



it's the **VALUE** you detect in your customer data that makes your banking relationship **UNIQUE**



Retail Banks are fiercely competing to grab a bigger consumer market share. Your organization can break down market challenges by driving profitability, cutting cost and reducing risk through the application of a Customer Relationship Management solution.

Netiks can help you benefit from Microsoft Business Solutions Technology to:



Organize Marketing campaigns

- Budget, execute, and monitor all campaign actions from a central place
- Build campaign marketing lists using specific criteria
- Capture campaign responses, track ROI and generate campaign performance reports



Generate relevant sales recommendations

- Predict customer preferences in term of products
- Predict customer behavior and buying trends
- Cross sell / Up sell products more effectively



Analyze and segment your customer profiles

- Identify, develop, and retain profitable customers
- Detect customer churn
- Identify unmet customer needs
- Extract maximum value from both high and low profit customers



Gain a 360-degree view of the customer

- Have a comprehensive view of customer profiles
- Share customer information across many channels and geographical locations
- Unify customer interactions
- Improve efficiency across branch offices

TO RECEIVE FURTHER DETAILS OR REQUEST A **FULL PRESENTATION** PLEASE CONTACT Netiks

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