UNISON FUXION

CX MANAGEMENT

Your Bank's Success Begins with **Next-Gen Intelligent Customer Experience**

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Unison FuXion Built on Salesforce

Leading the Charge in Banking Excellence.

This innovative equation of Avanza's 24+ years of Banking CRM Expertise with Salesforce 01 technology platform, creating a powerful hyperconnected banking suite that ensures an intelligent and transformative customer experience for the banking sector.

01

Customer Experiences with Gen-AI

- **Synthesize Information:** Create comprehensive customer summaries.
- **Tailored Recommendations:** Provide insightful, personalized suggestions.
- **Optimized Operations:** Deliver exceptional value and maintain a competitive edge.

02

Ready-Made Connectors with Service Bus

- **Efficient Data Exchanges:** Facilitate smooth data flow across banking applications.
- **Unified Customer View:** Consolidate scattered information into a cohesive perspective.
- **Personalized Journeys:** Support decision-making with tailored customer insights.
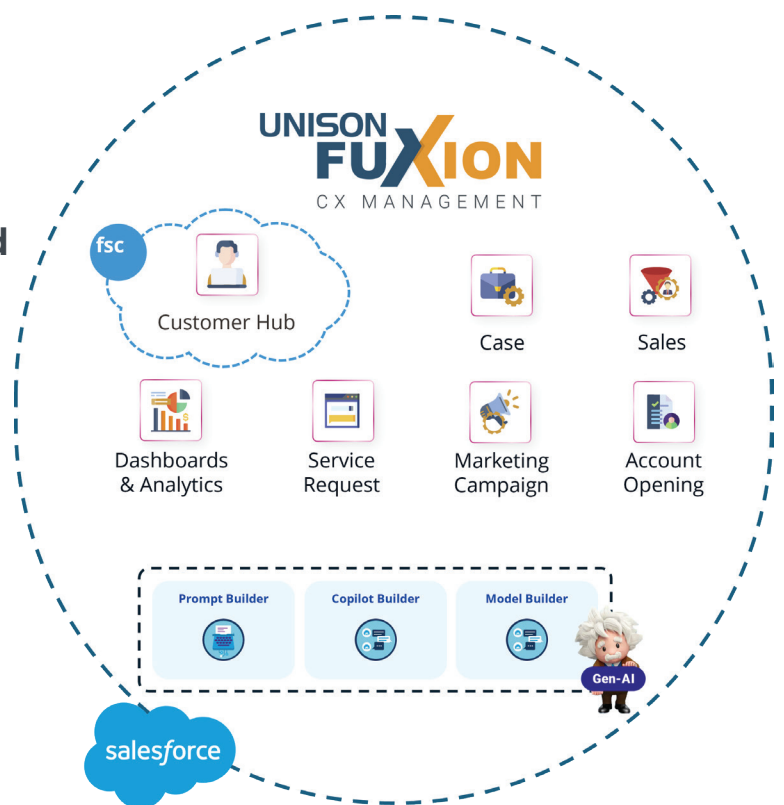
03

Efficient Solutions for Banking Operations

- **Enhanced Revenue Opportunities:** Leverage contextual marketing.
- **Rapid Implementation:** Minimize customization needs for quick deployment.
- **Improved Service Quality:** Attract new customers, nurture existing relationships & cultivate loyalty.

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Maximize Customer Value with **Unison FuXion** The **Intelligent Customer Experience Management** Suite

Unison FuXion is the pinnacle of customer experience management, leveraging CRM/CXM, data, and Gen AI—all built to revolutionize the banking landscape, enhance customer journeys, optimize workflows, and drive growth across Banking sector.

● **Successful Customer Onboarding Journey from KYC and CDD-Compliance to Account Opening** for customer onboarding process, which involves collecting, verifying, and managing customer data.

● **Unified User Interface for All Customer Interactions** implies the integration and accessibility of customer data, enabling users to have a comprehensive view of customer interactions and information.
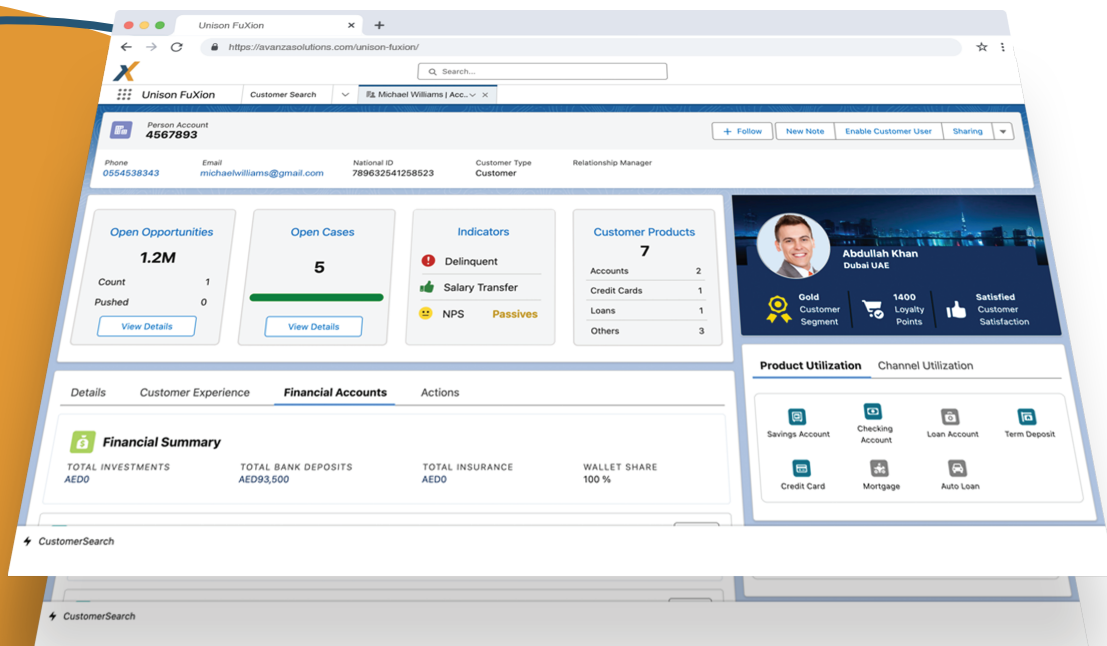

