

Seamlessly Deepen Customer Relationships

Bottomline Digital Marketing Integration

Dynamic Pre-selected Product Bundles

According to research firm Strategic IC, companies that automate lead management see a 10% or more bump in revenue within 6-9 months,¹ and according to the 2017 Digital Banking Report, 54% of respondents identified the removal of 'friction from the customer journey' as a primary focus.²

Many financial institutions miss out on such growth opportunities, adding friction by offering additional products via cross-sell later in the account opening process. Savvy institutions will dynamically enable the pre-selection of products within their account opening platform, eliminating the complex and cumbersome process of pre-configuring product bundles or prompting customers to sift through multiple product selections at the time they are opening an account.



THE PROBLEM:

Financial institutions often lack the ability to enable new account applicants to pre-select products prior to the account opening process. As a result, FIs must cross-sell offerings later in the account opening process, adding friction and complexity to the process of onboarding new customers while undermining efforts to maximize wallet share.



THE SOLUTION:

Bottomline's Digital Marketing Integration solution dynamically enables an applicant to select multiple products through a direct marketing platform, website, email blast, or other marketing medium, eliminating the need to pre-configure product bundles or engage in time-consuming cross-selling activities. Integrating the account opening process directly with existing platforms, the result is improved product-per-customer ratios while optimizing the customer's experience.

Pre-select Products for Increased Customer Lifetime Value

A person with only one checking account at a financial institution has a 50-50 chance of staying. With an added savings account, the chances jump to 10 to 1. A third account boosts the odds to 19 to 1.³

Bottomline's Digital Marketing Integration solution enhances your customer's experience, builds long-lasting customer relationship, and improves your organization's performance by enabling you to:

- Save time and eliminate the need to configure multiple product bundles
- Easily enable applicants to open more products through the Bottomline platform
- Improve your product-per-customer ratios and deepen customer engagement

Powerful Features within the Solution

- Enable an applicant to select multiple products through a digital marketing platform and have each of the products pre-selected during their application process.
- Present applicants with multiple products on your site — enabling the applicant to enter the account opening platform with multiple products already selected, as opposed to cross-selling offerings later in the process.
- Offer applicants the ability to opt-out of products in the account opening application.
- Leverage existing marketing tools such as Marketo, Hubspot, Google, Salesforce.
- Minimal technical resources required: Requires only the ability to create the custom URLs needed to initiate the process.

Contact us to learn more about how Bottomline's Digital Marketing Integration solution can enhance your customer's experience and increase your share of wallet.

1. Frederick Newell, "The New Rules of Marketing" (McGraw-Hill).
2. Strategic IC, 2017. "The Ultimate List of Marketing Statistics for 2018"
3. Patel, David. (October, 2018). "Removing Friction From the Customer Journey"

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