

Naehas Offer Management Solution Drives Relationships and Revenue



Overview

In a highly-regulated and complex industry, meeting the requirements inherent of delivering personalized products, pricing and experiences is daunting, but doable. As shown here, implementing the Naehas Offer Management Solution and automating the offer lifecycle from strategy to fulfillment, enables financial institutions to meet their primary goals of expanding relationships and driving revenue.

The client is one of the world's largest financial institutions. Serving more than 50 million U.S. consumer and small business relationships, the company offers a full range of banking, investing, asset management and risk management products and services. They partnered with Naehas to deliver more personalized offers and experiences to their customers across all their channels.

Challenge

The Offer Management process was not scaling to meet the increased need for personalization and speed. The Naehas team applied their experience in the financial industry to assess the client's pain points.

- Increasing volume of personalized offers required added costs/FTE
- Increasing lead times and associated costs due to manual changes
- Limited access control, auditing and quality control capabilities led to error-prone output, and increased risk
- Old monolithic systems requiring specialized resources for configuration

“MarTech capabilities enabled nearly 60% of the process to be automated; as a result we have gained 3,000 hours in resource efficiency.”

- MarTech leader from Top 10 Bank

Business Impact

Measuring Success: Results and ROI

The Naehas Offer Management Program generated results which exceeded expectations, with objectives focused on value, speed, reduced risk and innovation.

Value



- **Increased personalization by 3x**
- **Increased volume 145%** while keeping the same team

Speed



- **Improved the SLA** to create, manage, test, and deploy offers by **60-70%** while increasing the volume of offers by **15%**
- **Reduced approval time** by more than **75%**

Reduced Risk



- **Reduced the number of errors by 25%** while **reducing the time spent on quality control** by more than **80%**

Innovation



- **Replaced system with business-configurable platform** that **reduced IT costs by \$600K** per year and **operational costs by \$750K**

Solution

Optimizing Offer Management with Naehas

The client team members, from marketing strategy and execution to data management and compliance, worked with Naehas to employ a full-range offer management solution.

How the Platform Answered the Needs

- Centralized systems of record for all offers and strategies, using a powerful data model that covers all offer types
- Automated the creation of disclosures and content for presentation across all channels
- Business-configurable solution allowed stakeholders to rapidly address any changing business needs
- Workflow engine allowed stakeholders to collaborate and move offers from conception to market with minimal risk
- Integrations with system of record for account information and channels for presenting the offers to the consumers

About Naehas

Naehas is the leading industry cloud for financial services companies to deliver exceptional customer experiences. Six of the ten top financial services companies, as well as innovative companies, such as MetaBank and First National Bank of Omaha, trust Naehas to grow revenue, dramatically accelerate time-to-market, and improve productivity while reducing compliance and operational risk.