

The background of the slide features a conceptual image of a hand holding a globe. Overlaid on the globe is a glowing, stylized logo that resembles a bird or a winged figure. The entire scene is set against a dark blue background with a network of white dots and lines, suggesting a global or digital theme.

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OVERALL MARKET TRENDS

WHAT'S NEW IN THE MARKET SPACE?

E-commerce Sales Surge



Retail ecommerce sales grew 27.6% in 2020 after being projected to decline 16.5% mid-pandemic.

Meanwhile, total global retail sales declined 3.0%

+27.6%

YoY 20/19 Digital Payments value



\$4.7trn by the end of 2019, it continued growing as statistics show the global digital payments industry hit \$5.4trn value in 2020, almost a 16% increase year-on-year.

+16%

B2B GO-TO-MARKET IS DRAMATICALLY CHANGING

BUSINESS AND CONSUMER TRENDS
FOLLOWING IN THE SAME DIRECTION

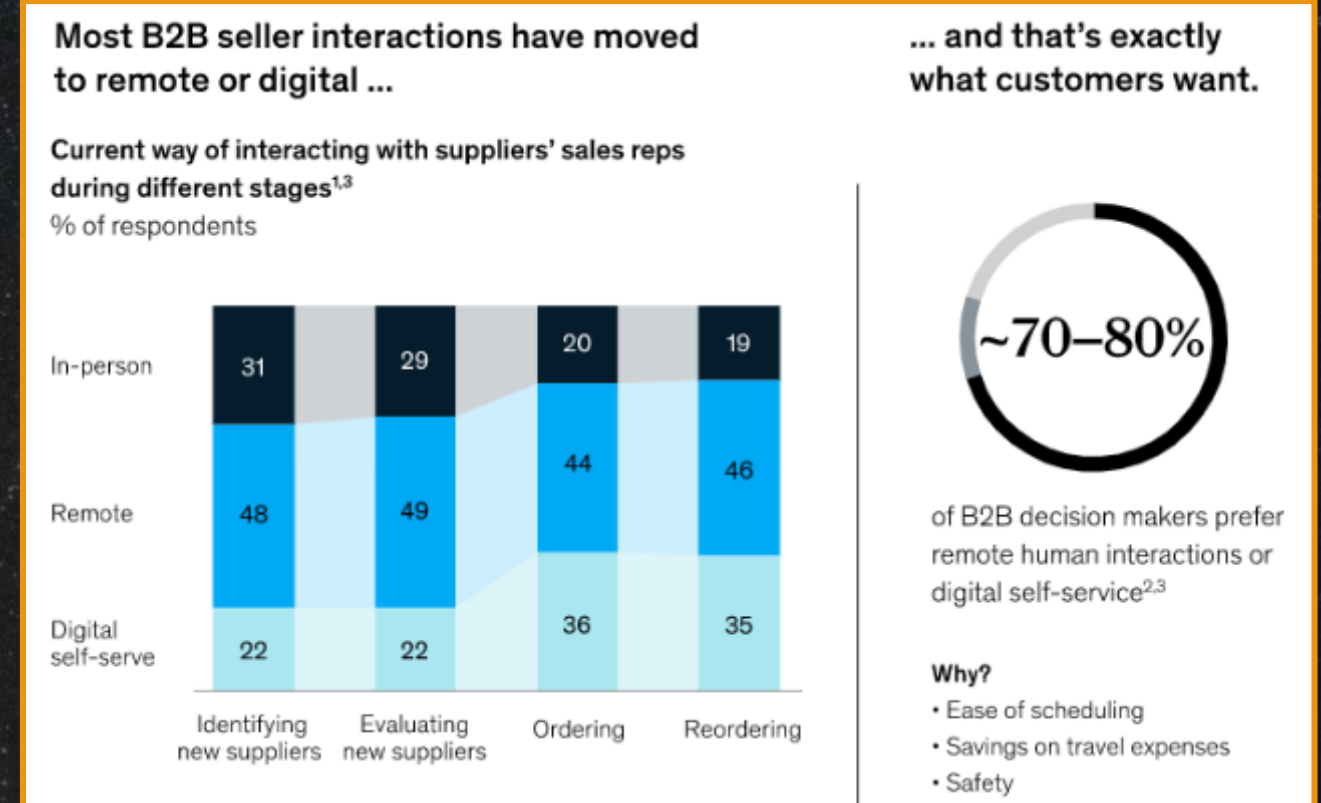
In-person Sales activities



Not differently from Consumers habits, which seemed to be revolutioned by E-commerce and new omni-device payment system boost, according to McKinsey, **even traditional Business Sales interactions dropped from 61 to 29% since COVID-19.**

-52%

Digital interactions with sales reps



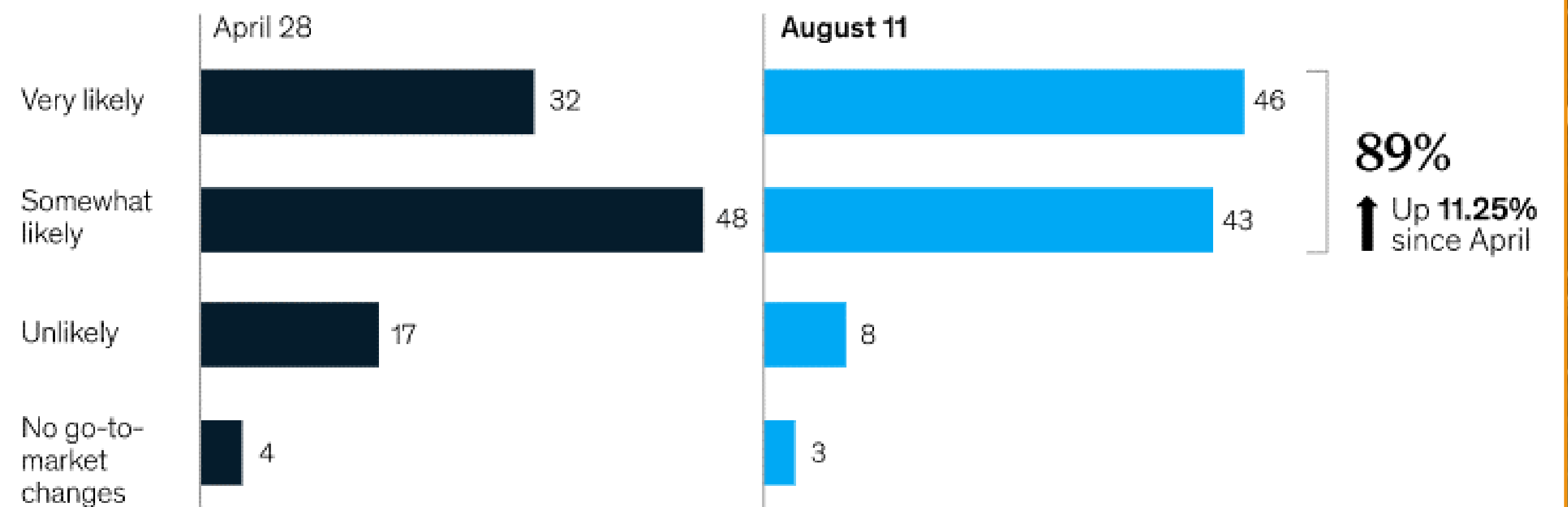
- Along all Sales stages, **Pure Digital channels + and Remotely** driven human interactions dominate, **covering up to 81% of total ones.**
- Despite of strict regularity dispositions, it was **Security, Easiness and Money** saving perception to lead the trend, for up to 80% of interviewed decision makers.

REVOLUTION IS HERE TO STAY

89%

Companies expect the changes to stick.

