



SOLUTION BRIEF: OFFER MANAGEMENT

PERSONALIZE AND FULFILL YOUR OFFERS WITH CONFIDENCE.

Build better relationships and drive more revenue with automated, full-cycle offer management

Banks and other financial institutions that are growing with the best efficiency ratios have learned to deliver personalized offers to existing customers and new business prospects. The more effectively they can get these offers to the right people at the right time with the right message and in full compliance with regulatory requirements, the more successful they are in achieving their revenue generation objectives. The importance of cross-selling to current customers has become even more of a priority. Targeting a current customer has a 60-70% chance of converting, whereas the likelihood of converting a new customer is just 5-20%¹. According to another study, 80% of future profits will come from 20% of existing customers².

Given this reality, it's not surprising that 5 of the top 10 financial institutions are using Naehas solutions to deliver more targeted and personalized offers to achieve better risk-adjusted returns.

The Challenges

What might seem to be a relatively simple and straightforward undertaking in bringing new offers to customers, is, in fact, fairly complex and time-consuming. The typical workflow and the number of different individuals participating in the process – from offer conception to approval to offer delivery and the ultimate conversion of an offer into a new deposit, credit card or some other type of account – can be lengthy, convoluted, and error prone. Additionally, the prompt and proper fulfillment of the offer incentive that drove the recipient to act is critical.

Delays in delivering offers to targeted audiences open the door to competitors reaching them and capturing their business first. And delays in rewarding offer recipients with the incentives contained in the offers can create frustrated and disaffected customers.

Typically, this multi-step workflow involves numerous manual processes, the reliance on spreadsheets and a lot of back and forth communication via email. The challenges stem from the number of people involved in the marketing process, the different

“For customers who have changed banks due to bad service, more than 80 percent said they could have been retained if their issue had been solved on their first contact with the bank.”

—ACCENTURE, BANKING CUSTOMER 2020

“Customers will go anywhere they can find good value, with 27 percent of bank customers purchasing or subscribing to a new financial product or service over the last six months – regardless if the offering came from their current provider.”

—ACCENTURE, BANKING CUSTOMER 2020

TRUSTED BY



BANK OF AMERICA



COMCAST



views they bring to the table regarding the various steps of the process, and the manual nature of virtually all of those steps.

Suffice it to say, there is a great deal of opportunity to increase the efficiency and accuracy of these processes and to ensure that all offers fully comply with the pertinent regulations.

- **POOR CUSTOMER EXPERIENCE**
Not enough insight to guide meaningful targeting and personalization. The gap between the original offer and customer service fulfilling that offer often causes weeks of delays before the customer can realize the value.
- **TIME-TO-MARKET LAG**
Lack of efficiency due to a manual, friction-laden process that requires multiple people, systems and tools like email and spreadsheets to manage offers.
- **GREATER RISK**
Lack of data reliability, auditability, and control because offer metadata is stored and handled in multiple online and offline systems with no single source of truth.
- **LACK OF VISIBILITY AND TRANSPARENCY**
It often takes two to three weeks to get any visibility into how an offer is performing as business users have no easy and timely access to a central place or point of view.

A More Effective and Efficient Offer Management Solution

NAEHAS OFFER MANAGEMENT provides financial services institutions with unique, automated, rule-driven tools that enable organizations to build and link complex offers to the right audience in the right channel, every time, with efficiency and accuracy.

ABOUT NAEHAS

For banks, insurance, and telecommunications companies that operate in highly regulated environments, Naehas automates marketing and compliance workflows to accelerate getting the right offers to the right customers at the right time. Leading organizations such as Wells Fargo, Bank of America, Comcast, MetaBank, and First National Bank of Omaha rely on Naehas to help them accelerate time to market, increase response and conversion rates, reduce costs and eliminate compliance errors.

Learn how your company can improve your marketing with Naehas' unique, automated solutions at www.naehas.com.

Market-leading companies have found that Naehas has solved their most complex and vexing marketing challenges, enabling them to slash time to market, increase the number of targeted offers they can deliver, and most important, increase revenue. Comprehensive audit tools, security access and custom workflows allow full control, validation and visibility through the offer lifecycle.

The NAEHAS OFFER MANAGEMENT solution enables financial services institutions to:

- **BUILD BETTER RELATIONSHIPS**
by delivering more personalized market-responsive and customer-centric offers. Get actionable insights for payment/reward approvals, customer support inquiries, and proactive customer notifications. Customers get the right reward at the right time.
- **INCREASE PRODUCTIVITY**
by reducing time to market and increasing the type and number of offers. Business users can quickly create, deploy and make offer model changes. Personalize offers by applying the appropriate business rules rather than relying on manual checking processes.
- **REDUCE RISK**
by having a single source of truth that holds the rules and metadata for structuring and managing all offers globally. Delivers one system for auditing and managing user permissions.

Additionally, NAEHAS OFFER MANAGEMENT provides marketing strategists, line of business owners and others with near real-time visibility into offer performance and insights into the reasons for the levels of performance for the numerous offers being fielded at any given time.

1. Paul Farris et al., *Marketing Metrics: The Definitive Guide to Measuring Marketing Performance*, 2010

2. Emmett Murphy and Mark Murphy, *Leading on the Edge of Chaos: The 10 Critical Elements for Success in Volatile Times*, 2002

For more information, contact Naehas at sales@naehas.com or visit www.naehas.com