

CustomerMinds' Which50

Solutions Intro

Azure Marketplace

Which50
By CustomerMinds



Which50 Platform

Value Proposition

Plug-and-play

Enhanced
Customer
Experience

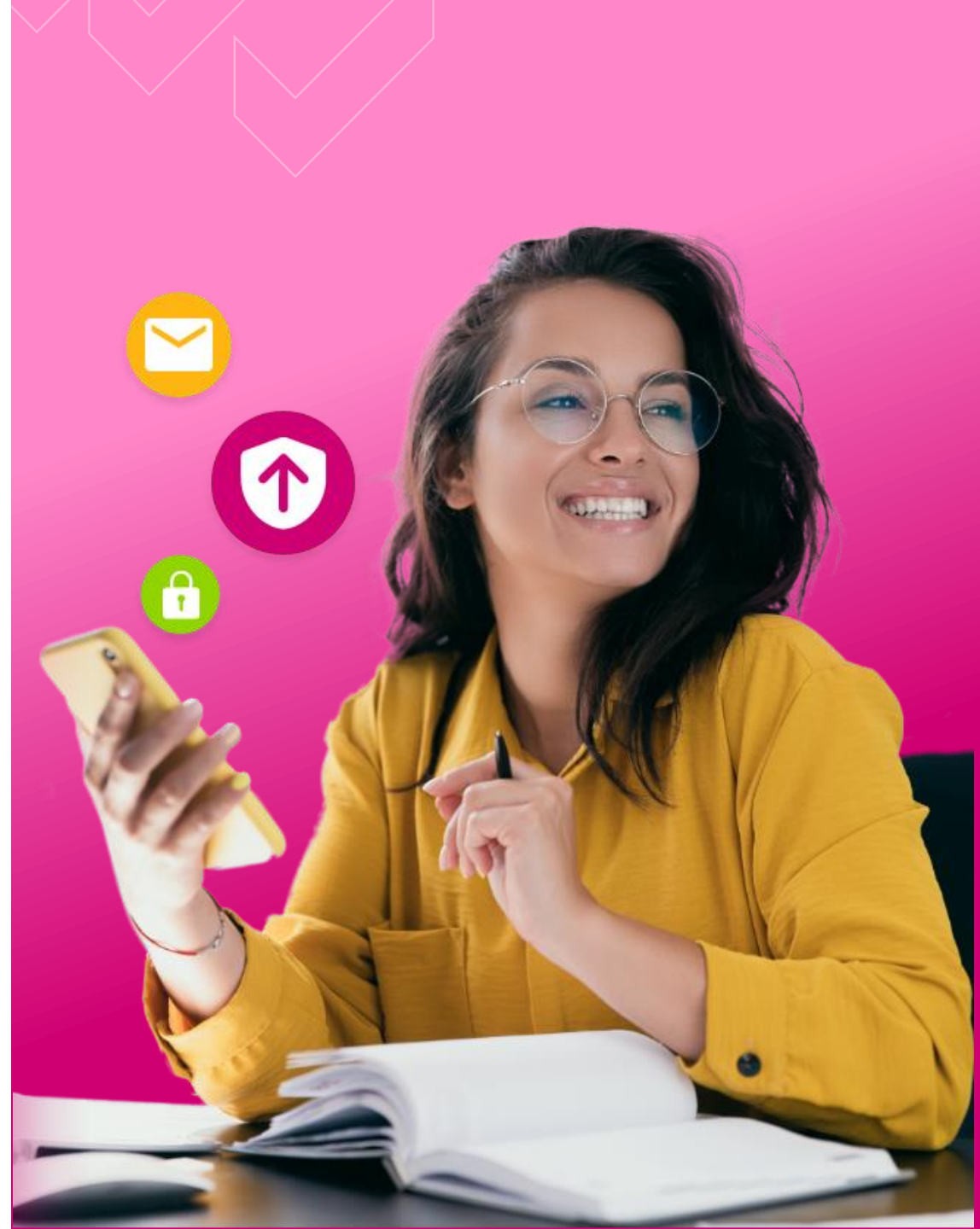
Reduced
Operational
Costs



Which50 Platform

Plug-and-play

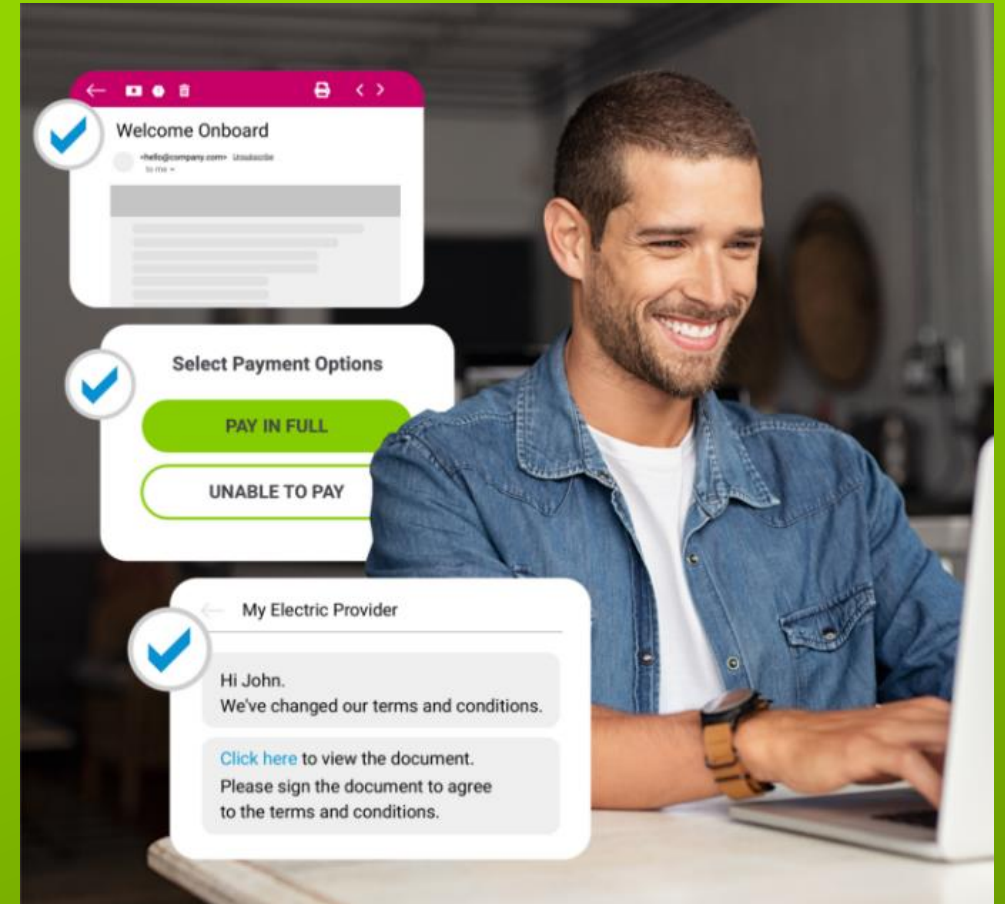
- Key platform USP and sales accelerator