Likelihood of sustaining new go-to-market models for 12+ months^{1,2}
% of respondents



...of interviewed decision makers think the current sales go to market model won't change after pandemic

VIDEO- CONFERENCING BOOMED IN REVENUE GENERATION

+69%

Nontraditional channels, particularly video, drive the lion's share of revenue ...

Go-to-market sales model during COVID-19^{1,2}

% of respondents

Traditional/In-person

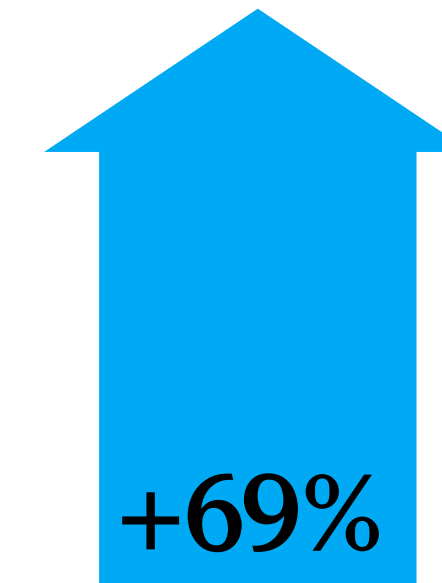


From **28% to 13%**
since COVID-19

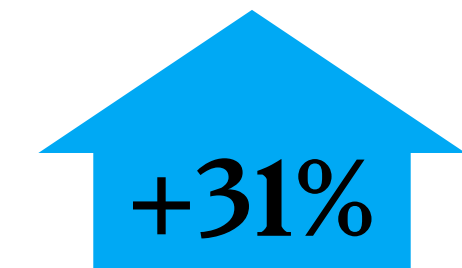
Digital interaction with sales rep

Videoconference

Online chat



From **11% to 19%**
since COVID-19



From **40% to 49%**
since COVID-19

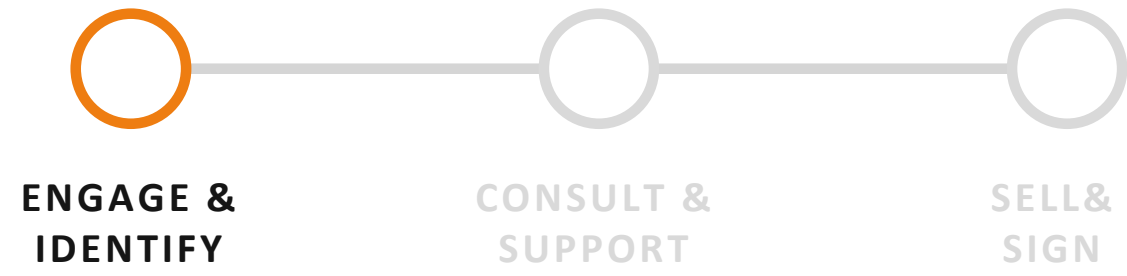
Reportedly the usage of remote **video conference** systems gained up to **69% in revenue share generation** (online chat +31%) and both are largely preferred to the phone (avg. +77%).

Banks and Retail Brands need to face the New Normal challenge, exploiting the Remote Selling opportunities, by providing the right capabilities to make **Customers happy** along the entire Journey

- Put data at the center, through advanced Customer segmentation and **Hyper Personalized Messages and offers**
- Enable the Full Digital potential across the Remote Interaction, by providing the **e2e Remote Collaboration Suite**

