

Solutions for Financial Services

Connect with customers via their channels of choice, increase customer satisfaction & improve share of wallet.

Connect Across the Account-Holder Lifecycle

As a financial services provider, do you lack the staffing resources, time, or budget to deliver personalized, proactive communications? SPLICE enables trackable account-holder communications to be delivered via Phone, SMS and Voice First Devices like Amazon Alexa and Google Home. We connect financial services organizations to the individuals they serve, enhancing the ability to engage and support policyholders with the essential communications they need.

How it Works

Our award-winning Dialog Suite™ connects via API (Application Programming Interface) to your core systems, and/or CRM to deliver messages using real-time data, both in outbound messaging and inbound response. Data may also be uploaded directly on a regular or on-demand basis for specific use cases.

Sample Messaging

See below for an examples of messaging that can be delivered by a financial services organization.



**Text Message
(SMS)**

“Jane:
30-year fixed mortgage rates dropped to 3.8% APR. To have a mortgage representative contact you today, reply “YES”. Text “STOP” to opt-out.”



**Phone
(Home or Mobile)**

“Hi Jane,
This is Kate from SPLASH Bank’s Mortgage team. Your application #654321 has been received. To opt-in to receive SMS messages as your application changes status, please press 1.”



**Voice-First Device
(Alexa, Google Home)**

“Alexa, ask SPLASH Financial if my appraisal has come in.”

“Your property’s appraised value is \$255,000. We may need to revise your mortgage amount based on the new loan-to-value ratio. Would you like someone to contact you now to discuss?”

“No.”

Why SPLICE?

SPLICE creates better messages that people want to hear, delivered via their channels of choice, including Phone, SMS, and Voice First devices like Amazon Alexa and Google Home. Our cloud-based Dialog Suite™ uses big data and AI to deliver Data-Driven Dialogs® that can be leveraged across customer touchpoints, depending on the channel preferences selected by each patient.

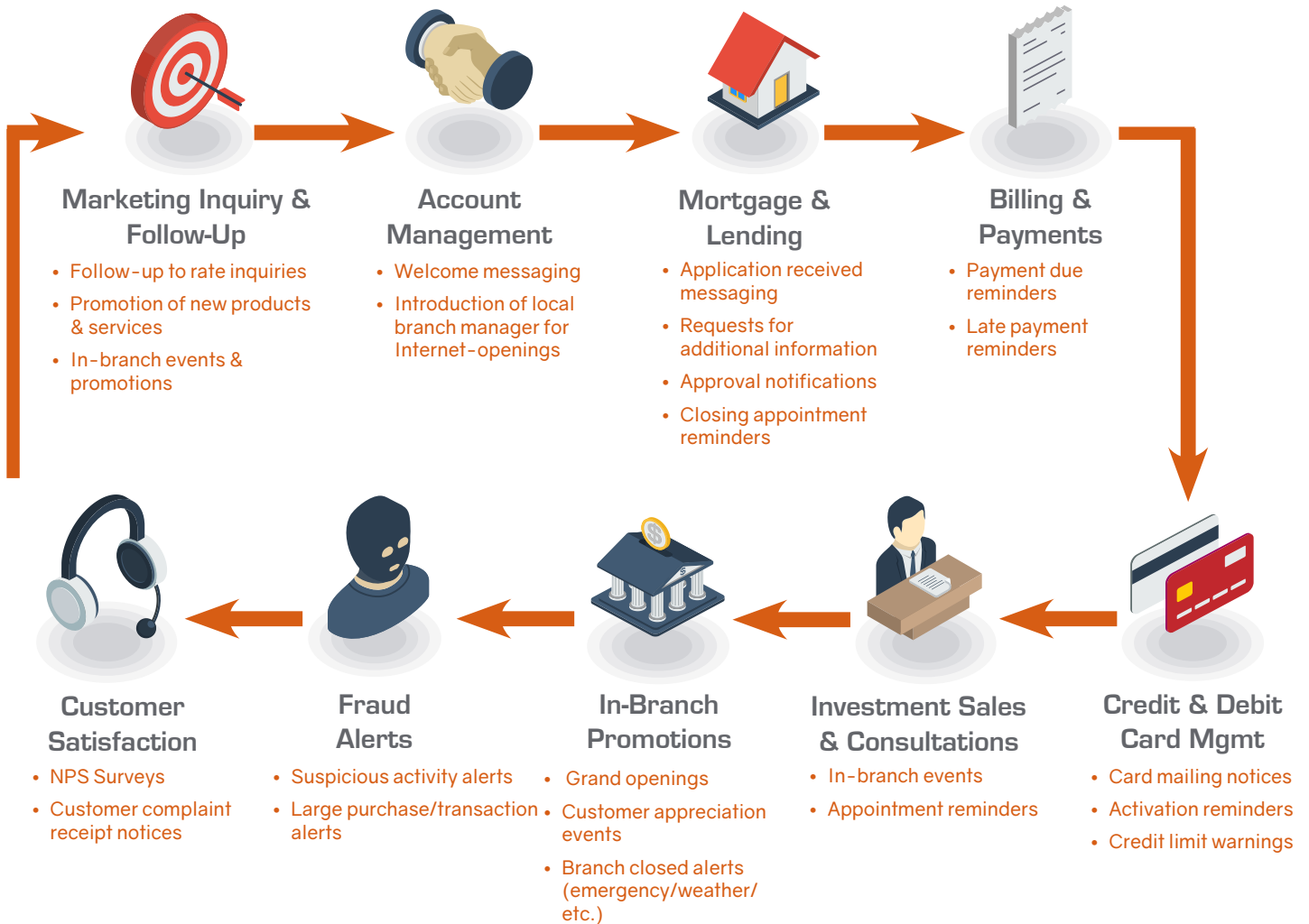
Benefits

- Increase sales from existing account holders and opted-in prospects
- Reduce costs associated with inbound calls and informational branch visits
- Improve loan closure rates and increase kept appointments with proactive messaging
- Measure ROI and continually improve SPLICE campaigns with the Dialog Dashboard™

Dialogs That Grow As You Do

Our dialogs can be customized to your current customer lifecycle and continually evolve as your needs do. Below is a sample policyholder journey with just a few of the possible use case examples:

Connect at key points along the Account-Holder Journey:



Contact us

For more information on our **Solutions for Financial Services**, call us toll-free at **1.855.777.5423**, email us at sales@splicesoftware.com, or contact us on our website at splicesoftware.com/contact.

Combining Art & Science in Connecting You with Your Customer.

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