



Teller Solution

Boost Proactive Customer Inquiries and Increase Sales via Targeted Messages at the Teller



What is Odysii's Bank Teller solution?

Odysii's Teller solution is a powerful on-site marketing tool that helps you to improve customer communications and increase sales. When customers identify themselves in order to initiate a transaction with the bank teller, Odysii analyzes the customers' account information and creates messages that are matched to the customers' profile and banking history.

Messages are targeted to each specific customer and are in-line with the bank's strategic goals. Customers are exposed to these highly targeted messages while they are interacting with the bank teller for maximum impact on purchasing decisions.

How does it work?

Odysii's Teller solution hooks up directly to your in-house systems and analyzes in real-time a variety of parameters (like customer profile, interest rates, foreign exchange rates) to instantly create relevant messages that conform to your business strategy and the current conditions at your branch; this presents highly relevant messages (for example refinance loans only for home-owners) to your customers that are based on sets of predefined rules, set up according to your marketing strategy.

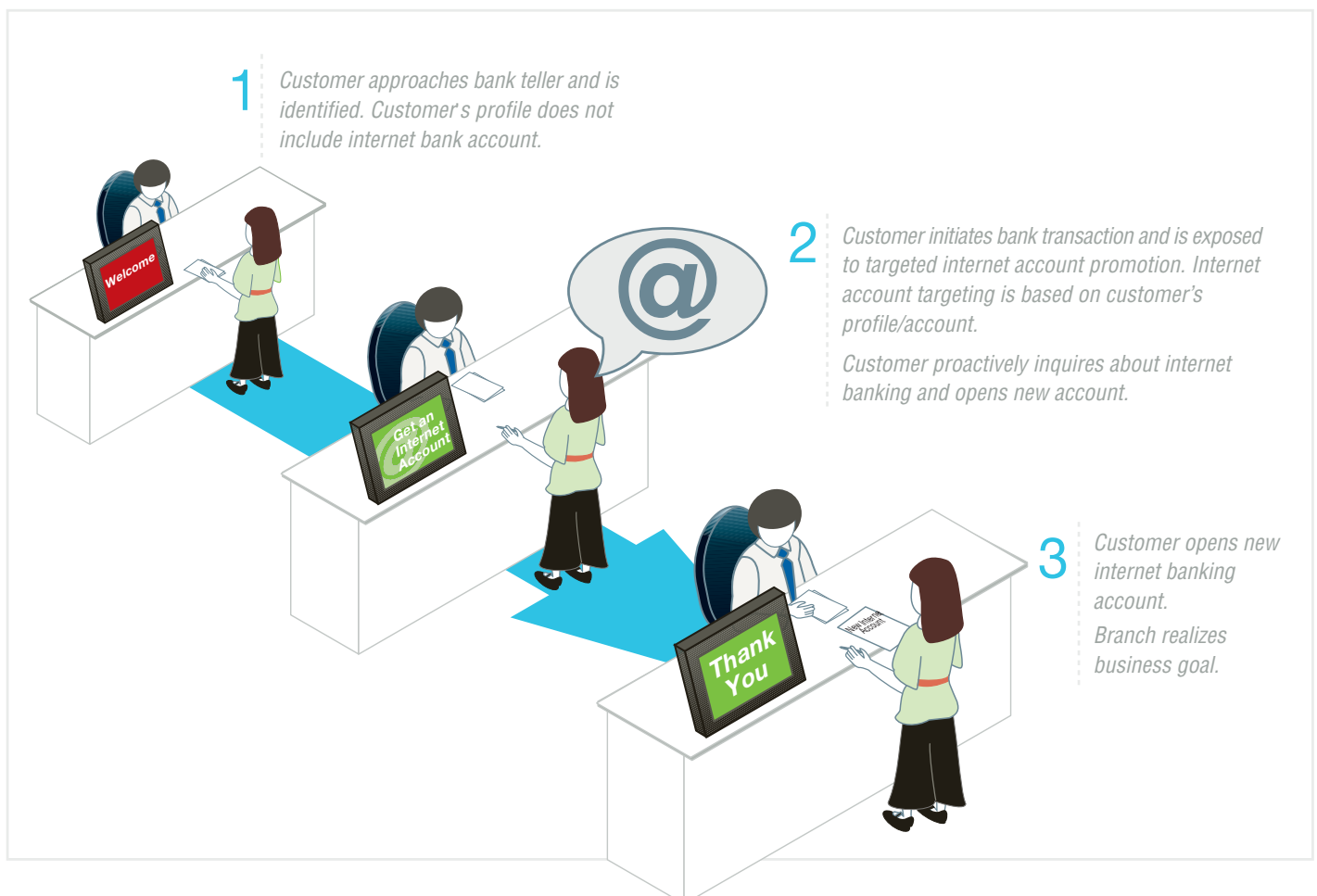
Through this process your customers are exposed to a powerful marketing tool that furthers your business goals and improves the overall customer experience.