The Remote Selling Journey





Remote Recognition

#BIOMETRIC

#PHYGITAL

AS A CUSTOMER I WANT TO

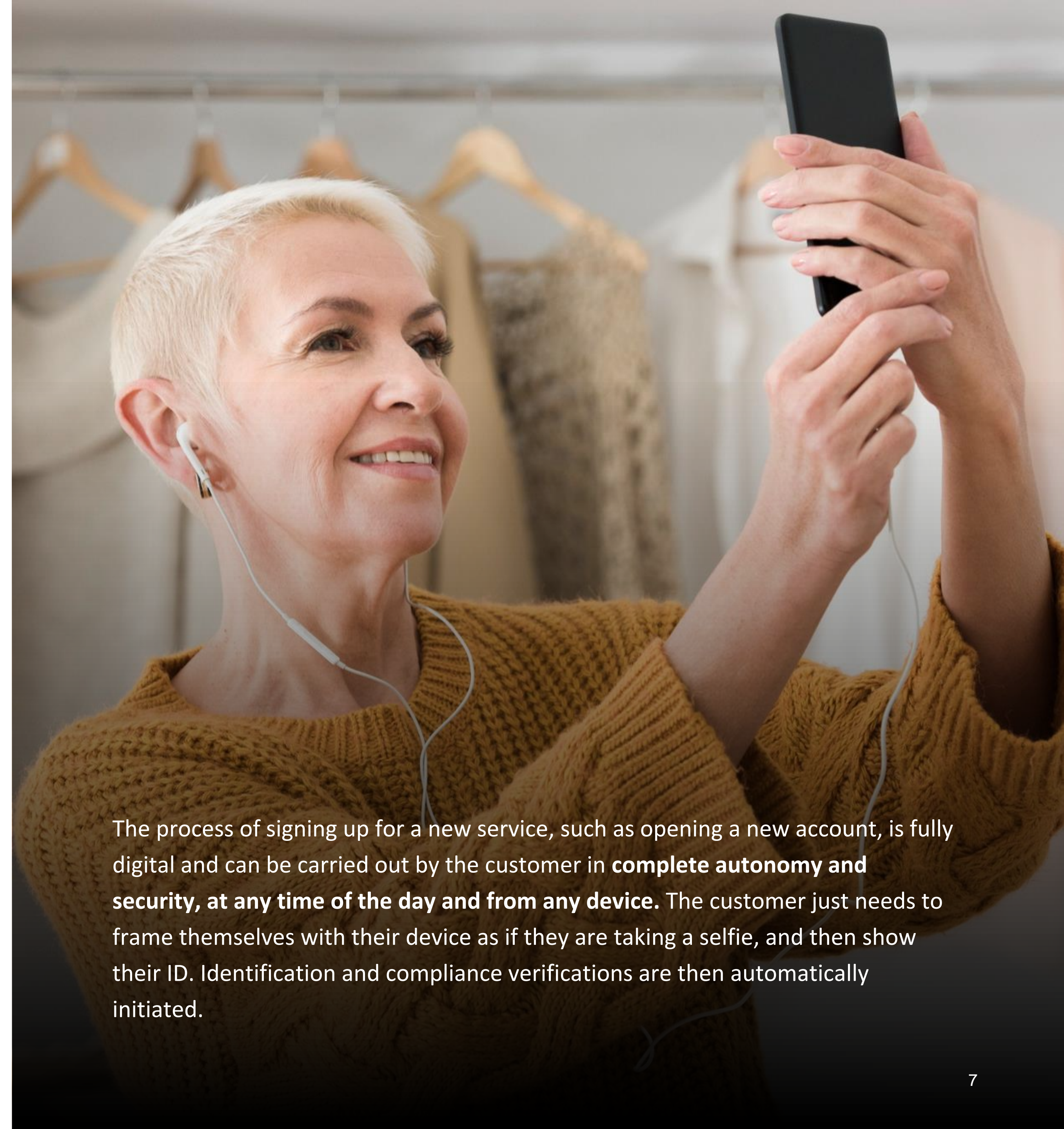
Be able to **remotely** and **securely** engage with dedicated personnel that can swiftly answer to my needs, without having to worry about technological complexity.

AS A BRAND WE CAN

Offer a **full digital onboarding experience** that allows us to reach a wider slice of customers faster and in total safety, while optimizing our internal processes.

