

Retail Banking

CORE360 enables Retail Banks to provide their customers with competitive and convenient services, reduce operating costs by suppressing paper and mail, reduce calls to the call center, increase fraud investigation productivity and use all forms of communication to market and advertise, building customer loyalty and increasing cross-sales.

Retail Banks around the globe are facing similar business and operational challenges:

- Customer satisfaction and retention
- Customer acquisition
- Competitive pressure to rapidly deliver new products and services to market
- Channel integration
- Customer service cost efficiency
- Regulatory compliance

These challenges are driving organizations towards automation and customer self-service to help close the gaps in customer correspondence.

While Retail Banks strive to correspond consistently across branches, deploying banking portals and online banking services, many are recognizing that an effective enterprise correspondence portal can provide a significant opportunity for cost savings and increased profitability.

CORE360 is a secure correspondence portal that increases the value of the consumer banking products and services already offered by the bank. It provides customers a single point of access through multiple banking channels where they can interact with a wide variety of correspondence from any bank department that includes:

- Statements
- Proactive alerts and notices
- Electronic documents (e.g. overdraft notices, regulatory letters)
- Ad-hoc two-way communication between customers and bank personnel

With CORE360 as their foundation for electronic correspondence, Retail Banks are able to securely present all kinds of sensitive and non-sensitive material directly to clients and make use of other electronic delivery channels, such as e-mail and wireless messaging for alerts and notices. Utilizing CORE360, Retail Banks can offer services that span multiple products and retail banking silos including:

- Deposit accounts
- Loans
- Mortgages
- Credit cards
- Brokerage
- Wealth management
- Online banking and others

CORE360 offers a robust set of features needed for regulatory compliance, paper suppression, privacy, and legal immutability of correspondence.



CORE360 Platform

Planet Correspondence Technologies CORE360 is the next generation in business to business (b2b) and business to consumer (b2c) electronic correspondence distribution. CORE360 enables your business to securely exchange information electronically with customers and business partners through a secure correspondence portal using multiple electronic channels.

CORE360 is the foundation for Planet Correspondence Technologies industry-specific correspondence portal solutions. These solutions address the most demanding correspondence and information distribution needs across an organization. CORE360 is secure, manageable, reliable, scalable, highly available and based on industry standards resulting in increased operational efficiency and a lower total cost of ownership

Enterprise-wide Commercial-grade Solution

CORE360 is a solution companies can leverage across their entire enterprise. One investment in CORE360 benefits individual lines-of-business or divisions within the organization by reducing time-to-market, and providing a consistent platform from which a variety of unique electronic correspondence services are offered to customers. For large corporations individual branded electronic correspondence services can be launched and cost effectively managed for multiple divisions, affiliates or subsidiaries.

Broad Correspondence Support

CORE360 is designed to meet the broad correspondence needs of today's leading organizations enabling your business to distribute any type of correspondence, from individualized documents (e.g., bills, statements, letters, reports), event-driven alerts and notices, broadcast type information such as newsletters or other one-to-many correspondence, personal two-way communications, to other forms of information and data.

Multi-Channel

CORE360 gives companies the platform they need to correspond with their customers through multiple electronic channels. Sensitive information such as personalized statements, letters, notifications and other information are securely accessed and viewed from a centralized secure correspondence portal hosted by the company. Other generic or less sensitive alerts, notifications, newsletters, etc. are distributed directly to the customer via email, wireless device, voice, and/or fax. The direct delivery capabilities are also used to push time sensitive proactive alerts directly to the customer via these same channels. With CORE360 the company has a single solution it leverages across multiple lines of business to reach its customers via multiple electronic channels.

Regulatory Compliance

Security, privacy, industry and government regulations and compliance requirements have added tremendous burden on companies. With the CORE360 solution, all of the measures needed to ensure legal, regulatory, audit and privacy compliance as it applies to distributing electronic correspondence are taken care of in one platform. With CORE360 the company controls all aspects of security, privacy, tracking, audit and legal immutability required for each piece of correspondence created and distributed. From a single solution, the company applies all the necessary parameters to all correspondence using a common platform across lines of business.

Robust, Commercially Supported Solution

With CORE360, companies offer their customers a secure correspondence portal that reduces time to market, reduces ongoing operational and maintenance costs, reduces ongoing compliance costs, and is supported, maintained and continually enhanced to take advantage of the latest technologies by a reputable vendor.

High Performance, Reliability, Throughput and Scalability

CORE360 has been proven to meet some of the most demanding needs for high performance, reliability, throughput and scalability from the largest national and international companies in the U.S. and abroad. It takes advantage of cost efficient standard server based hardware to meet the needs of up and down the scale.

Configurable

CORE360 provides a modular platform that can easily be configured for diverse requirements. While the base product is rich in features, the development approach allows for configuration of the system to meet specific business requirements. The product provides for changing business rules that can be customized.



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