- Integrates or can operate independent of existing legacy systems
- Fills the gaps left behind by larger systems
- Agile, Quick, Easy



Which50 Platform

Enhanced Customer Experience

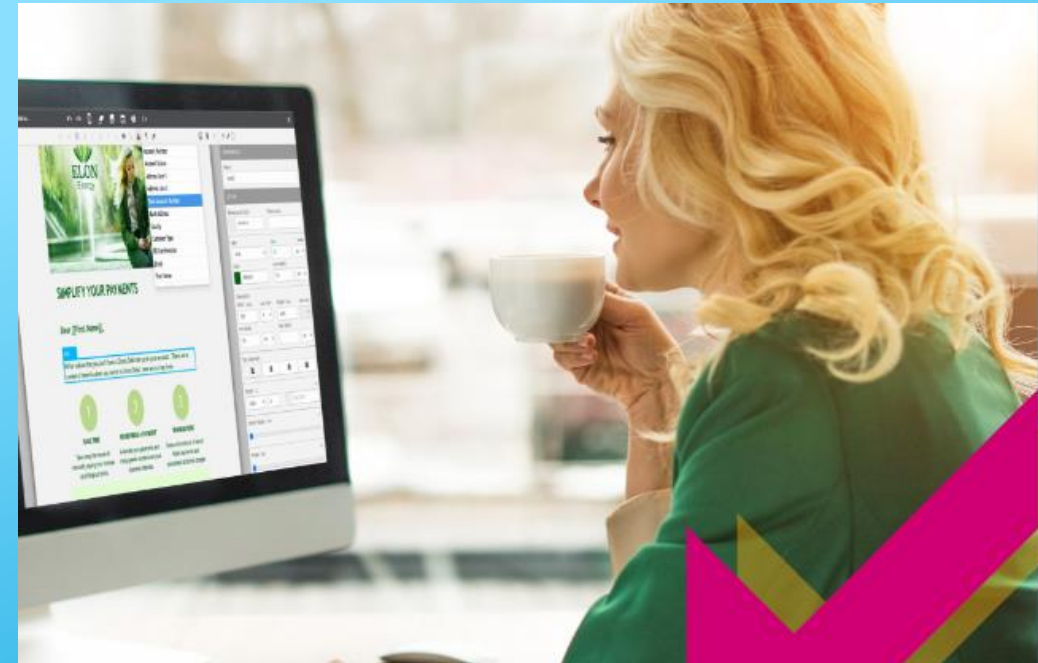
- Full digital experience for your customers
- Complete Customer Journeys
- Segmentation – customers see what is relevant to them
- Best-in-class Security Features



