Institutions: An Industry Guide" a research carried out by Atmmarketplace on behalf of Auriga. Download it:

<http://www.atmmarketplace.com/whitepapers/omnichannel-marketing-for-financial-institutions-an-industry-guide/>

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