Targeted messages that impact purchasing decisions

Odysii's Bank Teller solution helps you to:

- ▶ Drive revenues via targeted promotions
- ▶ Improve level of customer education regarding new bank products/services
- ▶ Boost customer proactive inquiries
- ▶ Upgrade your branch's look and feel

Identify the customer, then match and deliver the promotion most relevant to the customer's profile



Bank Teller Benefits

Drive revenues via targeted promotions.

Offer your clients the right promotion at the right time by exposing them to targeted messages immediately prior to the final transaction. These promotions compel your customers to adopt new services and products as promotions are in-line with your customers' profiles and banking history.

Improve customer education regarding new bank products/services.

Make sure that your clients know about all of the latest finance options, products and services available at your branch.

Boost customer proactive inquiries.

Let your customers make the first move. By exposing your customers to targeted messages you significantly increase the chance that customers will ask bank clerks about the promotion, bringing your goal - furthering the bank's business goals - one step closer.

Customer Education

The Key to Customer Retention and Branch Profitability

Today's retail banks offer clients much more than just loans and a safe place to save their money - nowadays banks manage pensions, offer training courses in finance, provide stock trading platforms, insurance, financial planning services and much more.

However, most bank clients are not even aware that such services exist at their local branch. In fact in most developed countries, bank clients use the bank for only 25% of their financial activities, creating a huge opportunity for banks to increase branch profitability. By educating your clients about available products/services which they had previously executed via 3rd party vendors, you can boost the amount of financial transactions within your branch thereby increasing branch profitability and providing an improved customer experience.

Will it Operate on My Existing Branch Screen-Network?

Odysii's simple-to-deploy, software-as-a-service solution gives you everything you need to make in-store messaging a seamless part of your marketing strategy. Our solutions were developed with flexibility in mind and as such can operate either on existing hardware in your store, or on a wide variety of configurations should you need to install new hardware.

We put the full power of marketing intelligence to work for your business and help you create a truly positive - and profitable - customer experience.

Getting Started Is As Easy As 1-2-3



Define your upgrade/up-sell offers

Odysii will work with you to define, and program into the Bank Teller solution, the upgrade/up-sell offers that conform to your local conditions business goals. These offers will be displayed to your customers while they are at the Teller stations for maximum impact.



Install customer-facing screens

Odysii personnel will visit your branch locations to install customer-facing screens if your existing Teller station LCD displays are single screen. If you already have dual-screen LCD displays, Odysii personnel can seamlessly install the Teller solution onto your existing hardware.

