

## 4Cast® — Outbound Marketing Campaigns

### 4Cast – Intelligent, Predictive Marketing – in Real-Time

4Cast tracks each customer's behavior and utilizes the data to anticipate the customer's current needs and to predict future behaviors - in real-time. Using this information, 4Cast launches interactive marketing campaigns. From onboarding new accounts to cross-selling products, saving at-risk accounts and promoting product and service usage, 4Cast is the intelligent, interactive CRM system you need.

#### NEW ACCOUNTS

4Cast onboards new account holders, first welcoming them to your institution and then interactivity marketing the appropriate products and services to them based on hundreds of data points and dozens of pre-established business rules.

#### NEW PRODUCTS

4Cast introduces customers to new products and services using general broadcast campaigns as well as highly targeted campaigns based on sophisticated customer segmentation.

#### RETENTION

4Cast retains customers by offering exceptional customer self-service and identifies at-risk customers based on their behaviors. 4Cast launches interactive campaigns to retain customers – before they close or abandon their accounts.

#### PRODUCT / SERVICE MARKETING

4Cast markets products based on dozens of business policies and rules. First, 4Cast uses appropriate messaging to market products only to the proper customer segments. For example, a customer with a savings account will not be bothered by savings account sales messages.

Second, 4Cast analyses the products and services held by customers and then markets appropriate offerings to them in real-time. Campaigns are interactive, allowing a customer to respond to 4Cast. 4Cast then adapts its messaging campaign and intelligently interacts with the customer.

#### INCIDENCE MESSAGING

When a customer's web or mobile log-in fails, 4Cast senses this and plays an appropriate message when the customer calls the



IVR. It's this type of personalized messaging that provides an exceptional customer self-service experience.

#### USAGE PROMOTION

4Cast drives usage of specific products and services based on business rules and policies. When a customer is not using his or her debit card frequently, for example, 4Cast senses this and begins a messaging campaign to stimulate debit card usage.

#### INFORMATIONAL CAMPAIGNS

4Cast conducts informational campaigns, sending holiday messages, information about hours, new branches or ATM locations. 4Cast targets customers by zip codes, conducting different campaigns for those who live close to a new ATM location – helping to personalize the messaging experience.

**CALL US. LET US DEMONSTRATE THE POWER OF INTELLIGENT INTERACTIONS WITH 4CAST®**



Corporate Headquarters: Tulsa, OK

918.858.9777 • 877.860.0025 • salesinquiries@enacomm.net • www.enacomm.net

ENACOMM is PCI-DSS Level 1 certified and approved by the major payment networks