

Leadfusion BankXpert™ Lowers Branch Operating Cost

Powering the Next Generation Branch Experience

San Diego, CA (July 26, 2016) – Leadfusion, the leader in Financial Experience Management®, brings new cost reduction and efficiency improvements to branch operations. An innovator in digital channel engagement, Leadfusion's newest Branch Selling solution with BankXpert reduces branch operating cost while delivering a superior customer experience.

"In this era of retail branch transformation, branch operation executives are under continued pressure to bring improved efficiencies to the branch network and reduce the costs of staffing, training and turnover," said Matt Kojis, Senior Product Manager. "The Branch Selling solution, part of the CUSTOMERfirst® platform, further extends our footprint into the bricks-and-clicks market and offers a compelling cost efficiency gain in staffing, collateral, and the cross-training needed for universal banker staffing models."

Branch Selling extends and connects the self-service digital journey to a digitally enabled collaboration with a branch banker. In addition to reducing ongoing staff-related operating costs, Branch Selling increases compliance with best practice sales execution by ensuring that sales basics are consistent and completed with every customer interaction.

Mr. Kojis added, "Branch Selling is built for today's shared screen experience, seamlessly combining customer information, servicing tools, sales guidance and sales force automation capabilities on a customer-facing desktop or tablet. This is exactly the experience expected by today's digitally-enabled customer."

About Leadfusion, Inc

Leadfusion, Inc. has been providing engaging experiences for financial consumers since 1995. Over 300 financial institutions, including 8 of the Top 10 banks and over 75 credit unions trust Leadfusion to educate and empower their consumers. Leadfusion's CUSTOMERfirst platform includes Premium Financial Tools, Guided Selling, Branch Selling and Premium Email, designed to operate independently or as a single integrated solution that engages through all stages of the financial customers' experience. Leadfusion named top company to watch in the financial technology sector by American Banker and BAI.

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