



Factsheet – PFM & Personalised Banking Platform

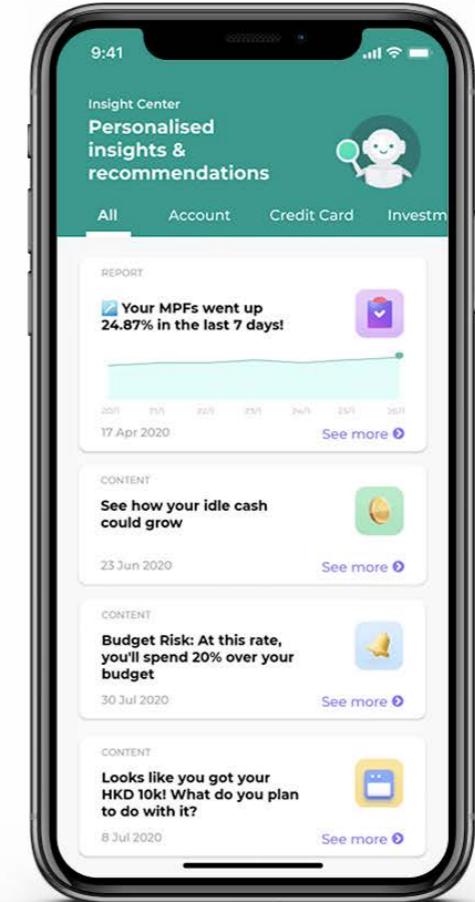
Leverage enrichment and contextual data to personalize interactions and increase customer engagement

Enable financial institutions to launch financial propositions based on personal finance management. Personalize interactions with digital customers powered by transaction data enrichment and contextual data.

Plonto's PFM & Personalised Banking Platform enables 50% reduction in customer acquisition cost, 10x increase in customer engagement and 100%+ improvement in Net Promoter Score.

Digital is now the primarily channel of interaction between financial institutions and consumers. However, to create a sticky and engaged customer base can be challenging due to lack of internal expertise in developing features to meet customer expectations. Using mass marketing techniques for standardized digital banking offers does not always lead to effective high cross selling among existing customers. This results in increased acquisition costs and decreased profitability per customer.

Customers now expect highly personalized digital offers from their financial institutions, meaning they need to identify ways to engage with customers digitally while building loyalty. Plonto's Personal Finance Management (PFM) & Personalised Banking Platform helps financial institutions increase customer engagement with personalized insights and recommendations for their digital banking customers.



Personalised insights section of app shown above

How it works

Planto's personalised banking platform enables financial institutions to personalize interactions with their digital banking customers. The platform is powered by transaction data enrichment and contextual data. It offers over 100 market validated libraries of personalized insights, that cover money management, content for financial literacy, financial advice or cross-selling opportunities. These personalized insights and recommendations increase customer engagement with their 500,000+ users, that serve as a testing base to enhance the product and adapt to ever-changing customer behaviors.

The PFM & Personalised Banking Platform solves consumer pain points by offering users a compelling user experience to manage their finances. It helps them in achieving their financial goals with personalized reports, insights, recommendations and financial propositions. This leads to reduction of customer acquisition costs, as well as increases digital engagement and Net

Promoter Scores. The platform further provides white labelled budgeting and personal finance management reports such as expense reports and cashflow trends and back-office tools to empower digital and customer engagement teams to boost their digital sales metrics.

An artificial intelligence (AI) based data enrichment engine available as an API is pre-integrated with Finastra's Fusion Essence and Fusion Equation core solutions. It enriches and converts users' raw financial and transaction data into context and insight for customers. It also recognizes characteristics and insights of users based on their transaction and financial data. This engine can be further integrated with relevant systems within the financial institution to retrieve users' transaction feed from their credit and debit cards.

Why Customer Engagement Platform?



The Platform offers out of the box personalization, budgeting and financial planning capabilities.



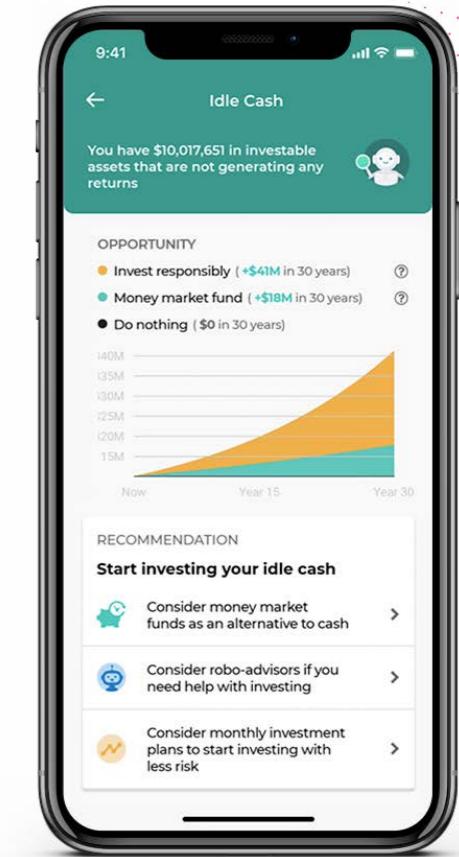
Increase financial institution's app engagement and leverage data assets effectively to enable cross-selling via personal finance management propositions.



Benefit from the integrated platform to simplify the way personalized recommendations are orchestrated on financial institution's app without involvement of IT.



Financial propositions with pre-built integration with Finastra's Fusion Essence and Fusion Equation core banking systems.



Planto's PFM & Personalised Banking Platform selected by mmob as one of the world's top 11 fintech applications alongside some of world's leading neo banking apps.

Key benefits



Increase revenue

Launch PFM-based banking propositions to increase digital engagement, drive cross-selling opportunities and boost digital sales. Enable personalized interactions with customers leading to increase in customer engagement, loyalty and revenue.



Improve efficiency

Improve efficiency by reducing acquisition cost per customer with personalized insights and recommendations, as well as customer engagement related initiatives. Leverage pre-built integration with Finastra's Fusion Essence and Fusion Equation core banking systems to ease implementation and expedite time to market.



Reduce cost

Simplify personalized recommendations in banking apps to reduce IT dependency and cost to drive customer engagement. This further leads to reduction in customer acquisition cost for a banking product.

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 top 100 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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