

# Capture customer insights to deepen relationships and increase loyalty



Each time an account holder has an interaction with your financial institution, it's an opportunity to enhance and deepen that customer relationship. Good customer experience management captures information about customer interactions across channels, and transforms those insights into actionable practices and policies.

Do you know how your customers feel about the services you provide? A well-managed customer experience survey can provide a much-welcomed opportunity to share their opinions, and give you a means to promptly respond to customer concerns.

Harland Clarke's **IntelliCapture™** is designed to capture voice of the customer data, improving the customer experience, while building loyalty and brand advocacy. This valuable insight can help you enhance revenue through operational improvements, marketing and other initiatives.

# Creating an Optimal End-to-End Customer Experience

Get the answers you need to deliver better solutions to your customers with Harland Clarke IntelliCapture. You choose the level of service you want to provide your customers – from a basic survey package that includes call volume reporting and dual-tone multi-frequency (DTMF) signaling to customized messaging, routing, survey options and more.

Harland Clarke works with you every step of the way to design the IVR survey solution that is right for you and your customer.

IntelliCapture Survey Basic	IntelliCapture Custom Options
<ul style="list-style-type: none"> <li>▪ Greeting</li> <li>▪ Routing</li> <li>▪ Survey Volume Reporting by Question</li> <li>▪ DTMF</li> </ul>	<b>Voice</b> <ul style="list-style-type: none"> <li>▪ Client-provided talent</li> <li>▪ Professional voice talent/recording</li> </ul>
	<b>Messaging/Hold Music</b> <ul style="list-style-type: none"> <li>▪ Client-recorded messages</li> <li>▪ Personalized messages</li> <li>▪ Custom messaging</li> <li>▪ Custom hold music</li> </ul>
	<b>Menu</b> <ul style="list-style-type: none"> <li>▪ Up to 10 survey questions, with multiple responses</li> <li>▪ Numeric caller identification</li> </ul>
	<b>Reporting</b> <ul style="list-style-type: none"> <li>- Customer level</li> <li>- Daily, weekly, monthly frequency</li> </ul>

## Effective Listening Leads to Increased Income Potential

Harland Clarke's IntelliCapture helps you proactively pinpoint windows to improve the customer experience, learn more about the services customers want and increase revenue opportunities.

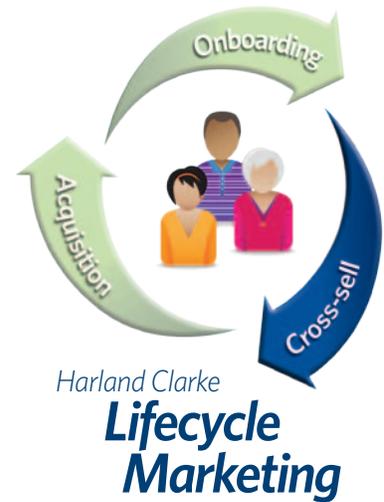
### Better for your customers:

- **Build customer loyalty.** Actively seek customer opinions and implement positive changes that reinforce the value of their input
- **Create excellent customer experience management.** Capture information about customer experiences and transform it into actionable improvements
- **Provide access-on-demand 24/7.** Customers can call in at any time to access information and complete surveys
- **Improve services.** Automate high call-volume services, while minimizing dropped calls

### Better for you:

- **Cost effective.** Competitive pricing models and nominal set-up fees are much easier on the budget than 100% live agent costs
- **Turnkey.** Efficient, flexible solutions can be implemented quickly
- **Revenue enhancing.** Loyal customers and brand advocates purchase more and do so more frequently

To learn how Harland Clarke can help your financial institution build an efficient IVR survey solution, call **1.800.351.3843**, email us at **ContactHC@harlandclarke.com** or visit **www.harlandclarke.com/IntelliCapture**.



Harland Clarke's best-in-class suite of integrated marketing solutions is based on Account Holder Lifecycle Marketing framework, designed to help you maximize the value of each account holder relationship. We use data-driven insight to develop customized strategies for acquisition, onboarding and cross-selling.

- **Acquisition**  
Our Acquisition Solution helps you reach your prospects through a targeted and effective communication plan that encourages new account openings, setting the foundation for building effective account holder relationships.
- **Onboarding**  
Our Onboarding Solution creates organic growth by transitioning your new account holders into satisfied, profitable and loyal relationships. It includes a series of targeted multichannel communications utilizing relevant account holder data deployed early and at key times in the new relationship.
- **Cross-sell**  
Our Cross-sell Solution is a data-driven, account holder-centric, closed-loop marketing program that captures the full profit potential of each account holder relationship by increasing the number of products owned in the household.