

Oracle FLEXCUBE Direct Banking



The concept of online or internet banking has been prevalent since the 1980s. However, what started out as a service differentiator for banks has become a channel for mainstream business today. Internet banking derives up to 83 percent customer satisfaction globally, and is the key to customer acquisition and retention.

One of the main challenges for banks lies in driving business growth through internet banking channel. Banks have to reposition their offerings and drive customer satisfaction through internet banking because of its wide reach. The focus for banks will be to unlock the potential of what the internet as a channel can achieve beyond providing a few transactional banking capabilities.

Oracle FLEXCUBE addresses the current and future business requirements of banks. The product offers a personalized and intuitive web experience with an integrated portfolio summary, relationship based offers, alerts, reminders and self-service tools that enhance the overall banking experience. Online support through call or chat offers instant assistance to the customer for active query resolution. The product also enables banks to come up with better insights for up selling and cross selling. Oracle FLEXCUBE helps banks build relationships, which culminate in customer acquisition and retention.

KEY FEATURES

- Personalized marketing, branding and selling for each segment of customers
- Prospect self subscription and onboarding
- Personalized and intuitive web experience
- Social media integration for posting product reviews or for logging in with social credentials
- Personal finance management tracking of expenses, goal setting and budget management

Highly Personalized Web Experience with Oracle FLEXCUBE Direct Banking Sites

With Oracle FLEXCUBE Direct Banking Sites, banks can deliver a tailor-made, portal-based rich online customer experience based on demographics and segments. The portal is tailored for a seamless user experience from pre-login to post-login. It can serve as an avenue for targeted campaigns including relevant blogs and advertisements that can help the bank build a brand for each segment of customers.

Powerful personalization features like spend analysis empower customers to track expenses across portfolios. The integrated portfolio summary gives the customer a complete insight across their portfolio. Alerts and reminders offer an intuitive and personalized experience for tracking and managing tasks.

- Actionable alerts
- Real time, dynamic, context based offers and services
- Complete online origination and product application.
- Self-service wealth management
- Assisted channel support for instant assistance
- Multi-Entity Platform

KEY BENEFITS

- Helps banks address the generation Y segment
- Empowers customers with an integrated dashboard for managing complete portfolio details
- Alerts and reminders deliver personalized experience
- Captures customer intent and business immediately
- Offers instant service for active query resolution at point of need
- Self-serviced wealth management accessible through single sign-on
- Highly secure, single platform for multiple user segments
- Highly configurable and parameterized

Oracle FLEXCUBE addresses the comprehensive requirements of banks, enabling them to cater efficiently to changing customer demands in the virtual environment. Today's customers are exposed to personalized services in their external environment and expect a similar experience in their interactions with banks. Oracle FLEXCUBE provides these personalization features that are vital for Generation Y customers.

Assisted Channel Support Offers Instant Assistance to the Customer

Oracle FLEXCUBE supports requests for assistance at the point of need for active query resolution. This greatly enhances customer experience by providing the customer with an instant communication method in an otherwise passive banking channel. Page peek offers the relationship manager supporting the customer a quick look at the customer's static page to understand the customer's query or problem, thus enabling an intuitive approach and comprehensive view of the customer.

Real Time, Dynamic Contextual Offers for the Discerning Customer

Relationship-based offers and advertisements in the Oracle FLEXCUBE internet banking solution present tailored propositions that are driven by the relationship status of the customer with the bank. The offers provide a more personalized touch to the customer's banking experience, also increase the possibility of any up selling and cross selling because of the personal messaging. The offers and the advertisements are strategically placed considering the customer's context, choice of products and preferences in the past. The offers are continuously and dynamically re-factored in real time to keep up with the customer's most recent preferences.

Personalized Actionable Alerts, Notifications and Reminders

Oracle FLEXCUBE delivers self-service capabilities such as alerts and notifications, which offer a personalized experience. Customers are reminded of tasks or transactions, enhancing customer experience.

Robust Multi-Entity Platform

Oracle FLEXCUBE is a proven multi-entity platform that facilitates the aggregation across regions in a multi-country, cross border deployment and supports individual branding across segments. The framework helps the bank deliver differentiated processing, multi branded distribution and offer white labeled services.

Online Origination and Complete Multi-Channel Product Application and Tracking

With Oracle FLEXCUBE, a bank's customers are presented with segment specific and personalized offerings. A bank's customer can apply for a product online and seamlessly transition to another channel. A customer can register for the product, provide required personal details and support his application with the required KYC information. S/he can share the application with a co-applicant online for signatures or for additional details and has the option to share the application online with a bank representative to seek help in completing the application form. Once the application is

submitted, the customer can use the unique application code to track the progress of his application through any banking channel.

The product application can be completely configured by the business users of the bank to include required fields and to integrate it with requisite process workflows at critical points for checks, balances and approvals.

Prebuilt Integration with Product Processors

A built-in integration with Oracle FLEXCUBE product processors ensures an end-to-end and front-to-back office solution.

Integrated Wealth Management

Oracle FLEXCUBE provides an integrated access to wealth management from the internet banking dashboard. Customers are empowered to track against their investment goals and invest directly from internet. In-built intelligence intimates the customers on asset allocations and helps track portfolio deviations. The integration of internet banking and wealth management platforms enables customers to seamlessly move between applications to fulfill banking and investment requirements.



CONTACT US

For more information about Oracle FLEXCUBE Direct Banking, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.

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Hardware and Software, Engineered to Work Together

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