Which50 Platform

Reduced Operational Costs

- Web-based solution, no new hardware investments
- No code content management - easy to use – reduce training costs
- Automated communications saves money and hassle daily
- Reporting and analytics at a click
- Data management and security as standard



Which50 Platform

Customer Applications

- Supporting all stages of the customer lifecycle
- Driving engagement with existing customers
- Integrating marketing, operational and customer service workflows
- Highly scalable customer adoption process: Implemented at business unit or enterprise level
- Designed for highly regulated environments to include, but not limited to : Financial Services, Utilities and Telecoms



Solutions

Cutting-Edge Customer Acquisition

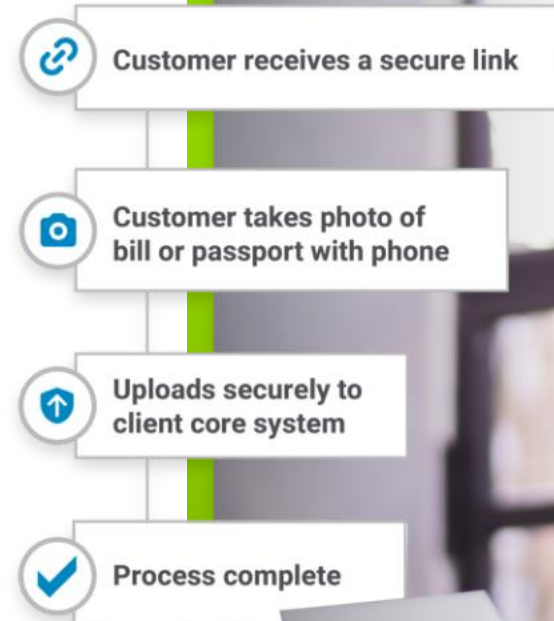
- Efficiency in managing campaigns and marketing administration
- Segmentation is simplified
- Design engaging webforms that resonate
- Detail is easily gathered in data capture
- No prospect is forgotten



Solutions

Client On-boarding that Delivers

- Simply & securely collect documents to your systems
- Drive down operational costs
- Flexibility and personalisation of welcome journeys
- Identify the type of communications that suits you and your customer to engage and connect



Performance Statistics

Measurement & Analytics

- Performance Statistics help to measure how each campaign is performing on an ongoing basis.
- Data from all channels available in one place which supports testing and evaluation of campaigns in real time.
- Detailed analysis of each link in an email clearly show what customers value the most.
- Rich feedback and data is collected from customers via surveys and feedback forms.



