

Demand Deposit Account (DDA) life cycle capabilities

Drive dramatic, sustainable growth by enabling all deposit account life cycle processes

PROSPECTING

Minimize the cost to acquire by determining the needs and attitudes that drive consumer behavior.

PROSPECTING



SEGMENTATION
Identify profitable
look-alike prospects.



CUSTOMER MANAGEMENT

Maximize customer lifetime value when the consumer is engaged and in the market to buy.

ACCOUNT OPENING

Confidently authenticate consumers, reduce risk and book more profitable accounts.

CUSTOMER MANAGEMENS

Overdraft

Money

Credit card

Auto

CDs and savings

Jnsecured

Unsecured lines Mortgage Debit card Wealth products Home equity SOR ACCOUNT OPENING

FULFILLMENT

ACCOUNT OPENING

OFAC compliance

Device authentication

Fraud risk scores

scores
Credit scores

Propensity

Pricing and line

Offer optimization

CROSS-SELL/UP-SELL AT POINT OF SALE

DDA CONSULTING SERVICES

Expert insight across the entire DDA customer life cycle