

LATINIA NBA - NEXT BEST ACTION

# **ANTICIPATE YOUR CUSTOMERS' NEEDS AND CREATE WOW MOMENTS**

Leverage real-time transactional events to delight your clients with the most useful and relevant experiences.

[Consult with an Expert](#)



BOOST SALES, PROVIDE VALUE AND FOSTER LOYALTY

## **CONTENT + CONTEXT = RELEVANCE**

Latinia NBA Real-time Decision Engine allows you to provide value, assistance, or offer relevant products and services to your clients at the time when they are most receptive thanks to a combination of:

- ✓ Transaction information - What, When, Where
- ✓ Customer intelligence data - Who
- ✓ Advanced business rules

Turn potentially negative situations into positive experiences for your clients. Offer them real-time context-sensitive recommendations and products when they are actually listening to you.

REAL-TIME CUSTOMER TRANSACTION ANALYTICS

**YOUR CUSTOMER'S LIFE HAPPENS  
BEYOND YOUR DIGITAL CHANNELS**

Exploiting real-time financial events 24/7 creates countless opportunities to be consistently proactive. With Latinia NBA, you can incorporate your customers' daily lives into your strategy outside your digital channels.

**18,000+**

EVENTS/SEC

Financial events  
analyzed in real-time

**170M+**

FINANCIAL EVENTS

Banking customers  
served with Latinia

**50,000+**

RULES/SEC

Business rules analyzed  
with Real-Time Decision  
Engine

**15+**

COUNTRIES

A global company with  
international presence

**LATINIA NBA - NEXT BEST ACTION**

# Turn upside down the way you build relationships with your clients



Increase Sales  
and Revenue



Optimize  
Compliance



Transform  
Customer  
Experience



Analyze Key  
Metrics

## DOWNLOAD THE GUIDE

To successfully adopt a "Next Best Action" strategy

Download



SIMPLE USER-FRIENDLY INTERFACE

## **ACCELERATE TIME TO MARKET BY CREATING BUSINESS RULES ALL BY YOURSELF**

Latinia NBA has a powerful visual interface that allows business area managers to design, evaluate, measure, and optimize rules without the need for technical intervention



Design

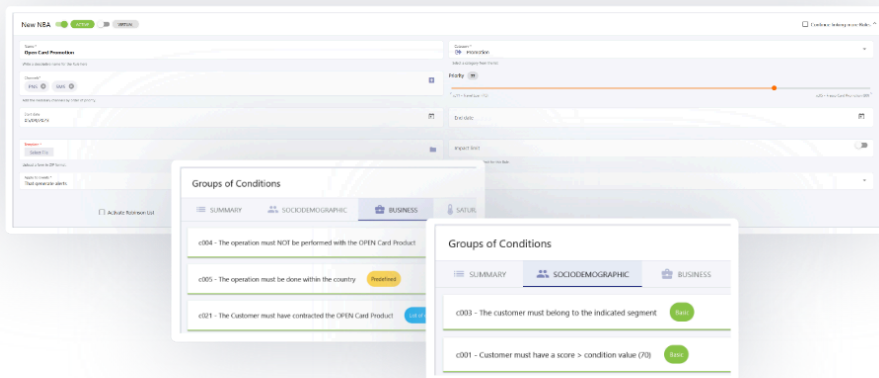
Evaluate

Measure

Optimize

Advanced graphical layer of tools that enable the product to be used from business areas.

Talk to an expert



# FUNCTIONALITIES

POWER AND FLEXIBILITY TO CREATE UNIQUE EXPERIENCES

**Test Mode (NBA Virtual)**

Test and analyze the performance of your NBAs before sending them to your customers

### **Capture your customers' feedback**

Ask your customers and develop your NPS

### **Geolocation**

It offers location-based products and services to the customer.

