

Integrator Advance™

Strengthen Relationships and Ensure Profitable Growth through Customer Intelligence



The right business decisions require reliable customer intelligence. Whether you're targeting the best audience for your next loan campaign or developing a strategy to improve cross sales, Integrator Advance from Raddon delivers the answers you need to deepen customer relationships and ensure profitable growth.

Your marketing analytics platform is an essential tool for understanding customer relationships and leveraging this knowledge to drive profitable growth through effective product and service offers.

Integrator Advance offers advanced capabilities including research-based segmentation, cross-sell intelligence, campaign management and management reporting. This next-generation solution provides a 360-degree view of customer relationships, expands your ability to incorporate data from myriad sources into your marketing analyses, and enables you to probe that data in ways that reveal strategic opportunities.

Put Your Data to Work

Raddon has been arming financial institutions with objective and actionable market research data since 1983. Integrator Advance combines strategic profitability analysis, market analysis research, service quality and share-of-wallet data, customer survey findings and consumer product trends to create a holistic, accurate view of opportunities and challenges. The solution shares this data with various users across a range of devices—enabling marketing executives, branch managers, CEOs and CFOs to make informed, profitable decisions.

Simplify Campaigns with a Unified Solution

Integrator Advance includes benchmarking and analytics, direct marketing campaign process and support tools, simplified querying and reports, and platform management tools in a single solution. It enables you to create graphical dashboards and utilize data visualization tools to keep management and staff informed of changes in customer behavior.

Data integration capabilities are a key strength of Integrator Advance. It is the only solution that enables you to upload consumer research, performance analytics and survey responses into its database and draw from these sources to implement strategic and tactical recommendations.

With Integrator Advance you'll have the power to:

- Identify and prioritize recommendations that will have the greatest impact on performance
- Query and report on custom segmentation schemes and user-defined data fields using your own criteria
- Track, measure and report on multiple marketing campaigns
- Plot customers by geographic region to identify the best branch or ATM locations
- Capture campaign responses, new customers, and new accounts with daily updates
- Run multi-level queries with sorting, sampling, merge/purge and cross-period analysis features
- Streamline queries with predefined segments based on Raddon research and analysis



The Strategic Advisor Advantage

When you partner with Raddon, you'll have a dedicated strategic advisor to evaluate your challenges and opportunities throughout the year. Your advisor will help you identify your best opportunities for growth and improved performance considering your performance analytics, competitive landscape, past financial and marketing performance, and annual goals and objectives. No other marketing analytics platform offers comparable advisory services, which are designed to ensure the best use of your marketing dollars and help you present the findings to your directors and management team.

Strategic and Tactical Marketing Support

Our partner support team ensures your ability to fully leverage the capabilities of Integrator Advance. Our team will assist you in implementing the recommendations of your advisor or Raddon research programs, and help you use Integrator Advance to target the right customers for successful campaigns. We also offer beginner and advanced training courses for Integrator Advance users.

Product Highlights

Web-based Platform—Access the solution across your organization without additional end-user installations or licensing. Run ad hoc queries and reports any time, from anywhere

Device Independence—Use Integrator Advance on the devices that are convenient for users including PCs, laptops and tablets

Fully Customizable Portals and Dashboards—Create customized portals and dashboards including charts, graphs, reports and links to deliver concise data views aligned to the needs of users

Flexible Views—View customer and household account relationships, as well as service/channel usage, to design effective and successful campaigns

Profitability Tied to Financials—Calculate income and expense on each account, tying expense, loan loss allocation, and non-interest income to your financials. Net interest income is calculated with transfer pricing and also ties to your financials

Relationship Manager—Provide customer-facing staff with a complete picture of customer relationships including products used, household members, campaigns received and more. Create customer engagement panels with unique information that can only be captured during customer interactions

Activity Manager—Automate internal sales and service processes to quickly and efficiently complete multi-step tasks (optional)

Next Multi-Channel Marketing—Enable coordinated, centralized and targeted delivery of offers through your mobile, online, ATM, telephone and in-branch channels (optional)

Key Benefits

- Generate consistent, fact-based customer intelligence across the enterprise
- Promote organizational growth that aligns with your business goals
- Understand account, customer and household profitability
- View and track trends in household, customer and account-level behaviors
- Develop and continuously evaluate short- and long-term strategic financial objectives
- View and track employee and branch performance at any level
- Proactively cross-sell by delivering customer and household intelligence to the front lines

Raddon
A Fiserv Company

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Raddon has been providing financial institutions with research-based solutions since 1983. Because we work exclusively with financial institutions, we understand the industry and can apply our practical know-how to the unique challenges and opportunities financial institutions face. We combine best practices in research and analysis with consulting and technology solutions to help institutions achieve sustainable growth and improve financial performance.