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CX MANAGEMENT

fsc
Customer Hub
Case
Sales
Dashboards & Analytics
Service Request
Marketing Campaign
Account Opening

Prompt Builder | Copilot Builder | Model Builder
Gen-AI

salesforce

● **Cohesive Integration with Industry-Leading Core Banking, Card Management, ADC Channels, and CTI platforms** ensuring a cohesive view of customer information.

● **Tailored Dashboards and Reports for Banking Profiles involve** the collection and analysis of customer data to provide insights and personalized reports.

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Next Gen Banking Solution for
Customer Relationship and Experience Management

01 - One-Window Solution

Unison FuXion provides a unified interface, consolidating all essential customer information into a single dashboard. This one-shop customer experience integrates seamlessly with core banking systems, card management, ADC channels, and CTI platforms enhancing communication efficiency and providing real-time insights through interactive dashboards. The integration of Gen AI-powered Next Best Action and personalized offers ensures tailored precision for cross-selling and up-selling, boosting customer engagement and satisfaction.

Ready to streamline your operations with a unified agent dashboard and AI-driven offers.?

02 - Service Quality Excellence

Unison FuXion excels in service quality through pre-configured service processes, optimizing complaint resolution and streamlining service request and case management. Robust Service Level Agreement (SLA) management ensures that every service meets the highest standards consistently. Enjoy seamless multi-channel support integration and advanced customer service analytics, elevating the efficiency and effectiveness of your customer service operations to new heights.

Achieve premium service excellence with Unison FuXion's intelligent workflows and analytics!
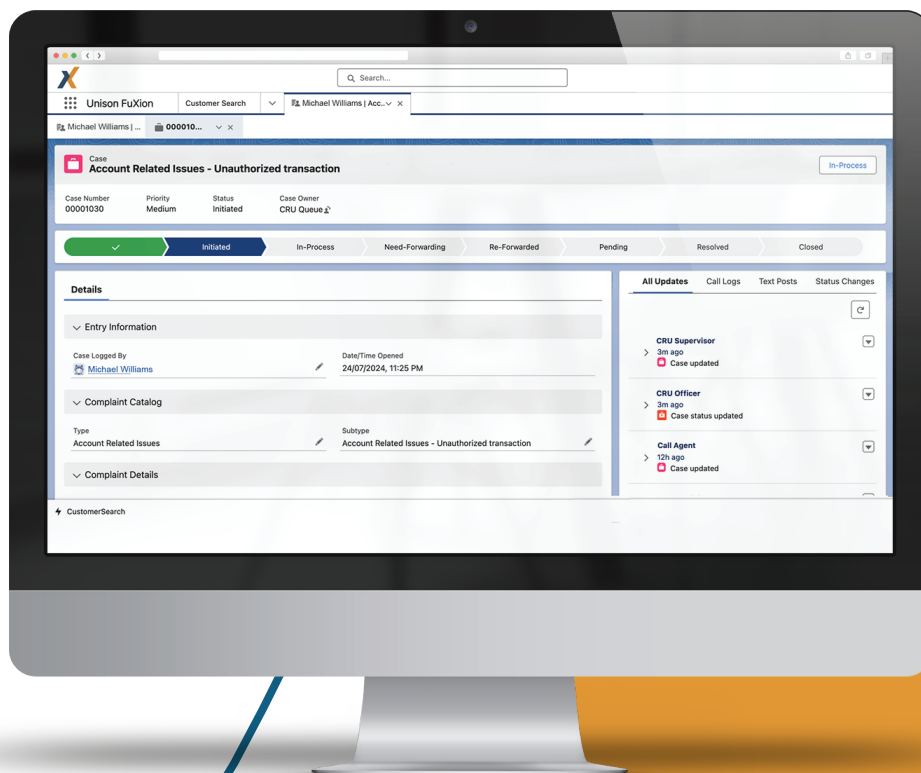
03 - Sales Optimization & Market Dynamics

Unison FuXion delivers advanced analytics and real-time insights, empowering banks to optimize sales strategies with precision. Capitalizing AI-powered sales intelligence, it enhances sales pipeline management and drives successful cross-sell and up-sell journeys, maximizing revenue opportunities and keeping customers engaged with highly targeted solutions

Ready to boost sales with AI-powered offerings and effective pipeline management.

04 - Process Automation & Business Productivity

Unison FuXion redefines efficiency with advanced automation tailored for the banking ecosystem. Our intelligent Straight-Through Processing (STP) streamlines end-to-end workflows, ensuring rapid operations across all functions. Experience unmatched flexibility with AI-driven workflow automation. Enhance your strategic planning with real-time insights from predictive analytics and comprehensive customer journey mapping, driving superior productivity and transformative growth for your institution.
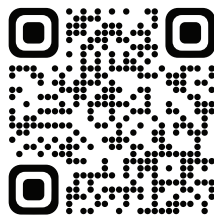
Ready to enhance productivity with automated workflows and insightful planning tools.

Ready to lead the future of Banking Customer Experience?

Experience the Next-Gen Banking Customer Management Suite powered by Generative AI, transforming customer experiences with Avanza's 24+ years of banking legacy and Salesforce's leading CRM.

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