80% Conversion rate within the 24h from the starting of the digital onboarding

< 5 minutes End-to-end process time



The process of signing up for a new service, such as opening a new account, is fully digital and can be carried out by the customer in **complete autonomy and security, at any time of the day and from any device**. The customer just needs to frame themselves with their device as if they are taking a selfie, and then show their ID. Identification and compliance verifications are then automatically initiated.



Remote Advisoring

#ADVISORY

#SUPPORT

AS A CUSTOMER I WANT TO

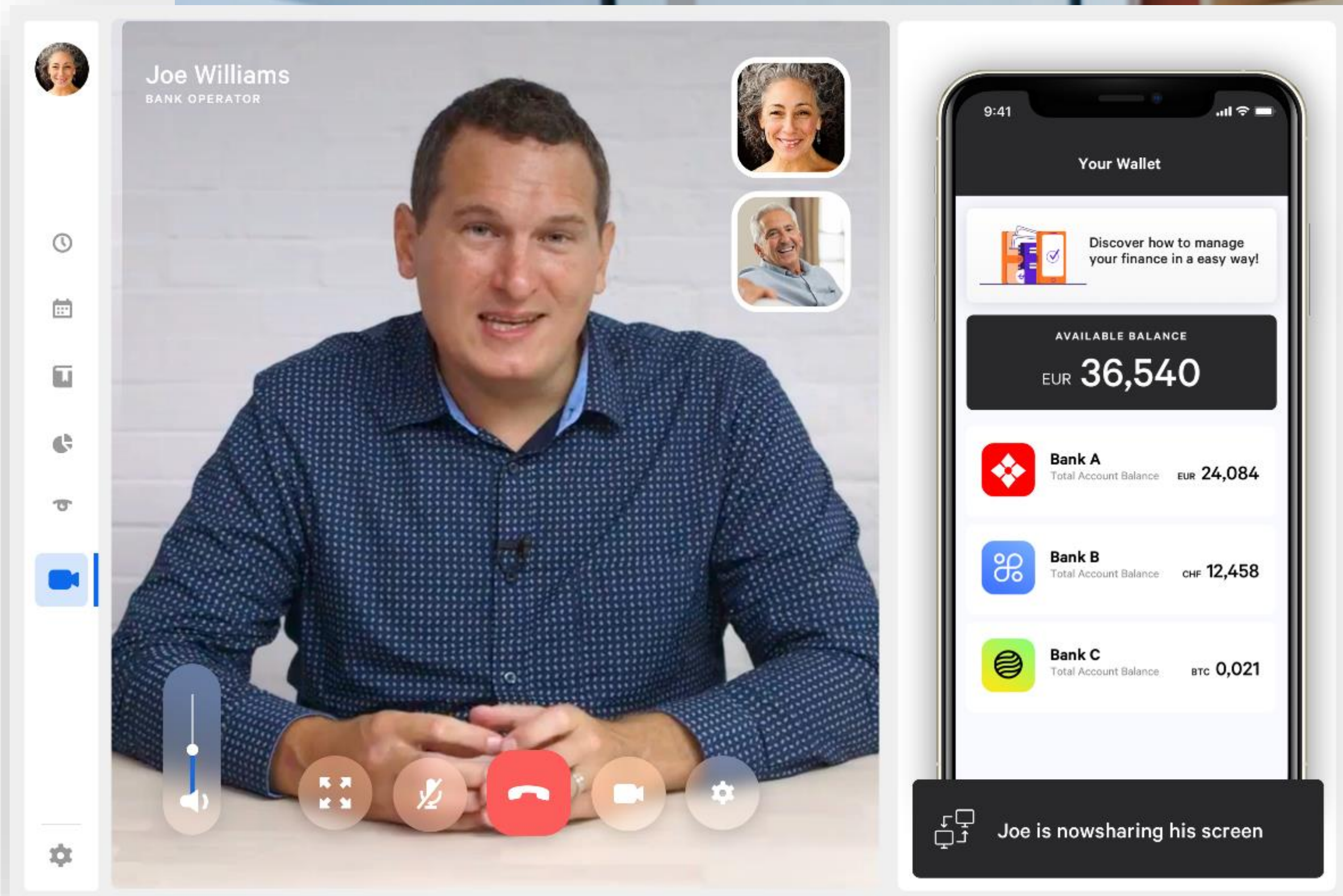
Get **personalized** advice on which type of product or service is right for me and finalise the **purchase** there and then.

