

OPENNOW®/FUNDNOW® CALL CENTER

Call Center Account Opening and Funding

CashEdge's OpenNow®/FundNow® Call Center brings the benefits of automated account opening, with real-time identity verification and electronic funding, to the call center to cost-effectively increase new account acquisition and facilitate greater flexibility and enhanced automation in the call center.

OpenNow/FundNow Call Center also enables financial institutions to realize the benefits of integrating the online and call center acquisition channels by providing the opportunity for prospective customers to complete the entire application process on the phone with the call center, or to use the call center to complete an application that was started and abandoned online. OpenNow/FundNow Call Center is available as an end-to-end account opening solution and is also available as two separate modules.

Key Features

Increased Account Acquisition – Turns prospects into customers by providing an opportunity to open and fund an account in a single session.

Automated Identity Verification and Decisioning – Merges information from industry standard and proprietary sources into one decision engine, offering enhanced ID verification and credit assessment for instant decisions.

Robust Account Verification – Facilitates enhanced real-time verification of funding account ownership by using a combination of multiple data sources and CashEdge proprietary verification methods.

Electronic Funding – Enables account funding via the ACH network, offering next-day funds availability and high-value transaction capabilities for added customer convenience.

Cross-Channel Capabilities – Enables prospects to complete an application that was started online via the call center, when combined with the OpenNow®/FundNow® online solution.

Flexible Integration Options – Fits into your current call center infrastructure, regardless of whether being implemented as an end-to-end solution or as separate modules.

Customizable Features and Functionality – Provides a flexible, robust and easy-to-use application that allows for customizable business rules, enabling institutions to set their own parameters for application decisioning.

Account Opening Queue and Operational Workflow – Enables the bank to streamline and monitor the workflow for pending applications using Compass, a web-based partner application.

Comprehensive Risk Management – Provides access to best-of-breed risk management tools and databases, delivering the most powerful risk management and transaction monitoring capabilities in the market.

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“Automated funding is critical because it completes the process in real time. Funding makes it an end-to-end process, which is really what customers are looking for.”

– Aite Group, 2007

CashEdge's OpenNow/
FundNow solution
processed more than
1.7 million applications
in 2007.

OPENNOW®/FUNDNOW® CALL CENTER

Benefits to Financial Institutions

- Increased account close rate
- Quicker growth of assets
- Lower cost of acquisition
- Consistent decisioning
- Pleasant user experience
- Integration with online channel
- Increased opportunity to cross-sell
- Flexible integration options

Benefits to Consumers

- Effective and efficient support for consumers who require assistance with online applications
- Instant decision
- Real-time access to new account
- Superior customer experience

Unmatched Technology

OpenNow/FundNow for Call Centers leverages CashEdge's successful track record in delivering trusted technology solutions to financial institutions.

- Simple, fast and cost-effective implementation
- Highly scalable and flexible infrastructure
- Web service or fully-hosted ASP



“Providing fast and simple tools for enrollment will not only make the reps’ jobs easier, but may actually encourage them to take the time saved and use it for a more in-depth conversation with the customer, building a relationship that ultimately grows share of wallet.”

– Forrester, 2006

About CashEdge

CashEdge is the leader in Intelligent Money Movement™ services that enable financial institutions to engage customers in new ways. CashEdge's Intelligent Money Movement services provide a single point of access for multiple easy-to-use consumer and small business transfer routes, including new account funding, me-to-me transfers, third party transfers, and small business payments, invoicing and transfers. These transfer routes are supported by industry-leading risk management capabilities that leverage comprehensive, proprietary technology, helping institutions mitigate risk and decrease fraud exposure. The Company currently serves hundreds of leading financial institutions, including 23 of the top 100 banks. CashEdge has offices in New York, Silicon Valley and India.