

Factsheet – Fusion Phoenix SMS

Digitize communications between customers and financial institutions to improve efficiency and capture communication data

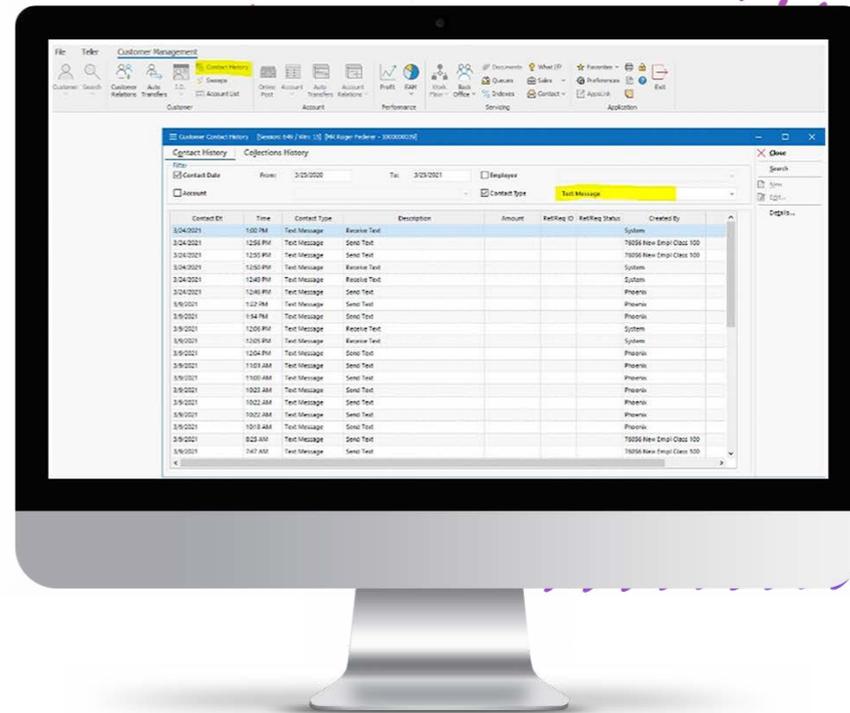
Fusion Phoenix SMS helps financial institutions use digitalization to better meet customer’s needs by enabling customer text communications. It allows employees to initiate and respond to text messages, improving communication efficiency and capturing conversation history.



Fusion Phoenix SMS allows financial institutions’ employees to manage text communications thereby significantly improving communication efficiency and capturing conversation history. This two-way communication improves the response rate and ensures no opportunities are lost during key transactions.”

Financial institutions face the challenge of communicating with customers via dated channels such as letters, phone calls and emails. As a highly inefficient process that yields poor response rate, it cannot account for the lost cross selling opportunity due to lack of speed.

Most financial institutions use Finastra’s Fusion Phoenix solution to service call center calls, which demands employees ask customers for personal information. As well as being highly inefficient, this method lacks the necessary security. Fusion Phoenix SMS solution enables customer text communications, allowing employees to initiate and respond to text messages, while improving communication efficiency and capturing conversation history.

