
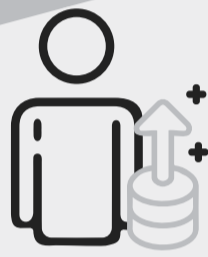



Alternatif Bank engages customers and employees with VeriTouch CRM

 **150,000** product offers uploaded to the CRM resulting in an **11%** sales success rate

 **200,000** tasks uploaded for easy access and tracked in real-time

 **5,000+** prospects uploaded to CRM, and **3%** of them acquired as customers

 **45 man-days** a year freed up to streamline sales and pursue cross-selling

 **One platform** for all customer data, available anywhere, anytime

BUSINESS NEEDS

- ▶ Improve sales team efficiency and customer experience
- ▶ Personalize customer offerings through automation of product offers
- ▶ Design and send engagement surveys and competitions
- ▶ Integrate with new core banking system and other existing systems



**Retail, Commercial
Corporate Banking**

1.000+ EMPLOYEES



'The **seamless integration** between VeriTouch CRM, VeriChannel and our other banking systems has been instrumental in **improving the efficiency** of our operations.'

Zafer Vatansever, Executive Vice President, Information Technologies & Operations, Alternatif Bank

SOLUTION

VeriTouch Customer Engagement CRM

- Single View of Customer (Retail/Corporate)
- Marketing Management
- Sales Management
- Alerts Management
- Survey Management

VeriChannel
Omni-Channel
Delivery

Microsoft Dynamics365