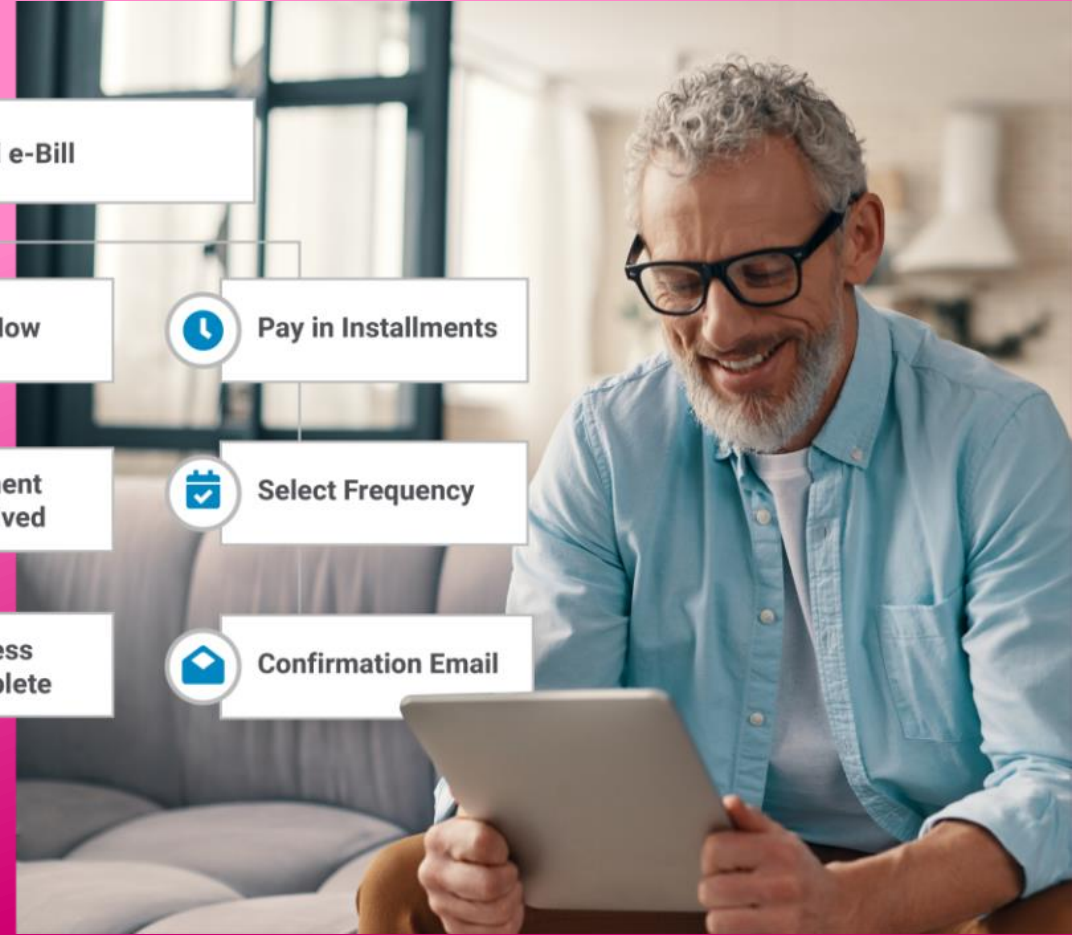
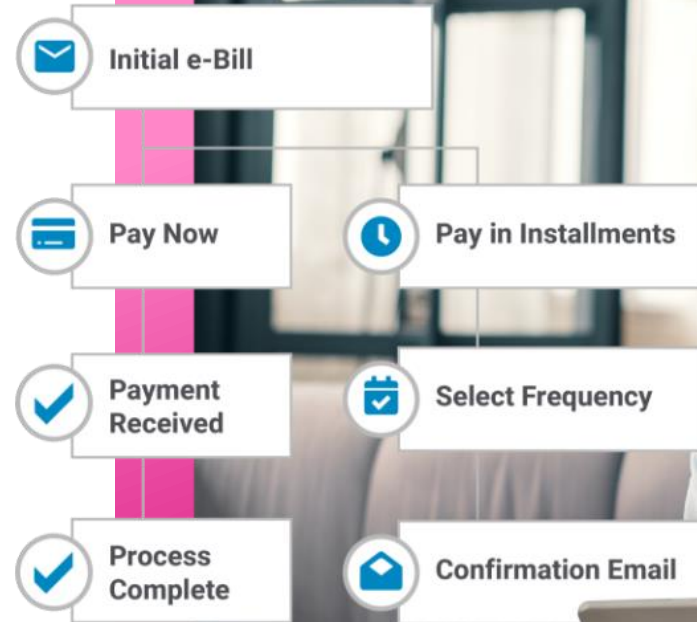
Emails							Show Percentages <input checked="" type="checkbox"/>
Name	Sent	Delivered	Opened	Read	Contacts Clicked	Opt Out	
Welcome Email 1. - Copied	3,166	95%	85%	84%	27%	5%	View Details
Welcome Email 2.a. (18-25)	658	97%	75%	74%	6%	0%	View Details
Welcome Email 2.b. (26-45)	1,109	98%	65%	63%	9%	0%	View Details
Welcome Email 2.c. (46-65)	487	97%	76%	74%	9%	0%	View Details
Welcome Email 2.d. (65+)	81	96%	76%	75%	10%	0%	View Details
Welcome Email 3.	1,944	100%	80%	78%	26%	0%	View Details
Welcome Email 2.e. (Generic when no age)	0	0%	0%	0%	0%	0%	View Details
Total	7,445	7,263	5,726	5,620	1,183	156	

Landing Pages				
Name	Visits	Clicks	Submits	
Feedback Form	312	0%	67%	View Details
Total	312	0	176	

