



## VeriPark recognized in the 2024 Gartner® Market Guide for Digital Banking Multichannel Solutions

**September 30, 2024 – We are happy to announce that VeriPark has been named again as a Representative Vendor in the 2024 Gartner Market Guide for Digital Banking Multichannel Solutions. VeriPark is recognized for its omnichannel delivery solution for financial institutions –VeriChannel.**

VeriPark has been recognized by the world's leading research and advisory company Gartner as a Representative 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 Gartner, “Multichannel solutions are evolving beyond internet-based self-service channels 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.” Gartner also notes that, “Today, multichannel providers are already offering application marketplaces, financial wellness tools and lifestyle services.”

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 thrilled to be recognized once again in the 2024 Gartner Market Guide for Digital Banking Multichannel Solutions. We think this acknowledgment reinforces our commitment to delivering innovative, secure, and omnichannel solutions that help financial institutions provide seamless and consistent customer experiences across all touchpoints. VeriChannel’s capabilities reflect our vision to support banks in their digital transformation journey, ensuring they remain agile and customer-centric in a rapidly evolving industry.*”

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

### Source

Gartner, [Market Guide for Digital Banking Multichannel Solutions](#), Jeff Casey, 30 September 2024.(Report accessible to Gartner subscribers only)

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### About VeriPark (<https://www.veripark.com>)

VeriPark is a global solutions provider enabling financial institutions to become digital leaders by placing Customer Experience at the core of digital transformation. With an exclusive focus on FSI, VeriPark's Intelligent Customer Experience suite delivers world class customer journeys in digital and assisted channels.



With its main offices located in the United Kingdom, Europe, North America, Asia, Africa and the Middle East, VeriPark helps financial institutions to enhance customer acquisition, retention and cross-sell capabilities. Their proven, secure, and scalable solutions cover Customer Engagement, Omni-Channel Delivery, Branch Automation, and Loan Origination. VeriPark collaborates closely with clients, crafting innovative technology strategies and solutions that impact millions of people daily, bringing the promise of digital transformation to life.

**For Additional Information:**

- About VeriPark: visit <https://www.veripark.com> or get in touch via [info@veripark.com](mailto:info@veripark.com)

**Press Contact VeriPark**

Temmuz Öykü TOPAL, Marketing Manager

[oyku.topal@veripark.com](mailto:oyku.topal@veripark.com)