

## Leadfusion Releases Guided Selling 2.0

*Powering State-of-the-Art UI/UX for Customer Evaluation of Financial Products*

San Diego, CA (November 17, 2015) – Leadfusion announced a major new release of its industry leading Guided Selling solution, part of the company's CUSTOMERfirst® platform for driving financial institution sales. Guided Selling accelerates banking conversions by directing customers to the most relevant product options, whether self-servicing in the digital channel or collaborating with a branch banker.

Guided Selling 2.0 includes a modern and fully responsive user interface optimized for touch-driven devices such as tablets and smartphones. With richer branding capabilities, 2.0 gives customer experience executives more flexibility and configuration options than ever before.

In addition to visual enhancements, Guided Selling 2.0 adds functionality below the UI/UX. New features include more sophisticated handling of product level pricing, enhanced data capture for detailed conversion insights, and framework enhancements to enable true multi-channel attribution. As with other elements of the CUSTOMERfirst platform, Guided Selling 2.0 also complies with important ADA and accessibility standards across all devices.

"With this release we have significantly increased the implementation design options for Guided Selling," said Matt Kojis, Senior Product Manager for Leadfusion. Adding, "the new design elements and underlying functionality create a seamless experience with the forthcoming Branch Selling solution recently unveiled at the BAI Retail Delivery Conference."

For branch personnel focused on efficiency and execution initiatives, Guided Selling 2.0 delivers new tools for collaborating with customers in a shared screen environment. Branch bankers can leverage 2.0 to improve sales execution with better follow-up, lead capture and conversion. Revolutionary to the industry, 2.0 also introduces a socially-informed lead generation capability to drive more business to the best performing bankers. Leadfusion is now accepting orders for Guided Selling 2.0. Existing Guided Selling customers may upgrade to the 2.0 version for a nominal setup fee.

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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. 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.