Billing

Easy Digital Billing and Payments Made Possible

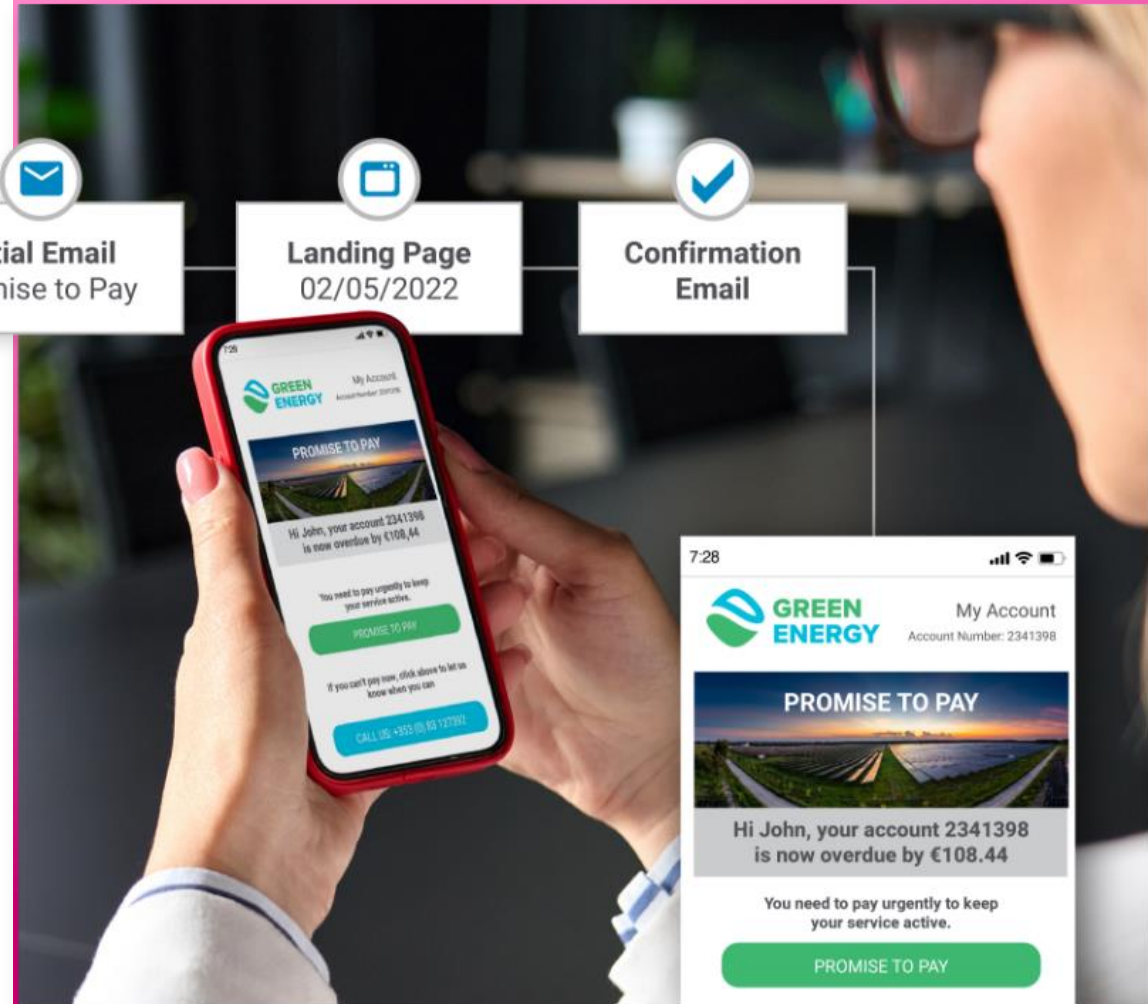
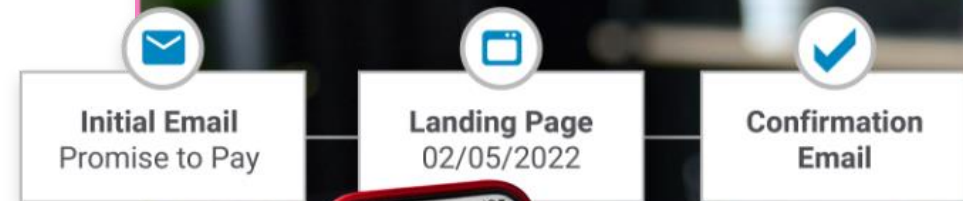
- Migrate from paper to digital billing
- Two-way communications and customer engagement
- Enhanced customer experience
- Flexible payments
- Accelerated payments and cashflows for organisations



