



Account Cross Sell™

Expands Member Relationships and
Generates Revenue Opportunities

Could you use a product that automatically identifies cross-selling prospects?

BUSINESS VALUE

- Increase Revenue
- Enhance Service

COMPATIBILITY

- Episys®

Symitar's Account Cross Sell (ACS) is a revenue-generating solution that supports direct sales initiatives at the branch level. The system analyzes and identifies specific cross-sell opportunities that offer advantageous terms for members and generate additional income for credit unions.

ACS supports the refinancing of loans and credit cards that members have with competing institutions. It automatically detects profitable refinancing opportunities. The system also supports the cross selling of shares, IRAs, and investment services. ACS can provide desktop delivery of the member- and product-specific information required to increase cross selling, and can also present scripts prepared by your credit union that describe how the product or service should be offered.

ACS uses defined service-type parameters to identify and match appropriate products and services with members. Your programming staff may use PowerOn® to customize these parameters.

Enhance your members' benefits and service while maximizing your performance using accessible, accurate, and timely decision-support and business intelligence information.

WHAT IT DOES:

- Analyzes and identifies specific cross-sell opportunities that offer advantageous terms for members and generate additional income for credit unions.
- Enables your programming staff to use PowerOn® to customize selection parameters.
- Supports the refinancing of loans and credit cards that members have with competing institutions. The system also supports the cross selling of shares, IRAs, and investment services.
- Presents scripts prepared by your credit union that describe how the product or service should be offered.
- Enhance your members' benefits and service while maximizing your performance using accessible, accurate, and timely decision-support and business intelligence information.

WHAT IT DOES FOR YOU:

- Introduces members to products and services that have more advantageous terms than competitive offerings.
- Converts member interactions into professional, targeted, face-to-face sales opportunities.
- Generates ongoing revenue opportunities.
- Increases penetration of products and services in member base.
- Increases profitability of member relationships.
- Increases member loyalty with expanded relationships.
- Increases staff confidence and sales skills and success.