

Backbase will be showcasing 'The Everyday Bank' at Finovate Europe 2017

The Everyday Bank solution enables banks to explore and combine customer data with AI technology providing their customers with a personal virtual assistant

18 JANUARY 2017, AMSTERDAM, THE NETHERLANDS

SUMMARY

Backbase, two time winner of Finovate 'best of show', returns to unveil its latest innovation for digital banking at Finovate Europe. Backbase will be demonstrating their latest 'Everyday Banking' solution, that combines banks' customer data and AI technology to assist their customer in their everyday live decisions, making the bank a trusted and relevant personal assistant.

The Everyday Bank is all about making complex tasks simple and being super relevant to customers by providing personalised experiences - right on time, in the right context. The Backbase platform empowers banks in leveraging their vast data records into actionable insights and advice for their customers.

With the 'Everyday Bank' solution, banks will be able to create personalised customer journeys highly relevant to their users, resulting in increased customer acquisition and retention. Instead of simply providing customers with traditional banking products such as account access and payment tools, the new solution will push the boundaries of personalisation to the next level by delivering tailor-made customer journeys based on real-time behavior, interests, location and preferences.

By using transactional data and AI technology banks can surpass the simple features they offer and enhance the customer journey with relevant personal virtual assistant capabilities that truly improves their life. Customer profiles and preferences become richer with each interaction they make, and as the customer adds new steps to their journey, 'The Everyday Bank' learns what they want and need.

The Backbase Digital Banking platform provides banks with a flexible solution to orchestrate and streamline daily customer interactions in a one-to-one, highly personal manner. Within the Backbase platform, banks can easily compile customer profiles with unique identifiers that can guide content, offers, interactions, and recommendations across daily interactions, offering each individual customer a unique journey.

Want to meet us or see the demo? [Leave your details here](#) and we will reach out to set up a convenient time. If you would like to see our demo at the event, please join us on **Day 1, Session 4**.

RELEVANT LINKS

Meet us at Finovate Europe 2017

<https://banking.backbase.com/2015/backbase-finovateeu-2017.php>

SPOKESPEOPLE



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ABOUT BACKBASE

Backbase is a fast growing fintech software provider that empowers financial institutions to accelerate their digital transformation and effectively compete in a digital-first world.

We are the creators of the Backbase Omni-Channel Banking Platform, a state-of-the-art digital banking software solution that unifies data and functionality from traditional core systems and new fintech players into a seamless digital customer experience. We give financials the speed and flexibility to create and manage seamless customer experiences across any device, and deliver measurable business results. We believe that superior digital experiences are essential to stay relevant, and our software enables financials to rapidly grow their digital business.

More than 80 large financials around the world have standardized on the Backbase platform to streamline their digital self-service and online sales operations across all digital touchpoints. Our customer base includes Al Rajhi Bank, ABN AMRO, Barclays, CheBanca!, Credit Suisse, Fidelity, Hapoalim, HDFC, Hiscox, ING, KeyBank, Legal & General, NBAD, OTP, PZU, PostFinance, Societe Generale de Banque au Liban and Westpac.

Industry analysts Gartner, Forrester and Ovum recognize Backbase as an industry leader in terms of omni-channel banking platform capabilities, and award the company high marks for its deep focus on customer experience management and unparalleled speed of implementation. Forrester named us a leader in the Forrester

Wave for Omni-Channel Banking.

Backbase was founded in 2003, is privately funded, with headquarters in Amsterdam (HQ Global) and Atlanta (HQ Americas) and regional operations in London, Mumbai and Singapore.



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