Which50 Platform

Optimise Debt and Collections Management

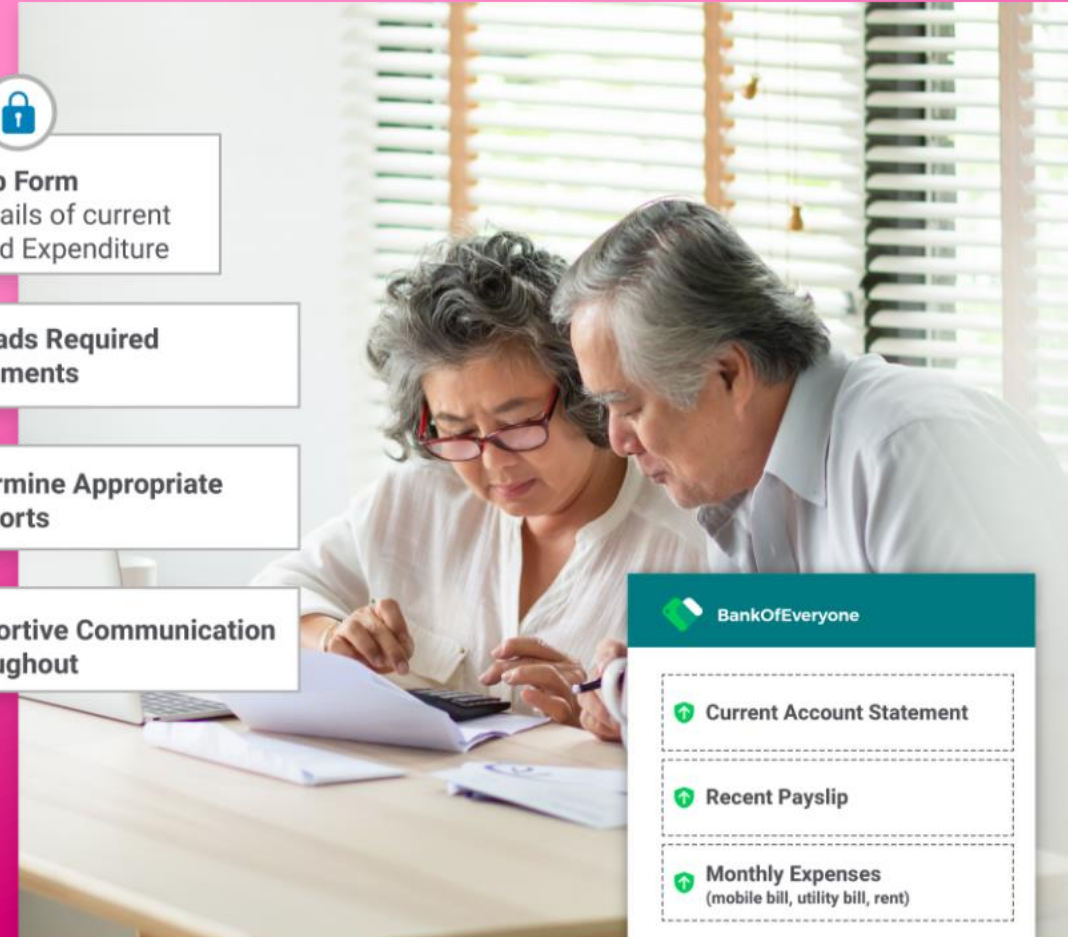
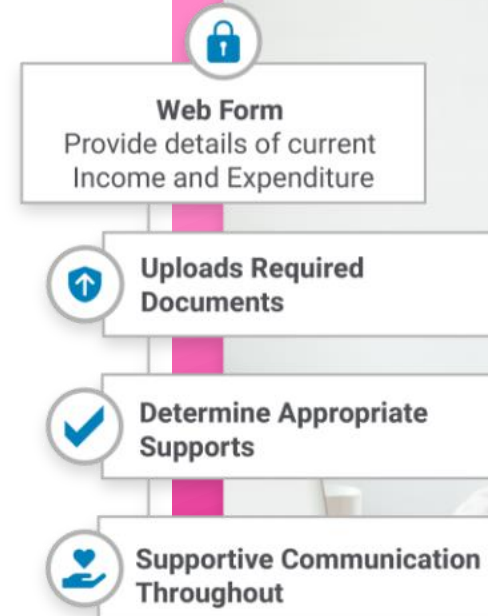
- Engage sensitively and effectively with customers to collect overdue payments where possible
- Automated, professional digital experience for the customers
- Operational and time saving
- Proven ROI



Solutions

Sensitive Income and Expenditure

- One single view of this process - better customer experiences
- Improved operational practices and efficiencies
- Enhanced Security



