

# OVERVIEW



## Retail Banking

CORE360 enables retail banks to provide their customers with competitive and convenient services, reduce operating costs by suppressing paper and mail, reduce calls to the call center, increase fraud investigation productivity and use all forms of communication to market and advertise, building customer loyalty and increasing cross-sales opportunities.

CORE360 is a secure correspondence portal that increases the value of the consumer banking products and services already offered by the bank. It provides customers a single point of access through multiple banking channels where they can interact with a wide variety of correspondence from any bank department.

With CORE360 as their foundation for electronic correspondence, retail banks are able to securely present various sensitive and non-sensitive material directly to clients and make use of other electronic delivery channels, such as e-mail and wireless messaging for alerts and notices. Utilizing CORE360, retail banks can offer services that span multiple products and retail banking silos.

CORE360 offers a robust set of features needed for regulatory compliance, paper suppression, privacy, and legal immutability of correspondence.



### CASE STUDY

One of the largest banks in Canada is using CORE360 as the hub of all cardholder communications, delivering over 60 types of correspondence to their customers using CORE360 across a variety of communication channels including web presentation, email, SMS, and IVR.

### Application Opportunities

- Statements
- Proactive alerts and notices
- Electronic documents (e.g. overdraft notices, regulatory letters)
- Ad-hoc two-way communication between customers and bank personnel
- Deposit alerts
- Loans
- Mortgages
- Credit cards
- Brokerage
- Wealth management
- Online banking

### Benefits

- Customer satisfaction and retention
- Customer acquisition
- Competitive pressure to rapidly deliver new products and services to market
- Channel integration
- Customer service cost efficiency
- Regulatory compliance



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