AS A BRAND WE CAN

Offer a continuous and personalized relationship with the customer even from a distance, by providing our operators with **End-to-End collaboration tools to engage and sell**.

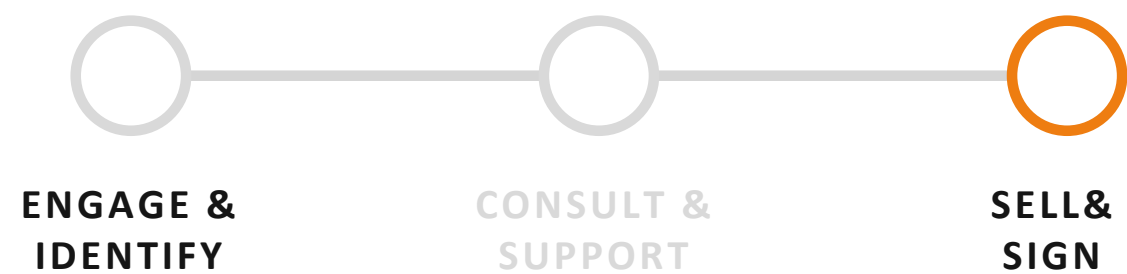
+ 90% Average Net Promoter Score

+3MM Annual Remote Video Interactions



The relationship between the customer and the **Brand** is guaranteed from the beginning, thanks to screen sharing, document sharing, video chat tools and digital signature that allow personalized advice and human touch for your selling campaigns.

For the customer, everything is simple and immediate to use: there's no need to download any software, and the operator can exactly see what the customer sees, thus reducing the need to verbally explain problems.



