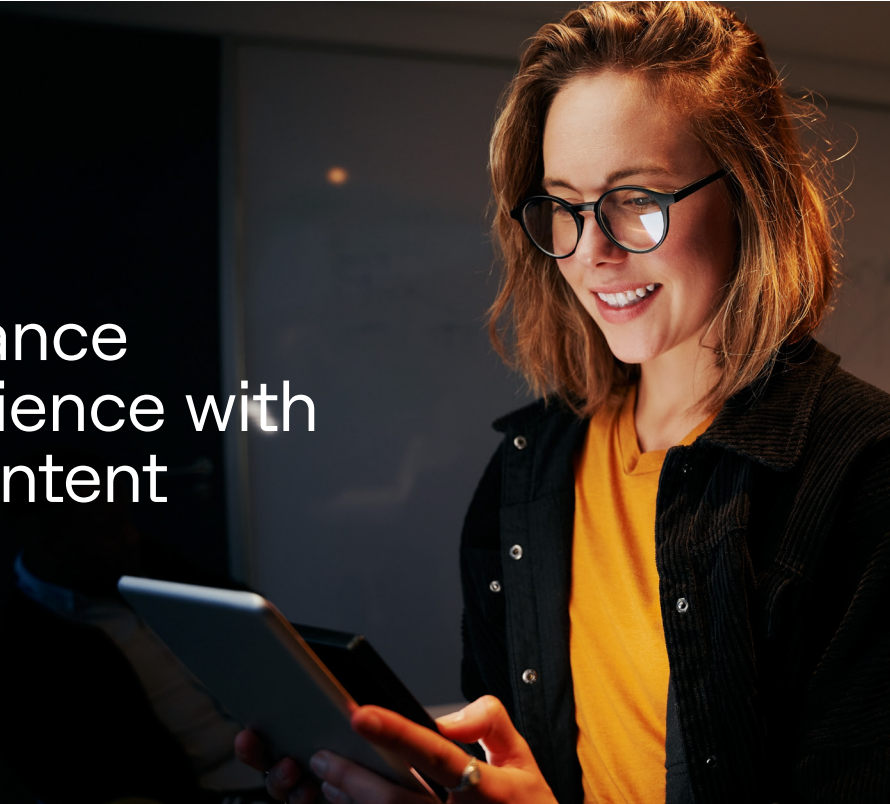


aSpark® to enhance customer experience with personalized content

A new way to increase assets
under management

CONFINALE
Part of HCLTech



Today's customers demand highly personalized content relevant to them, always timely and delivered through their preferred channel. aSpark® bridges the gap between products and customers by establishing a relationship between them with a unique storyboarding process. It provides in-depth advice and individualization of portfolio models based on specific requirements and circumstances, thus enabling the organization to meet customers' expectations.

aSpark® features



Investment stories:
Identifies long-term stories and short-term opportunities, and advises on investment buying, selling and switching strategies



Campaign monitoring:
Track the number of customers reached, implementations and customers who generated revenue



Notification to customers:
Send investment proposals to customers through various channels using CRM



Define the customer-product relationship
Supports with portfolio allocation filter, analyzing of product and portfolio suitability



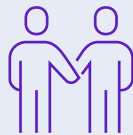
Identify customer's interests
Provides analysis of investment preferences and personal interests. Enables allocating the right story for the right customer



aSpark® benefits



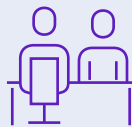
Efficient generation of automated and customized investment proposals



Strengthens trust between the client, advisor and bank



Integrated and complementary to the standard advisory process



Turns customer meetings into an experience

To know more, [click here](#).