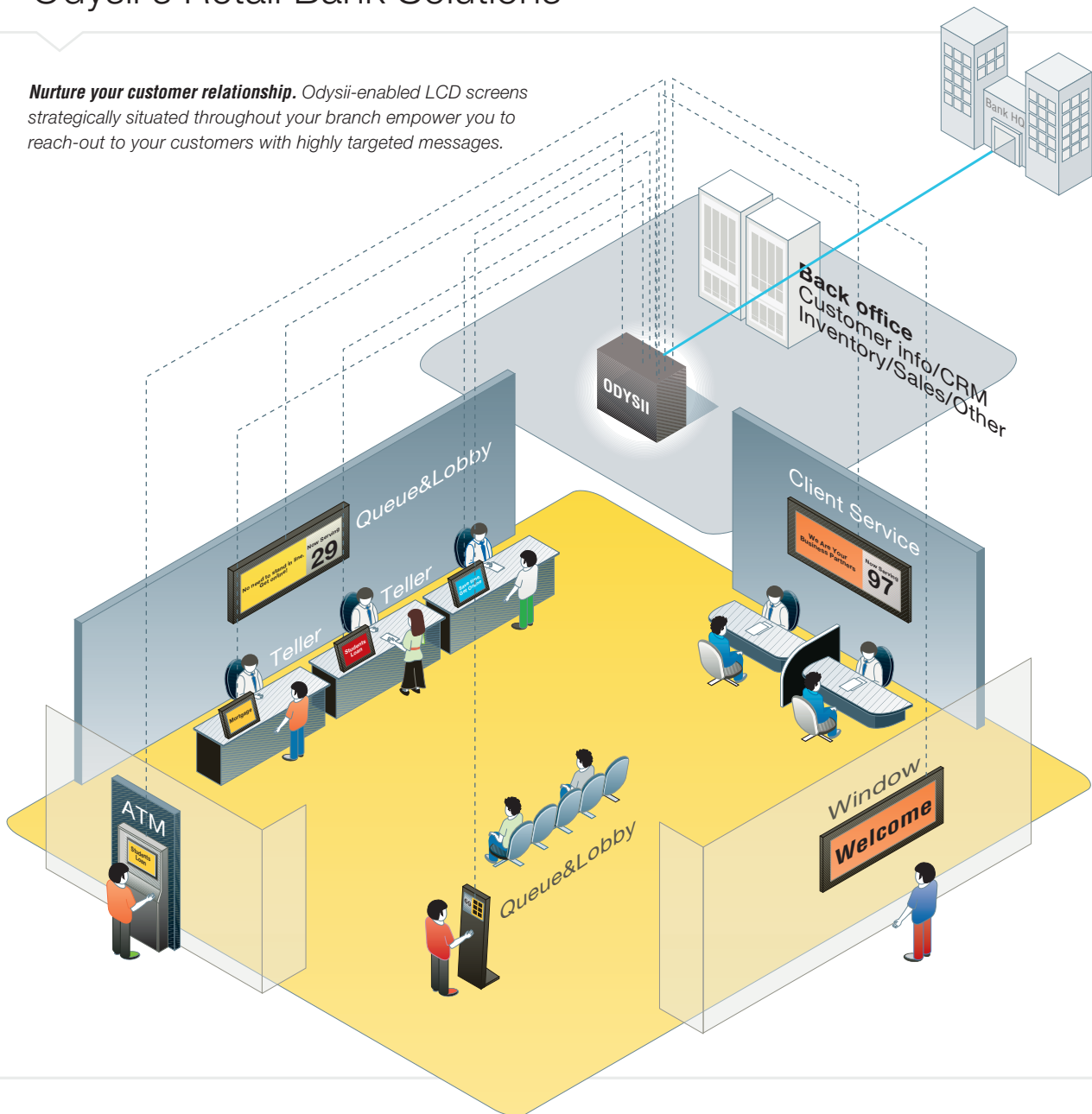


Watch your bottom line grow

Odysii's Teller solution will expose your customers to targeted up-sell offers that increase your revenues and enhance customer satisfaction.

Odysii's Retail Bank Solutions

Nurture your customer relationship. Odysii-enabled LCD screens strategically situated throughout your branch empower you to reach-out to your customers with highly targeted messages.



What are Odysii's Retail Bank Solutions?

Odysii's suite of Marketing Intelligence software solutions for retail banks is comprised of a set of in-store messaging tools, each situated in a different part of your branch and each with its own specific purpose within the branch. Odysii's Retail Bank solutions will take your branch to the next level by introducing targeted messages alongside queue management for increased revenues and improved management over customer flow.

Odysii captures your business goals and

analyzes real-time data from your business systems to automatically trigger actions based on predefined business rules set up according to your marketing strategies. Relevant, timely, effective promotions are dynamically created and delivered to LCD or plasma screens placed in strategic locations in your branch.

Our solutions enable you to positively impact customer purchasing decisions by delivering the right content, to the right audience, at the right time, and the right place.

Industry Leading Marketing Intelligence Software for Targeted On-Site Messaging and Customer Flow Management



The world leader in software solutions for on-site marketing intelligence, Odysii offers unique solutions that enable businesses to communicate with on-site customers more effectively with targeted, intelligent, real-time and dynamic messages.

Based in Tel-Aviv and New York, Odysii operates in over 30 regions worldwide helping retail outlets of HSBC, Banco Santander, HEB, Credit Agricole, Bank Piraeus and Blockbuster to increase sales, cut in-store communication costs and deliver a superior customer experience.

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