

Digitally Transform Your Banking Communications

Enhance your omni-channel customer experiences

Banks are operating in an increasingly complex landscape. Streamlining customer touchpoints, launching new products, and continuing the digital transformation requires obtaining an enterprise-wide view of customers to deepen relationships, drive loyalty and grow business.

In keeping up with current and emerging digital innovations, banks have a short window to deliver on customer expectations. Building out these solutions can take years – time that many companies simply don't have in today's marketplace.

Finding a partner with already-built solutions and a forward-thinking approach can quickly provide opportunities for banks to meet evolving customer needs, differentiate their services and outpace the competition.

A MODERNIZED COMMUNICATIONS PLATFORM – AVAILABLE TODAY

The Broadridge Communications CloudSM is an end-to-end omni-channel communications and customer engagement platform deployed through easy-to-use self-service tools or as a managed service with open APIs. By connecting to the multitude of digital channels that customers use daily and leveraging a high-scale, high-performance print-and-mail network, banks are unlocking new sources of economic value and advancing their digital transformation.

The platform streamlines communications processes and replaces siloed legacy systems with a digital-first ecosystem – across your enterprise or at the business unit-level.

- Create, deliver and manage omni-channel customer communications – including statements, notifications and letters
- Take advantage of a unified communications platform with one workflow that deepens customer relationships, reduces costs and minimizes risk
- Orchestrate frictionless customer journeys across channels, touchpoints and business functions
- Leverage your existing delivery channels and implement the modules that map best to your environment and business requirements

The holistic ecosystem supports the entire customer lifecycle – from acquisition to retention – with flexible modules:

- **Omni-channel Composition** – Leverage self-service or managed service tools to create personalized, consolidated digital and print communications that prompt customers to take action (e.g., pay, enroll, buy, share).
- **Omni-channel Customer Experience** – Grow digital adoption by unlocking a seamless cross-channel experience to help customers transition from print to digital.
- **Identity and Preference Management** – Capture and manage customer identities, attributes and preferences in a single view, including empowering customers to manage their delivery preferences by channel and type of communication.
- **Omni-channel Delivery** – Deliver to the multitude of digital channels that customers use daily. Whether a customer wants to receive fraud alerts via text and money management notifications on their mobile app, you can connect to multiple digital channels while leveraging a high-scale, high-performance print-and-mail network.

SOLUTION SPOTLIGHT

A leading North America bank replaces multiple print vendors, advances digital capabilities and modernizes customer communications with one omni-channel platform.

Challenge: The bank was struggling to grow digital adoption while accelerating next-generation digital customer experiences. They also had inconsistent communications across multiple lines of business, in design and messaging, resulting from working with multiple vendors.

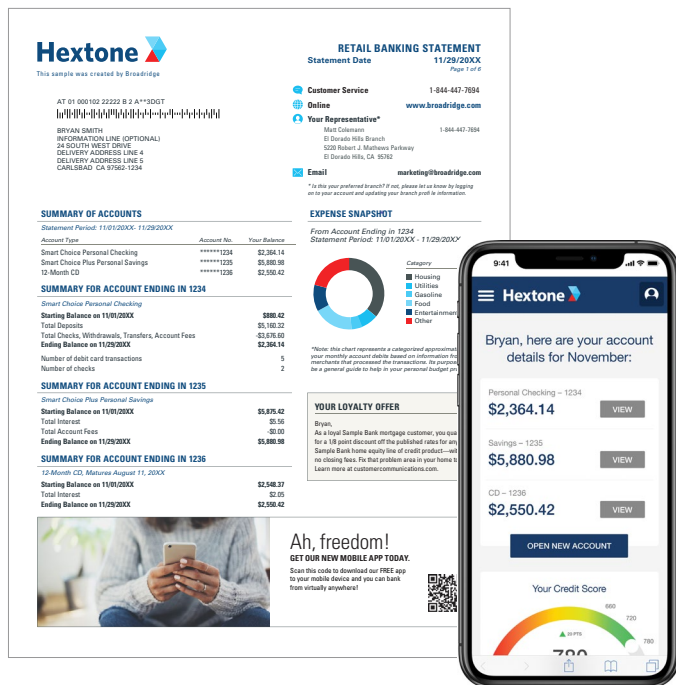
Solution: All modules of the Broadridge Communications Cloud were implemented.

Results:

- » Deployed omni-channel capabilities and print-to-digital pathways to drive digital adoption
- » Improved operational and cost efficiencies by modernizing their communications ecosystem and consolidating five disparate print systems
- » Created consistent, customer-centric digital experiences across all lines of business
- » Enhanced transparency and security while managing risks and regulations

- **Information and Journey Management** – Help meet regulatory requirements and support your full product line – from credit cards and mortgages to deposits and investments – with a secure, high-volume digital archival for documents, forms, emails, images and more. Create a more cohesive customer experience with journey mapping at the macro and micro levels.
- **Analytics and Reporting** – Manage, track and measure the effectiveness of your communications across the customer lifecycle with intuitive performance dashboards and comprehensive operational reporting, enabling you to take the next-best action.

75% of North American top 20 banks utilize Broadridge to advance their communications



WHY BROADRIDGE?

- **7B communications** delivered annually across print and 12+ digital channels
- **Invested \$1B+** over the last decade in print and digital
- Achieved **ISO, PCI, HIPAA** and **HITRUST CSF** compliance and security designations
- Recognized as a **Rising Star** in the 2021 **IDC FinTech100** Rankings
- **7 geographically dispersed facilities** in North America help ensure disaster recovery while providing a strategic footprint
- **100+ patents and pending applications** for technology innovations issued by U.S. Patent and Trademark Office

Let's talk about how you can make every communication more valuable. Contact us today by visiting broadridge.com or calling 1 844 988 3565.

Easy-to-use communication templates speed time-to-market while providing consistent messaging and branding across multiple lines of business or partners.

Broadridge Financial Solutions (NYSE: BR), a global Fintech leader with over \$4.5 billion in revenues, provides the critical infrastructure that powers investing, corporate governance and communications to enable better financial lives. We deliver technology-driven solutions to banks, broker-dealers, asset and wealth managers and public companies. Broadridge's infrastructure serves as a global communications hub enabling corporate governance by linking thousands of public companies and mutual funds to tens of millions of individual and institutional investors around the world. In addition, Broadridge's technology and operations platforms underpin the daily trading of on average more than U.S. \$10 trillion of equities, fixed income and other securities globally.

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