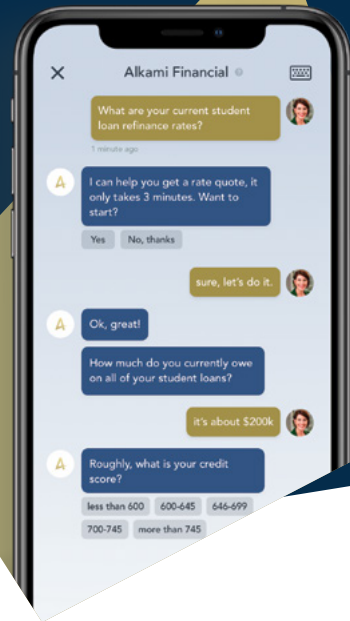


# Alkami

The gold standard in digital banking

## The gold standard in customer service solutions



### ABOUT ALKAMI

With the nation's fastest growing cloud-based digital banking platform, Alkami facilitates digital success for banks and credit unions in the U.S.

The Alkami Platform helps financial institutions engage with their consumer and business customers with a modern digital-first infrastructure built for speed, security, and extensibility.

Through bold investments in technology and culture, and developing authentic bonds with remarkable clients, Alkami continues to be the gold standard in digital banking.

Users have increasingly adopted digital channels as their primary mode of communication. As technology continues to revolutionize customer service, users offer their loyalty only to those banks and credit unions that deliver a seamless and effective digital customer service experience.

Users expect a customer service experience as responsive and personalized as what community banks and credit unions have historically differentiated themselves by: face-to-face, in-branch, and phone-based customer service. To maintain user trust and loyalty, financial institutions (FIs) must employ digital solutions that match or beat their usual level of service.

### WHAT USERS WANT

# 62%

of consumers now expect companies in general to anticipate their needs.

The Financial Brand

### CUSTOMER SERVICE SOLUTIONS ON THE ALKAMI PLATFORM

By combining human interaction with technology, banks and credit unions can provide personalized customer service experiences for users. The Alkami Platform integrates with leading customer service solutions that allow FIs to engage with users through their preferred communication channels. With automated tools, including artificial intelligence and machine learning, FIs can resolve support issues efficiently, reduce support costs, improve user satisfaction, and strengthen user relationships.

## Digital Messaging

**Advanced Notification Delivery** Reach users through advanced notification delivery via SMS text and app push notifications.

- **FI benefit:** Create more opportunities for users to connect with your brand more often and on more channels.
- **User benefit:** Receive relevant notifications through preferred channels.

## Conversational Banking

Grant users the ability to perform banking transactions through voice or text services, with voice interfaces like Amazon Alexa, Google, or with Abe AI that facilitate voice, text, and more. Combine all digital modes of communications for a single customer service experience with Glia, which provides continual interaction throughout seamless transitions between channels.

- **FI benefit:** Lower call center volume, enhance scalability, and create more opportunities for users to connect with you more often through more of their preferred channels.
- **User benefit:** Consistent, effective service that provides deeper financial insights and easy accessibility to and control over finances.

## BANKING OUT LOUD

40%

of U.S. adults who use mobile banking and own smart speakers also use voice-activated interfaces

Payments Journal

## NEW WAYS TO PAY

67%

of U.S. adults use voice-activated or text-based conversational interfaces to pay bills

Payments Journal

## User Sentiment

Facilitate direct user feedback and favorable app ratings in-app for surpassed user expectations.

- **FI benefit:** Increase engagement through open feedback and helps identify specific user issues and trends. FIs using Apptentive also benefit through app ratings which compete with megabanks.
- **User benefit:** Provide continuous feedback on the app that results in a more personalized digital banking experience.

## NEW WAYS TO PAY

43%

of all consumers will abandon a brand if their questions go unanswered or issues are unresolved.

Bold Research

To learn more about customer service solutions on the Alkami Platform, contact your Alkami representative or visit [Alkami.com](http://Alkami.com).

## User Sentiment

