BANKWORLD SMART SALES
CAMPAIGNING ACROSS ALL CHANNELS

Do you know how to increase revenue via effective use of campaigns across self-service channels? Initial results have reported that sales campaigns launched to existing CR2 customers using BankWorld SMART Sales Campaigning have reported a 60-70% success rate.
As face-to-face branch interactions decline globally, banks are presented with an opportunity to earn competitive advantage with effective use of data analytics. For the bank that dares to move beyond the one size fits all approach and deliver targeted marketing campaigns across channels there are significant gains to be made.

CR2’s BankWorld includes powerful analytics and segmentation capabilities which enable your bank to analyse your customer data and most importantly to intelligently deliver personalised product and service offers to customer groups based on their lifestyle. Using BankWorld you can analyse, create, design and roll out segment-specific marketing campaigns across channels to include ATM, Internet and Mobile. By targeting customer segments with personalised offers you will greatly increase the likelihood of generating more revenue and driving real value via promotion of cross-selling across channels.

**BANKWORLD SMART SALES CAMPAIGNING**

- Analyse customer data and gaps using the BankWorld Business Intelligence Tool to identify potential needs
- Segment and define groups of customers to be targeted
- Create campaigns for the targeted group of customers or prospects, choose the scenario, position and rotation frequency using BankWorld Studio
- With the use of BankWorld Distributor deliver the campaigns across all channels or the most optimal channel
- Enable Call to Action banners by using actionable campaigns that can deliver the offer or send a request to an agent
- Measure the results of campaigns using BankWorld Business Intelligence

Instead of simply advertising, with BankWorld you can actively simulate sales!
How to Design & Deliver Your Campaigns

Using customer data, you can define segments and tailor your campaigns using BankWorld tools that allow for instant acceptance across channels. Deploy campaigns instantly using tools such as BankWorld Distributor – a powerful ATM management tool. On the Internet channel, call to action banners, buttons and targeted menu options can be made available per customer profile. Furthermore, on the Mobile App, segment-specific interfaces can be created ensuring customers only ever receive offers relevant to them. If the customer accepts the offer the back-office will be notified and this campaign will not be applicable to this customer any more. If the customer rejects the offer or ignores it after a certain period of time, the system will determine and execute the next best action such as presenting another campaign.

How to Measure the Results

BankWorld Business Intelligence enables banks not only to segment their customer base prior to launching a campaign; it also enables banks to measure the results of campaigns thereafter. Using the interactive tools of BankWorld Business Intelligence, you can identify how many clients subscribed for the offer, on which channel, and get in-depth information about their specific customer profile and behavioural patterns.

FEATURES

BankWorld offers powerful design tools that enable your Team to independently design and deploy new products, services and content-rich branding to your self-service channel network without the need for intervention from IT or a 3rd party vendors. BankWorld Studio, for example, is used to create powerful ATM campaigns. When coupled with BankWorld’s advanced segmentation tools, your Team can send different designs and offers to different customer profiles across channels and increase product and service uptake.

How to Intelligently Analyse your Data

CRQ understands that analytics can be complex and difficult to use. This is why we have designed BankWorld Business Intelligence. The solution helps you simply and intelligently query your database using graphical Venn diagrams to include customer information, account information, channel usage and events in order to generate groups of customers and design offerings that could be of interest. BankWorld makes it easy to visualise and compare groups of customers to cross-sell or up-sell to with efficiency.

How to Design Your Campaigns

BankWorld offers advanced segmentation capabilities to move beyond a one size fits all approach on your self-service channels and offer your customers a personalised banking experience. Using BankWorld’s innovative campaign management solution, you are empowered to create, design and roll out unique and tailored offers for specific customer segments.

BENEFITS

Tailored Offers and Targeted Marketing

BankWorld’s advanced segmentation capabilities enable you to move beyond a one size fits all approach on your self-service channels and offer your customers a personalised banking experience. Using BankWorld’s innovative campaign management solution you are empowered to create, design and roll out unique and tailored offers for specific customer segments.

Improved Responsiveness to Market Trends

BankWorld greatly improves your responsiveness to market trends by allowing you to rapidly develop and deploy branding, products and services across channels. The solution has the ability to significantly reduce your time to market. Product creation and roll out that may have previously taken banks up to six months to complete and can now be done in a matter of hours.

Greater Control

BankWorld benefits your Team by allowing them to take control of the day to day management of your multichannel marketing campaigns and make business decisions regarding the most effective product mix and transaction set to send to specific customer segments. BankWorld enables the in-house creation of products and services which they can design and roll-out without needing intervention from IT or any 3rd party vendors.

Right Product, Right Time, Right Place

BankWorld enables you to send targeted and relevant offers to different customer profiles ensuring you are reaching the right customer with the right product on the appropriate channel. Segmentation will lead to more effective cross-selling and up-selling and increase your product per customer ratio. You can pre-approve offers and enable automated product acceptance and processing across channels. Such relevant actionable campaigns have a higher probability of action than passive advertisements thus leading to an increase in the conversion of leads into actual revenue for your bank!

Increase Effectiveness

With BankWorld, your Team can include immediate and interactive calls-to-action in your campaigns such as automatic product acceptance directly on the ATM, Internet or Mobile App. This allows for deeper insight into campaign effectiveness and immediate measurement of success rates. Using the BankWorld Business Intelligence tool your Team can also analyse the uptake of the campaign.
Our extensive range of robust, cutting edge solutions give you the potential to exceed customers’ expectations and deliver the right product, at the right place, at the right time.

ATM / Kiosk Banking
- BankWorld ATM/Kiosk Manager
- BankWorld ATM/Kiosk
- BankWorld ATM/Kiosk Distributor
- Client
- BankWorld ATM/Kiosk Support Tool
- BankWorld ATM/Kiosk Studio
- BankWorld ATM Custodian

Card Management
- CardWorld Acquirer
- CardWorld Issuer
- CardWorld Producer
- CardWorld FraudTrap
- BankWorld Pre-Paid Cards
- Card On/Off

Omnichannel Banking
- BankWorld Integrated Self-Service Platform
- BankWorld Smart Sales Campaigning
- BankWorld Segmentation
- BankWorld Product Factory
- BankWorld Instant Cash Transfer
- BankWorld Card to Card Transfer
- BankWorld P2P
- BankWorld Fast Loan

POS Solution
- BankWorld POS

Internet Banking
- BankWorld Internet for Retail
- BankWorld Internet for SMEs
- BankWorld Internet Responsive Design for Mobile and smartphone devices

Mobile Banking
- BankWorld Mobile SMS
- BankWorld Mobile App for Smartphones and Tablets
- BankWorld Mobile USSD
CR2 offices are strategically located across 4 continents and in different time zones to ensure the best coverage to service customer’s needs. CR2 successfully serve over 100 banks in developed, developing and emerging markets across 60 countries and 4 continents.