Solutions

Complaint Management

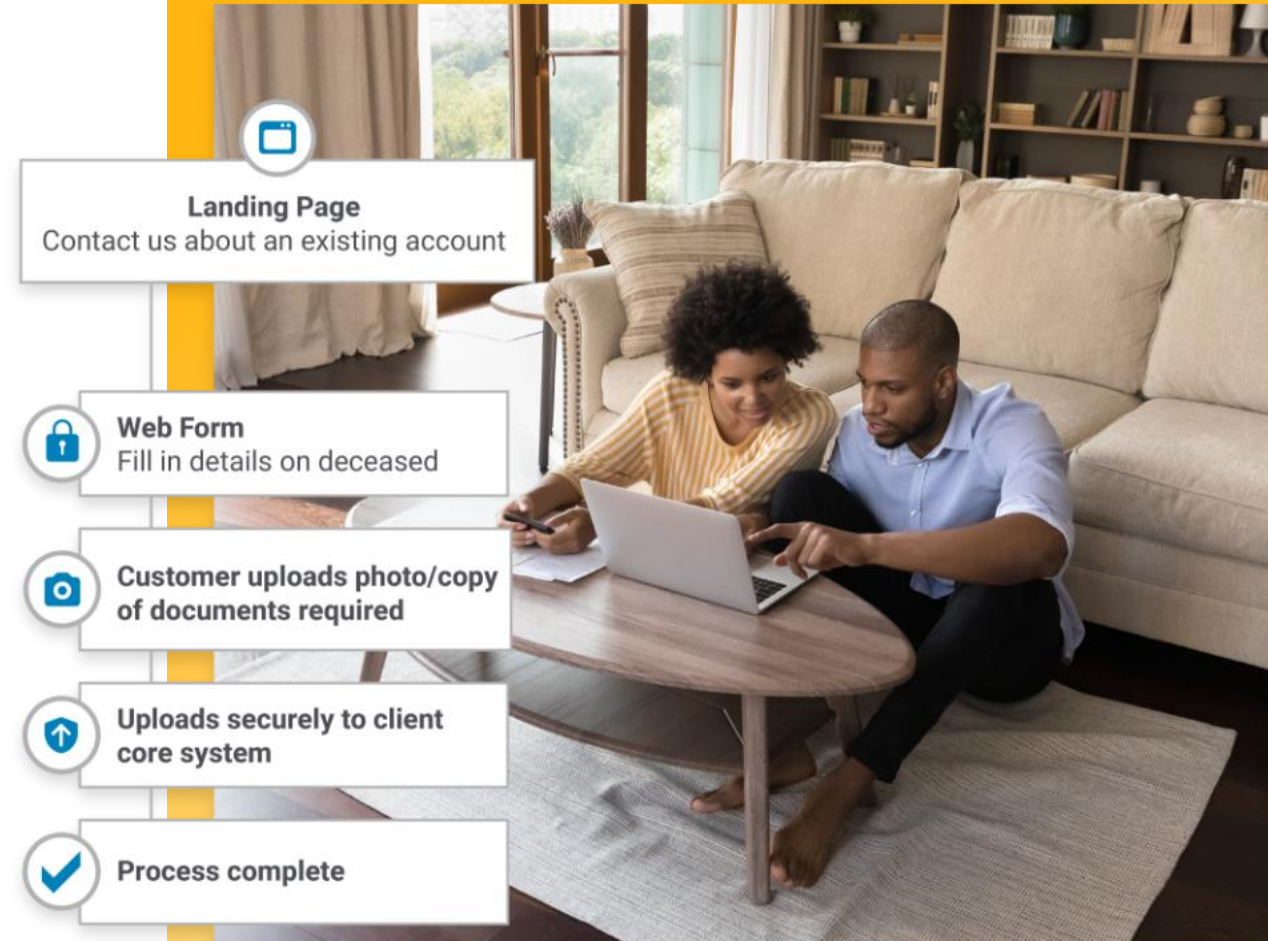
- Engage and connect- talk to your customers on their terms
- Automated communications at different stages allow you to work through the issue together
- Peace of mind with sensitive information that is safe and secure



Solutions

Bereavement Management

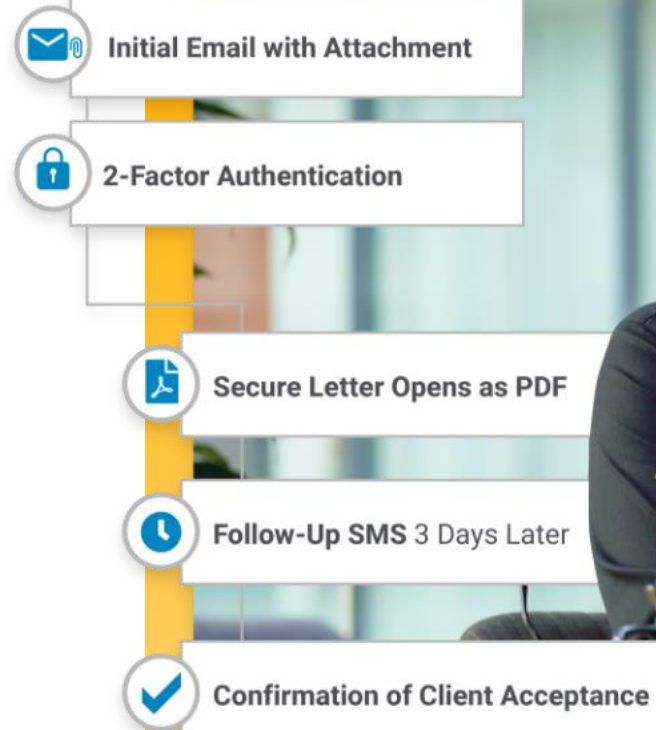
- Straightforward digital process
- Personalised experience depending if it is being handled by a solicitor or a family member
- Secure and private- 2FA to verify identity and strengthen access security
- Digital DocUpload Portal, making difficult times easier



