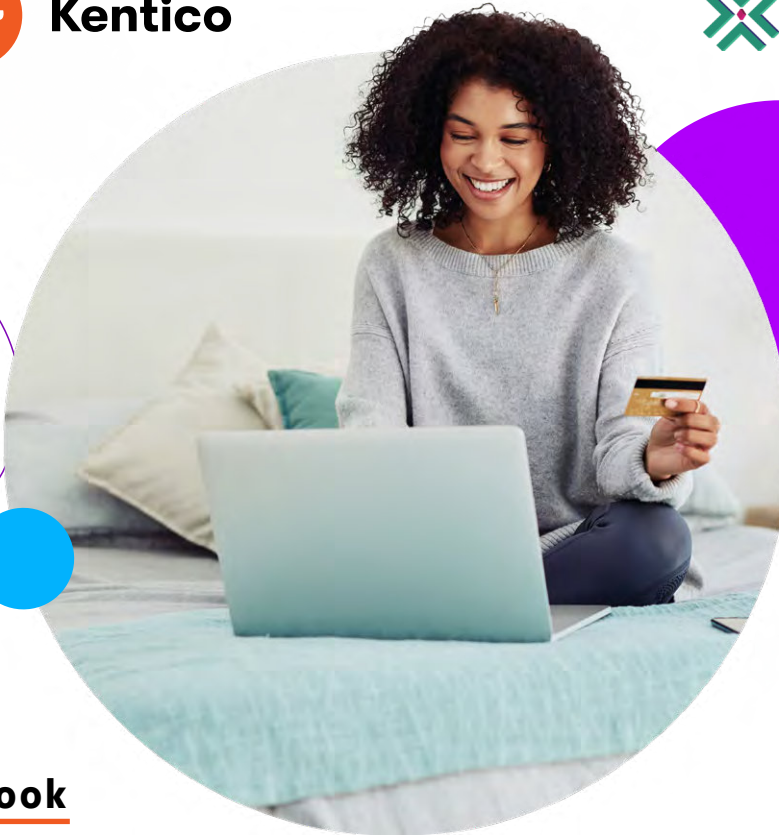




Kentico



Korcomptenz
Total Technology Transformation



Ebook

How leaders in finance are using a DXP to improve customer experience.

www.korcomptenz.com

Table of contents.



The importance of digital banking	3
Why the time for digital is now	3
The future of finance	4
Digital experience maturity matters	4
The power of a DXP	4
With a DXP you can:	5
Why banks, credit unions and financial institutions choose Kentico	6
Thefacts	6
About Korcomptenz	7



The importance of digital banking.

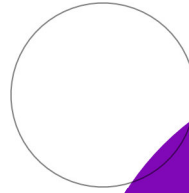
Financial institutions, such as banks and credit unions, that offer a frictionless and intuitive customer experience are more likely to connect better with their target market and build long-lasting relationships.

It's no secret that customers want to find the information they need quickly and easily. They want easy access to services and tools that will help them manage and take control of their finances. But how can banking leaders meet the demands of their customers at speed and at scale?

Why the time for digital is now

The pandemic has undoubtedly accelerated the need for those in the finance sector to digitize and become faster and better than ever before at delivering online customer experiences. The days of the 100% brick-and-mortar approach are long gone, and it would be naïve to expect customers to return to that world.

It's time to adjust and offer intuitive and mobile-first financial services and tools such as online banking, finance calculators and more, accessible to everyone from anywhere. The focus must be placed on creating a smooth and secure customer experience.



67%

of senior finance leaders believe their organization must become significantly more digitalized.

Source: [Gartner](#)



Answer: by embracing the opportunities of the digital world with open arms, using it to propel forward by offering seamless customer experiences backed by cutting-edge technology.



The future of finance.

Assessing your website and the technology behind it is key for those looking to scale their customer experience. It's time to think about customer acquisition, customer retention, customer expansion, and customer education and how it applies to you, whether that's:

- New checking/savings account acquisition (personal & business)
- Mortgage applications
- Consumer loan applications
- Business loan applications
- Financial education

Digital experience maturity matters

Creating a seamless customer experience starts with digital experience maturity. Understanding your level of digital experience maturity is paramount to success as it directly affects your ability to efficiently leverage features to create powerful digital experiences, such as content personalization, A/B testing, omnichannel marketing, marketing automation, analytics, and more.

“

The power of a DXP

A digital experience platform (DXP) is a well-integrated and cohesive set of technologies designed to enable the composition, management, delivery and optimization of contextualized digital experiences across multiexperience customer journeys.”

Source: [Gartner](#)



No matter your level of digital maturity, the Kentico DXP solution implemented by Korcomptenz can help with customer experiences.

The adoption of Kentico digital experience platform (DXP) enables banking leaders to increase customer engagement, deliver personalized content, and optimize performance to win more customers.

Banks, credit unions and financial institutions that choose the right digital experience platform to run their website will be able to leverage content management, digital marketing, commerce and more, securely.

With the Kentico DXP implemented by Korcomptenz you can:

- **Offer seamless online banking** – give customers easy access to your services from anywhere, on any device – embrace the multiexperience!
- **Create personalized content** – get personal through relevancy – serve customers the information they are looking for when they need it
- **Implement fast response times** – Don't make clients wait. Speed up the conversation and use automation to react quickly to their requests
- **Leverage data analytics** – Measure campaign results and optimize your marketing campaigns accordingly
- **Maximize your tech stack** – integrations with existing systems can be painless, enabling you to enhance your customer experience without impacting your existing tech stack



Why banks, credit unions and financial institutions choose Kentico DXP solution implemented by Korcomptenz.

Security and compliance

User roles, restricted access, GDPR and CCPA compliance, 7-day bug fixing policy, weekly hotfixes and frequent updates, and ISO 27001 certified.

Must-have marketing capabilities

CMS, digital marketing and commerce in one user-friendly interface. Its low code/no code approach empowers marketers to work independently.

Flexibility

Many out-of-the-box integrations and powerful APIs, unlimited users and more. Easy to customize architecture, cloud hosting and headless option.

Built-in Customer Data Platform

Personalization, marketing automation and analytics at the core of the platform, easy to set up and use, maximizing the impact of your campaigns.

Quick ROI

Multichannel experiences managed from one place, quick time to market with a wide range of out-of-the-box features. Small updates instead of major upgrades and leaner processes, so you can achieve more with less.

24/7 global support and services

All the reassurance you need from a responsive [in-house global support team](#). Available 24 hours a day, seven days a week, should you need them with optional services to accelerate your success.



About Korcomptenz.

KORCOMPTENZ is a Kentico Xperience CMS Partner with proven, experienced teams that can fix tricky integrations, make websites faster, optimize conversions, and rescue bad projects. KORCOMPTENZ is your total technology transformation partner, helping you engage your customers and prospects, enable your business, and accelerate your results. Request a consultation to learn more about our web and marketing technology services, business management solutions, mobile apps and custom development, and infrastructure management services.

NEED MORE INFORMATION?



USA | CANADA | INDIA | UAE

Get in touch with us:

+1 (973) 601 8770 | sales@korcomptenz.com

