

# CASE STUDY



## Top 5 Canadian Bank Implements CORE360 for Secure Electronic Communications

**CORE360 allows all lines of business in this financial institution to communicate securely and consistently with their customers.**

A leading Canadian-based global financial institution uses CORE360 as the basis for their customer communications offering. Through its major businesses – including Retail and Business Banking, Wealth Management, and Wholesale Banking – our client provides a full range of financial service products and services to over 11 million individual, small business, commercial, corporate, and institutional clients in Canada and around the world.

### Challenge

The bank required a customer communications solution to solve both an immediate need and to fulfill their long-term strategy of integrating all lines of business within a single, scalable customer communications platform. As a pioneer in the Canadian banking industry, this client continually implements cutting edge solutions, so sought a software vendor that could offer security, innovation, and scalability.

### Solution

In 2005, the bank deployed CORE360 as a solution for all secure electronic communication between the bank and its customers. For every line of business, CORE360 delivers statements, automatic payment confirmations, alerts, and notifications by web presentment, email, SMS text messaging, and interactive voice response. The bank also provides support to customers using the CORE360 CSR user interface, and customers access their information through the Online Banking system, which communicates through CORE360 public interfaces. Today, they process approximately 250,000,000 documents through CORE360 annually for over 60 different applications.

### Benefits

- Secure, consolidated communications to all customers
- One solution for all customer communication provides consistency, easier management, and one vendor relationship.
- Integrated with lines of business which reduces cost of licensing, implementing, and maintaining silo communication products.
- Improves customer satisfaction with new channels of communication
- Provides tracking for presentment and delivery of all forms of communication.
- Integrated with on-line banking website using documented CORE360 APIs, which allows them to maintain customer facing, web user interface.



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