

Leadfusion Named Top Company to Watch in the Financial Technology Sector by American Banker and BAI

Las Vegas, NV (October 13, 2015) – Leadfusion, a leader in Financial Experience Management®, was recognized as one of the FinTech Forward Companies to Watch. The designation, released today at the BAI Retail Delivery Conference in Las Vegas, was awarded to 20 of the most innovative companies shaping the financial technology industry. The Companies to Watch were selected based on their compelling new offerings and solid business models by an advisory board of industry experts from BAI, American Banker, and other financial institution leaders.

“This recognition by American Banker and BAI is testament to our leading-edge customer experience solutions,” said Christopher Cunningham, President and Chief Executive Officer. “Banks and credit unions are using our CUSTOMERfirst® platform to increase revenue by fundamentally changing customer engagement in the branch, call center, and self-service digital channels.”

CUSTOMERfirst is the preeminent offering in the Financial Experience Management category, delivering the seamless buying experience customers expect from their preferred financial partner. CUSTOMERfirst supports customers in the cross channel purchase journey and moves them forward to a buying decision, delivering higher conversion rates, better quality applications, and increased loyalty and share of wallet. The CUSTOMERfirst platform consists of modules covering the full spectrum of consumer and small business banking needs that can be licensed independently or as a single integrated full banking solution.

The newest addition to CUSTOMERfirst is Branch Selling, Leadfusion’s solution for improving branch sales execution. Branch Selling powers a more effective and efficient sales process, while lowering the cost of staffing, training and turnover. The company will be unveiling Branch Selling at the BAI Retail Delivery Conference Innovation Showcase on October 14, 2015.

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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.

About FinTech Forward

FinTech Forward, a collaboration between American Banker and BAI, provides a comprehensive and forward-looking view of the strategic imperatives driving bank technology, both from the vendor and the user perspectives. The program draws on the two organizations’ deep industry expertise, market-leading proprietary research, and strength in live events to produce actionable content for decision makers. A complete listing of FinTech Forward ranked companies is available at FinTechForward.com.