

Turnkey Web & Mobile App Features



Captivating website & app development can radicalize revenue and customer experiences for banks and financial services.

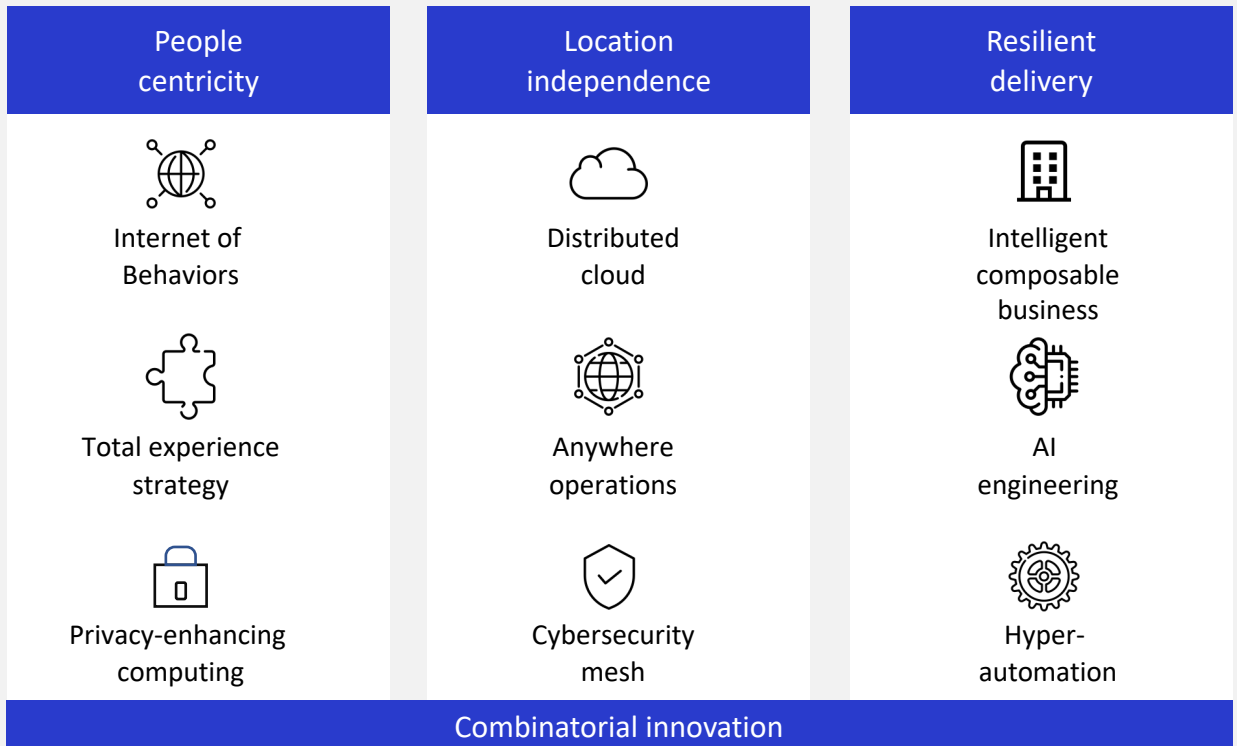
When it comes to winning more customers and revenues, the *means* don't matter, but the *ends* do! Banking and financial experts have started feeling the pulse of how Gen Z customers are turning away from traditional methods of banking. The convenience and power of "anytime, anywhere" banking fever has caught both corporate as well as retail customers. If novel web & mobile apps can deliver more customers and revenue with delightful CX, banking and financial experts say it's time to deploy them.

Identifying the right web & mobile apps means leveraging prevailing customer input and advanced technology. The result? Banks and financial services enterprises are shifting the service paradigm. Coupled with the latest AI/ML technology, web & mobile apps can attract revenue with delightful CX that customers can't find anywhere else.

A recent [Gartner report](#) calls for flexible "Anywhere Operations" specifically for banks/financial services businesses as the future of revenue:

"The model for anywhere operations is 'digital first, remote first,' for example, banks that are mobile-only, but handle everything from transferring funds to opening accounts with no physical interaction. Digital should be the default at all times. That's not to say physical space doesn't have its place, but it should be digitally enhanced, for example, contactless check-out at a physical store, regardless of whether its physical or digital capabilities should be seamlessly delivered."

Gartner Top Strategic Technology Trends for 2021



Gartner.com/SmarterWithGartner

The Ameer Blueprint for Web & Mobile Apps

A strategy for banks and financial services companies to skyrocket revenues strong CX/UX

1

- Enable customers' "anytime, anywhere" account access
- Provide flexible online banking facilities
- Empower cardless ATM cash withdrawals (e.g., through mobile, digital wallets)
- Authorize online fund management & credit card solutions

2

Customer Point-of-view In Financial Mobile Apps

- Give only *what your customer wants* in your website
- Leverage AI for voice-activated virtual assistants to provide seamless customer support
- Provide advanced technology customer account insights (e.g., mobile apps for monthly fund and budget management) in financial services website design
- Offer savings automation tools
- Add "no login needed" feature for checking account balances (e.g., transactional alerts & security, fraud alerts, financial surveys)

Assertive, Seamless Communications On Transactions

4

- Send prompt payment due date alerts & reminders
- Allow customers to easily check online accounts

3

Proactive Potential Customer Engagements

- Provide end-to-end business offering details to customers through website & mobile apps
- Incorporate CX/UX into website & mobile apps to attract customers
- Build customer reliance and confidence in business with seamless transaction clarity and transparency through novel website & mobile apps

Simple Sharing of News & Updates

5

- Use alerts/notifications/emails/messages to update customers on useful financial industry tidbits that can make a huge difference to their financial prospects (e.g., banking and financial industry news and happenings that may benefit customers)

6

Appealing Offers

- Notify customers on attractive investment prospects and other offers through website & mobile apps

Accessibility Through Multiple Platforms

8

- Empower customers to check accounts through multiple devices

7

Business-critical Customer Feedback

- Fetch vital customer feedback with seamless website & mobile apps
- Gain insights on possible avenues of enhanced CX & score more customer acceptability points

The Ameex Approach to Web & Mobile Banking Application Development

An end-to-end problem-solving approach for banks & financial services companies in the pandemic era and beyond

DevOps

- Integrated approach of IT automation and monitoring on cloud platform
- Collaboration, toolchain pipelines, automation and cloud adoption

Conversational UX Applications

- AI chatbot, voice apps, NLP and testing
- Conversation design & strategy
- Engineering & development
- Chatbot training
- Conversation app testing & automation
- Maintenance & support

Connected Experiences (IoT)

- Connected and context-aware experiences across mobile devices, apps and other channels
- IoT consulting & development
- Platform engineering
- IoT analytics
- End-to-end system integration
- Testing
- Maintenance & support

The Ameex Approach to Technology

Web Application Development -> MEAN Stack



express



Web Application Development -> Full Stack Development -> Front-End



Web Application Development -> Full Stack Development -> Back-End



Thank you



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