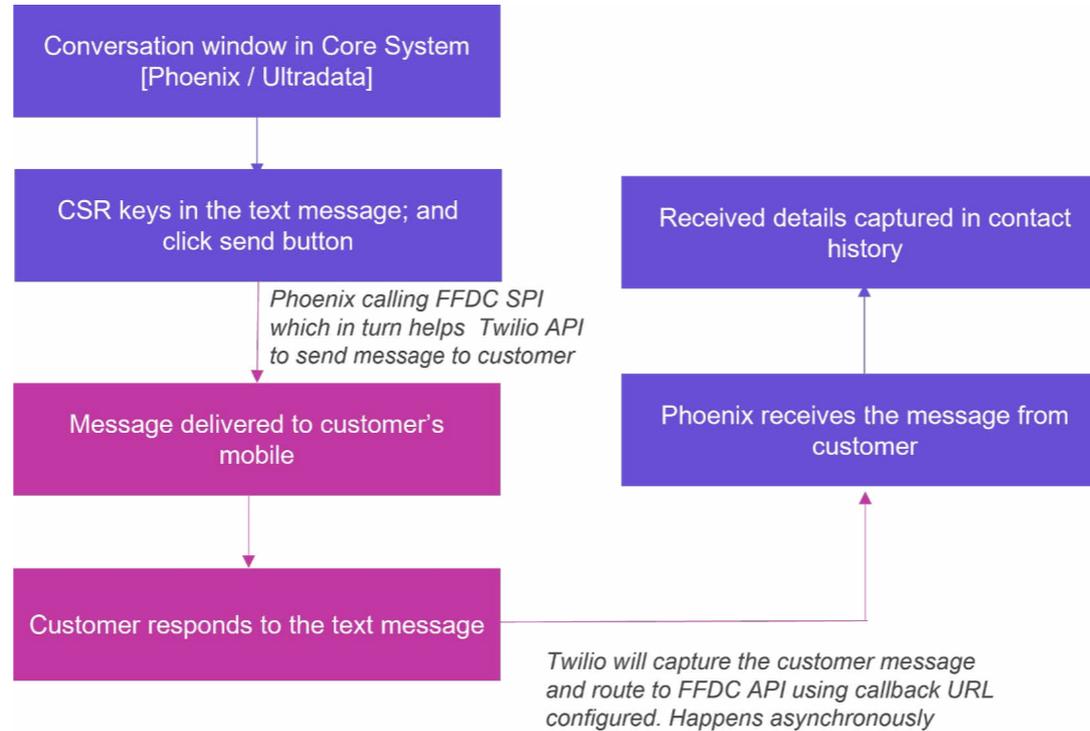


Interface shown above

How it works

The Fusion Phoenix SMS solution allows banks and credit unions of North American Community Markets to use digitization to better meet their customers' needs. It enables customer text communications within the Fusion Phoenix core banking solution. It further allows financial institutions' employees to initiate and respond to text communications, improving communication efficiency and capturing conversation history.

The conversation with the customer is initiated within a core system window. The customer service representatives can send text to customers and receive their answers. Received details are captured in contact history providing cross selling opportunities. This process is powered by Twilio enabling phones, voice over IP, and messaging to be embedded into web, desktop, and mobile software.



Why Fusion Phoenix SMS?



Digitize communication between customers and financial institutions to better understand customer needs.



Allow financial institutions' employees to initiate and respond to text communications.



Provide a faster, instant and modern way of communicating with customers.



Enable credit unions and community banks to avoid purchasing expensive customer relationship management tools and integrate the SMS feature.

**Fusion Phoenix
Messaging provides
reduction in customer
calls in the call centre,
faster account onboarding
and appointments, as
well as efficient customer
relationship management.**

Key benefits



Enhance customer experience

Increase response rates and improve customer experience by allowing financial institutions' employees to initiate and respond to text communications therefore digitizing customer communication.



Increase revenue

Provide better customer service to financial institutions' customers and capture conversation history through text communication. This information can later yield cross selling opportunities and therefore increase the revenue for banks and credit unions.



Improve efficiency

Help clients to drive efficiency by providing the ability to interact with customers through core banking using text messaging to authenticate customers using a one-time passcode (OTP).

Contact us

About Finastra

Finastra is building an open platform that accelerates collaboration and innovation in financial services, creating better experiences for people, businesses and communities. Supported by the broadest and deepest portfolio of financial services software, Finastra delivers this vitally important technology to financial institutions of all sizes across the globe, including 90 of the world's top100 banks. Our open architecture approach brings together a number of partners and innovators. Together we are leading the way in which applications are written, deployed and consumed in financial services to evolve with the changing needs of customers. Learn more at finastra.com

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