

Backbase awarded Finovate Europe's 'Best of Show' for its latest innovation 'The Everyday Bank'

Third time Backbase is acknowledged for its contribution to innovation in the banking industry, having previously received the award for 'best of show' at the Finovate Fall 2016 in New York, and award for 'best of show' at the Finovate conference 2014

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SUMMARY

Backbase, the omni-channel banking solution provider launched their new solution, 'The Everyday Bank' at Finovate Europe 2017, the leading fintech conference in Europe. The concept enables banks to explore and combine Artificial Intelligence and PSD2 demonstrating how regular mobile banking apps can be transformed into a smart personal assistant - a PA that helps the consumer make better financial decisions.

The Everyday Bank is about making complex tasks simple, and being incredibly 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 hyper targeted to 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.

Also, the solution showcases how PSD2 can be seen in a new perspective, from a challenge to a huge opportunity for banks - banks and fintech will be able collaborate and implement smart sales campaigns to provide new opportunities to innovate, open up sales and origination.

The Backbase Digital Banking platform provides banks with a flexible solution to orchestrate and streamline daily customer interactions in a one-to-one, highly personalised 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.

RELEVANT LINKS

 **Backbase**
<http://www.backbase.com>

QUOTES

“With The Everyday Bank solution it was imperative to show the financial industry how AI can be used to leverage existing customer data and provide personalised banking services. Banks can now 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.” He further adds, “It’s a great honour to be once again recognised by Finovate for our contribution to the banking industry, this stands as a true recognition to our constant innovations.”

— Jouk Pleiter, CEO and Co-Founder Backbase

IMAGES



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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