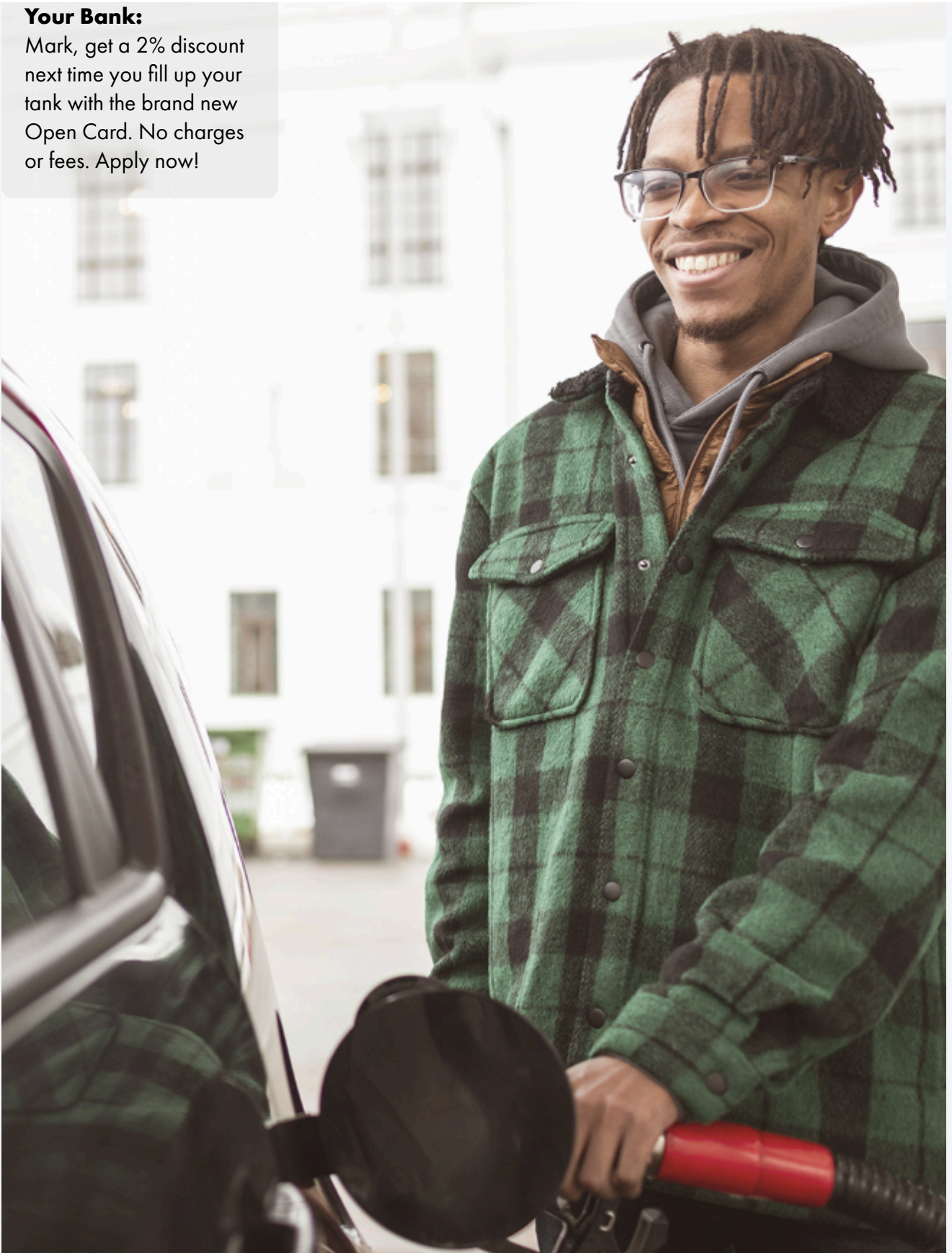
### **Make the most of all your data**

Sociodemographic, company, context, segmentation, saturation, time limitation.



**Your Bank:**

Mark, get a 2% discount next time you fill up your tank with the brand new Open Card. No charges or fees. Apply now!





TECHNOLOGY

# **EXPERTS IN BANKING SOLUTIONS DEVELOPMENT**

More than 20 years developing software for major banks endorse us. Our technology complies with the standards of the banking sector, offering security, reliability, and flexibility in implementations, as well as on-premises or cloud deployment.

## Shall we discuss how we can collaborate together?

We are by your side to contribute more to your business



### Get started

First Name \*

Last Name \*

E-mail \*

Country\*

Phone

- I have read and agree to the Privacy Policy.\*
- I want to receive communications from Latinia.

Submit



20 years of exclusive expertise helping banks create a unique communication experience with their customers

### **Global Connections, Local Solutions**

42 banks across Europe, UK, Latin America, Central America, and more, trust in us.

#### **Locations**

- Austin, United States
- Barcelona, Spain
- Bogotá, Colombia

Ciudad de México, México

Madrid, Spain

Manizales, Colombia

San José, Costa Rica

Santiago de Chile, Chile

Products

Next Best Action

Subscription Rules Engine

Critical Event Gateway

**Latinia**

Company

Resources

Contact

Support

Documentation

Youtube



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