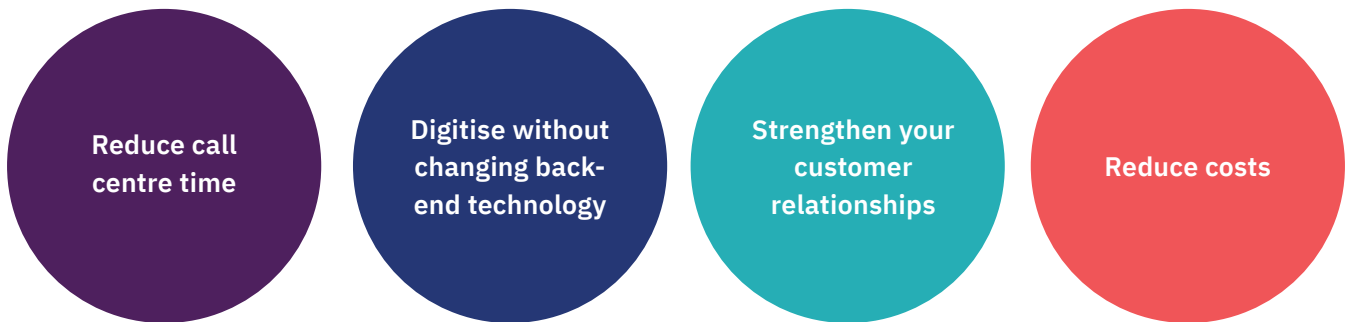


Being truly omni-channel



While large banks often hold a conversational monopoly over fintech solutions, it's easy to forget that there are 42 building societies in the UK formalising their own transformation strategies, driven by shifts in consumer behaviour and advances in technology. At ieDigital, we believe building societies can capitalise on the things that make them different.



What makes building societies different?

In the last couple of years, technology and regulation has opened up opportunities for building societies to take their digital strategies to the next level. We're talking about the potential for APIs to put building societies at the centre of the payment process, for example, as well as improving security, speed and availability of transactions. But it's not just about technology. A key differentiator for building societies is their heritage in building trust with local communities.

Robin Fieth, CEO, Building Societies Association, says we are living in "times of political and economic uncertainty, rigorous regulation, rapid technological development and intense competition". We would suggest not meditating too long on what your digital strategy should be. Just get on with it, and capitalise on your core strength of customer engagement for optimum success.

Meaningful innovation is the goal, not innovation for the sake of innovation. The differentiation is what your customer is interested in, and your grasp of your relationship with them will determine how well you meet their demands.

Here's how ieDigital can help



Our Interact digital engagement platform enables you to react to rapidly evolving market challenges. Interact enables building societies to adopt a new approach to workforce management, data analysis, empowering customers to self-serve, and providing a safer, fairer financial environment for your customers. From a technology viewpoint, our digital solution will help you reduce call centre time, reduce costs and digitise without changing your back-end technology.

We do this by:

Accelerating processes

Interact speeds up customer onboarding and origination while reducing time-to-market for new retail banking products and services.

Being truly omnichannel

Interact supports multiple brands, multiple devices and multiple channels from one single deployment and technology stack.

Reducing costs

A fully hosted and managed solution – going live faster and cheaper than ever before, and managing expense right across your digital transformation.

From a customer viewpoint, the benefits are endless – from creating journeys that relieve financial burden, to strengthening the bonds you already have with valued customers. The people and communities at the heart of your business trust you to help them manage their finances, and our platform is designed to help you do just that.

The flexibility of Interact enables you to create simple journeys for people to sign up, engage, self-serve, and manage their finances. It's a secure, reliable, scalable and channel-agnostic platform that will adapt to how you want to use it, and how you want your customer to interact with your business.



Create the ability to apply for, and manage a range of e-saver products through a true omni-channel, online, in branch or via the phone.

Our digital platform makes it easier for customers to view their existing accounts and apply for a full range of savings products 24 hours a day, 7 days a week, including cash ISAs, fixed-rate bonds, easy access savings and charity support accounts.

For more information or to book a demo, please contact glarner@iedigital.com, or visit iedigital.com/contact-us/