



## VeriPark recognized in Gartner's 2022 Market Guide for Digital Banking Multichannel Solutions

**January 5, 2022 - We are happy to announce that VeriPark has been named again as a representative vendor in Gartner's 2022 Market Guide for Digital Banking Multichannel Solutions. VeriPark's omni-channel delivery solution for financial institutions -VeriChannel- is mentioned in the guide.**

VeriPark has been recognized by the world's leading research and advisory company Gartner as a representative digital banking vendor in its recent Market Guide for Digital Banking Multichannel Solutions.

The guide aims to provide useful insight on digital banking platforms to CIOs in financial institutions who are responsible for financial services technology modernization and transformation.

According to the guide: "Digital banking multichannel solutions are evolving beyond internet-based self-service channels, online and mobile, to include integration with branch and contact center channels in banking. During the previous decade, banks and vendors have placed more effort on creating a customer experience that is consistent across channels or overly focused toward mobile. Today, banks' approach is connecting at a depth beyond the channel presentation. The need is high for enhanced multichannel capabilities from banks."

Gartner continues to uphold strict qualification criteria. To be included in the list of representative vendors, VeriPark had to include customer channel development that incorporates the deployment of services across multiple channels, as well as capabilities that offer seamless transition from one channel to another.

[VeriChannel](#) offers a secure, unified platform that empowers organizations to manage seamless, consistent and engaging customer journeys across multiple customer touch points. With ready-to-go solutions and extendable architecture, VeriChannel can be re-used across all channels, thereby reducing application development and maintenance costs.

Commenting on the recognition, Özkan Erener, CEO of VeriPark, said, "*We are delighted to be named again in Gartner's Market Guide as a representative vendor for Digital Banking Multichannel Solutions. We feel Gartner's recognition of VeriChannel is a powerful testament to the strength of our innovative omni-channel delivery solution and the fact we have a well-deserved and long-lasting reputation in the financial services industry for offering solutions that deliver great results for our customers.*"

[Find out more about VeriChannel here.](#)

### Source

Gartner, [Market Guide for Digital Banking Multichannel Solutions](#), Jason Malo, Jeff Casey, 5 January 2022



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#### **About VeriPark**

VeriPark is a global solutions provider enabling financial institutions to become digital leaders with its Intelligent Customer Experience suite. With its main offices located in the United States, United Kingdom, Europe, Asia, Africa and the Middle East, VeriPark is helping businesses to enhance their customer acquisition, retention and cross-sell capabilities by providing proven, secure and scalable Customer Relationship Management, Omni-Channel Delivery, Branch Automation, Loan Origination and Next Best Action solutions. VeriPark works collaboratively with clients to develop innovative technology strategies and solutions, which touch millions of people every day, and bring the promise of digital transformation to life.

#### **Press Contact VeriPark**

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