Solutions

Regulatory Communications

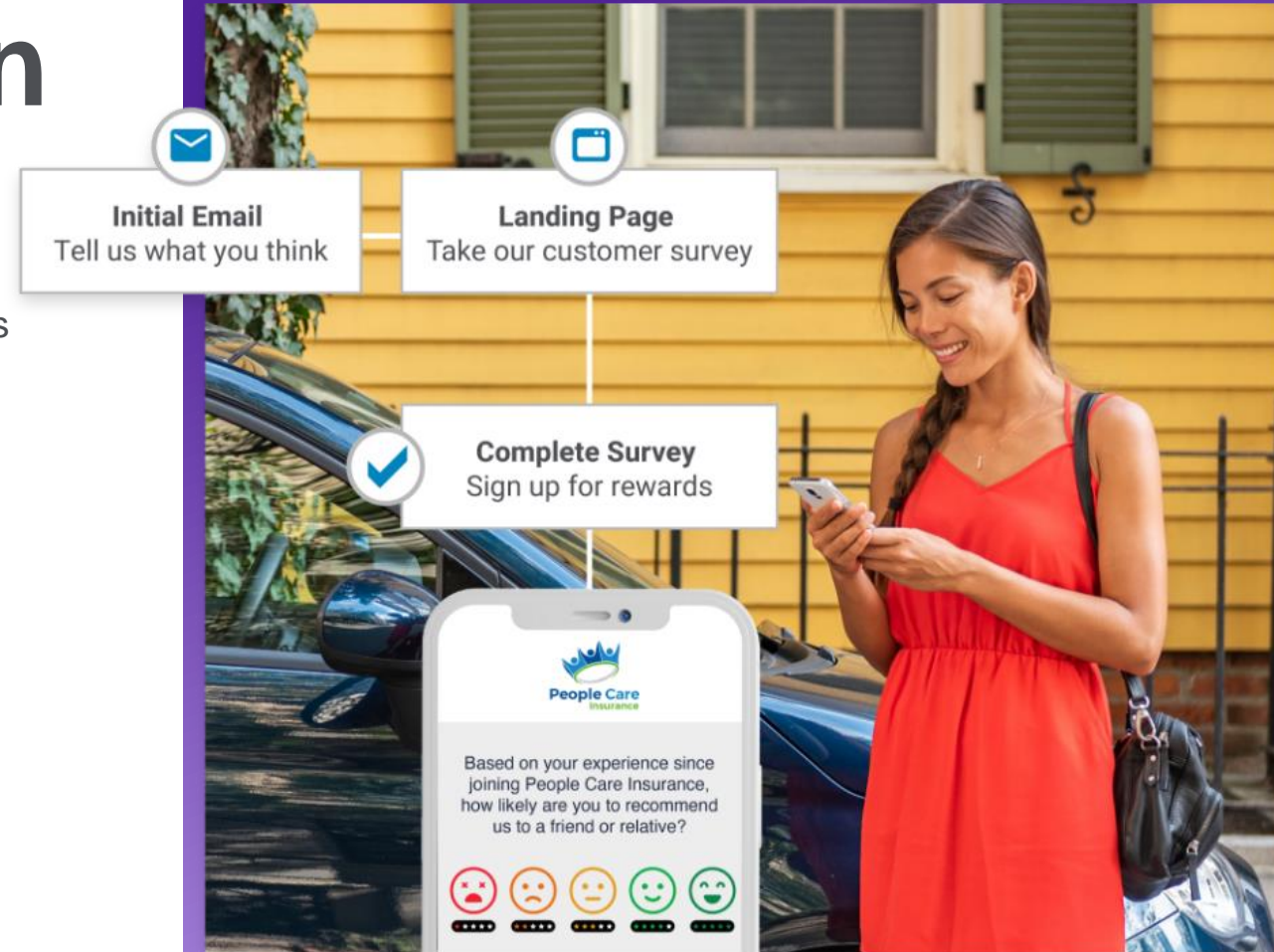
- Mutually beneficial to replace paper clips with kilobytes
- Schedule and activate your digital communications based on predetermined triggers
- Throttle intelligence functionality, manages demand in call centres
- Identify and Inform, create targeted campaigns easily
- Two Factor Authentication offers more protection.



Solutions

Complete Customer Retention Solution

- Automated, two-way communications and feedback
- Once central source for all customer retention campaigns
- Proven reduction in customer churn
- Reduces new customer acquisition costs



How CustomerMinds can help!

- ✓ Digitise manual time intensive communication processes
- ✓ Save significantly on printing and the use of various systems
- ✓ Allows fast, personalised communication with your customers
- ✓ Provides rich data and feedback from customers to craft future comms
- ✓ Which50 is a cost effective and easy to use 'self service' platform
- ✓ The team at CustomerMinds is always here to help - we can do it all for you!

Would you like to learn more?



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CustomerMindsTM

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