

## Use Cases

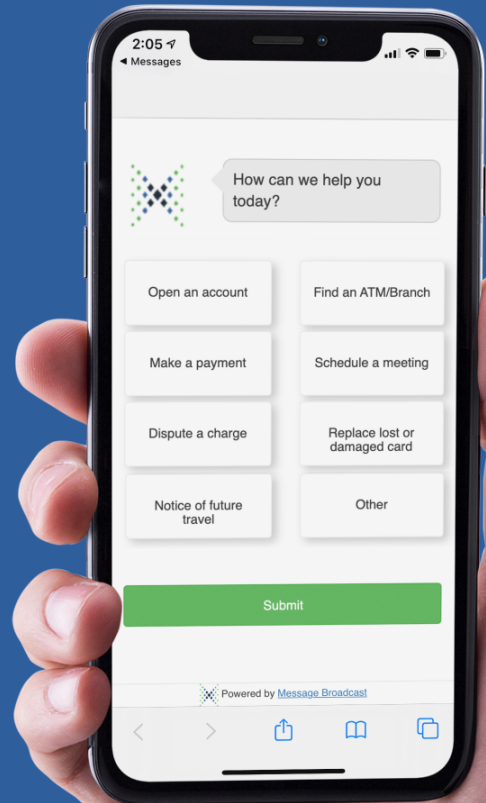
# Banking / Financial Services

*"Given the technology available to banks, customer pain points with digital should be easy to address. Executing basic user-friendly functionality, providing a full range of services and offering easy ways to pay and move money are areas where banks could improve their digital offerings."*

- Senior Director of Banking Intelligence, **J.D. Power**

## Industry Stats to Note

- More than three-quarters of Americans used a mobile device to check their bank balance in 2019
- 89% of digital fraud losses are due to account takeovers
- 70% of consumers want to use mobile messaging to troubleshoot issues
- 85% of customers prefer receiving text messages over a phone call or email
- 68% of consumers would like to use mobile messaging to contact a company with billing questions or concerns
- A majority of people — 71% of consumers — say using text messaging to communicate with a business was effective
- 88% said text was the number one reason people use their phones.



## New Account Acquisition

- Referral code redemption
- Loans
  - Mortgage
  - Credit Card
  - Auto
  - Student

## New Account Set Up

- Credit card sign up
- Checking account type recommendation workflow based on customer needs/uses
- New card activation
- Loan application
- Military, AAA, AARP document verification

## Payment Deferral/ Financial Assistance

- Loan/Mortgage
- Credit card
- Pick your due date

## Customer Feedback

- Surveys (CSAT)

## Customer Onboarding/ Retention

- Quick tips for the mobile application (Here's how to deposit checks, find your account and routing numbers, etc.)
- Mobile application adoption and reengagement
- Connect your accounts
- Activate new cards
- Check on rewards status

## Notifications

- Overdraft and overdraft resolution
- Payment due
- Payment past due
- Fraud notifications
- Threshold alerts
- Special offers
- Authorized user alerts for other account holders

## Self-Service

- 24/7 support
- In-person appointment scheduling
- Check re-ordering
- Lost or stolen card
- Travel notification

## Fraud Prevention

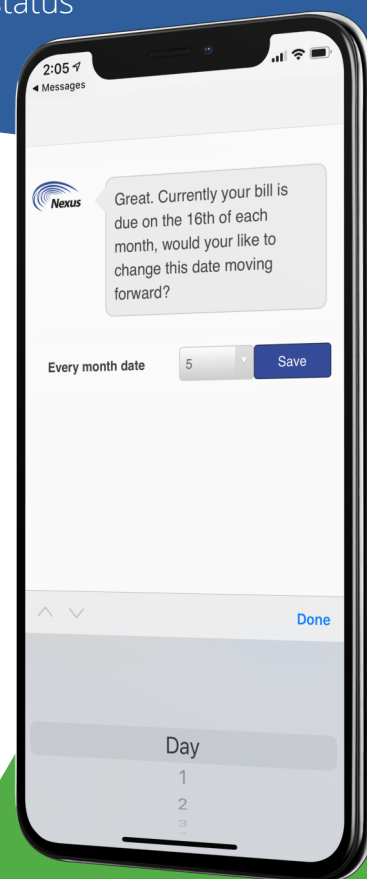
- MFA/2FA
- Transaction dispute
- Account login alerts

## Credit Monitoring

- Score updates
- Critical changes to report

## Upsell Opportunities

- Private banking
- Special offers



## About Message Broadcast

Message Broadcast provides engagement solutions that shape customer experiences for the world's top banking and financial service providers. As a leader in intent-driven conversation, Message Broadcast improves customer satisfaction and increases operational efficiency through decades of domain expertise and a leading omnichannel messaging platform.

We believe every interaction is an opportunity to reduce customer effort and increase customer loyalty. Our solutions dramatically increase customer engagement, self-service, acquisition, retention and conversion across all channels, including SMS, MMS, RCS, Voice, Push, Email, and Social.

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