Remote Finalization

#DIGITALSIGNATURE

#DIGITALCONTRACT

AS A CUSTOMER I WANT TO

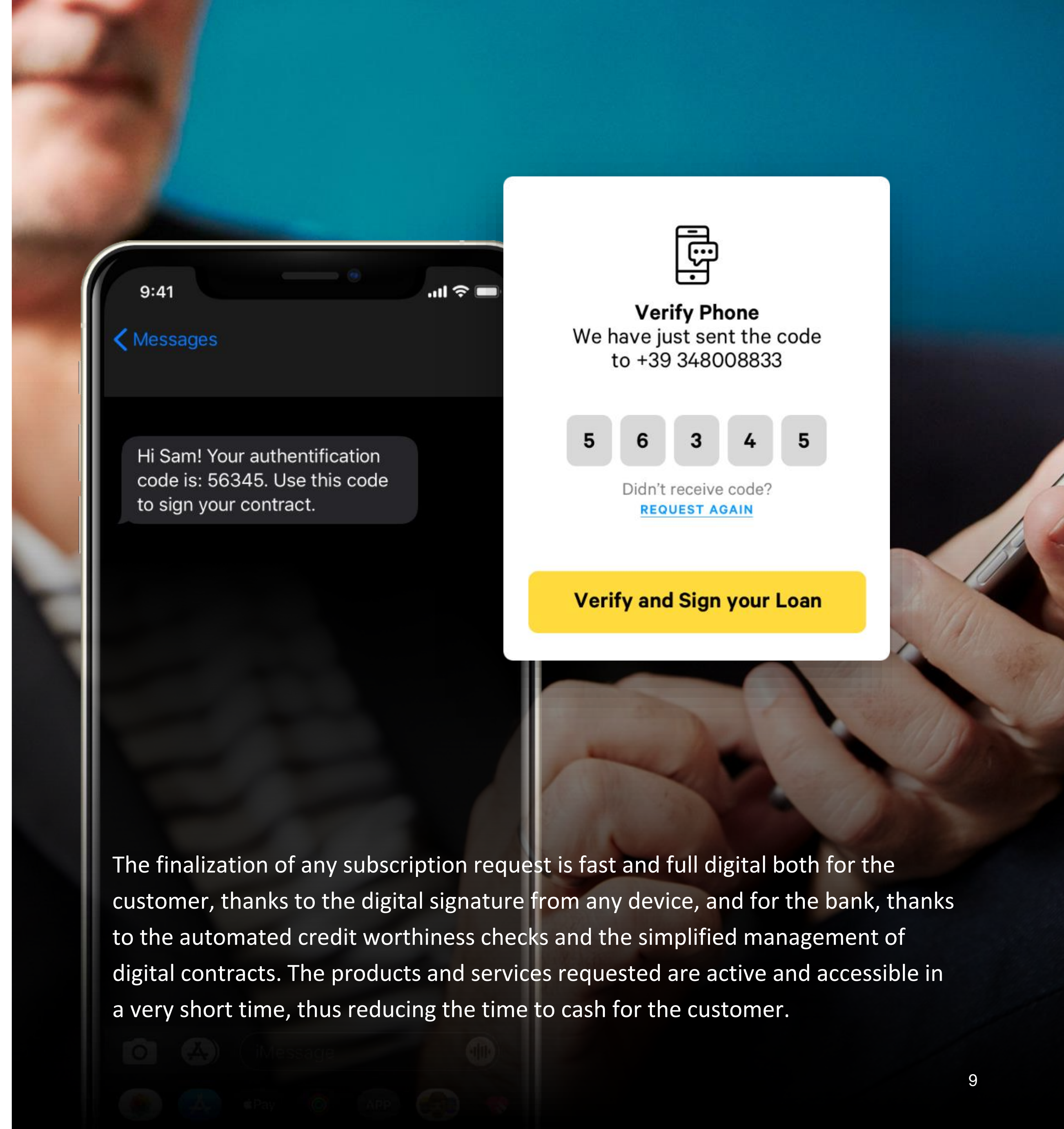
Conclude the purchase and finalize needed documents in a fast, easy and secure manner, directly while interacting the brand remotely.

AS A BRAND WE CAN

Offer products and services that can be activated online in real time, by making our verification processes automatic and the management of contracts paperless.

> **75%** Liveness detection and Document Detection

> **95%** Biometric comparison conversion rate



The finalization of any subscription request is fast and full digital both for the customer, thanks to the digital signature from any device, and for the bank, thanks to the automated credit worthiness checks and the simplified management of digital contracts. The products and services requested are active and accessible in a very short time, thus reducing the time to cash for the customer.

Enabling digital sales for any product and service regardless of complexity

The platform helps companies that want to interact and sell to their customers digitally through a **frictionless experience** that **combines technological efficiency with ease of use.**

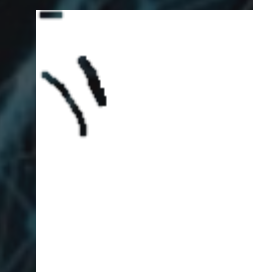
For any industry, including:



BANKING



INSURANCE



TELCO



UTILITY



OTHER



E2E Digital Loans

for a Tier-1 Bank, European leading financial institution

PAIN POINTS

- Decrease in traditional loan request channel due to covid and increased digitalization
- Unstandardised procedures based on paper documentation mgmt.

GOALS

- Supporting the sales through a full digital process for loan requests
- **Boost operational effectiveness through paperless tools adoption**



OUR SOLUTION

- Frictionless video interaction to manage the loan request E2E
- Secure and standardised process thanks to workflow management tool



Conversion rate on unique loan requests



+90% NPS

Customers' satisfaction increase

Remote support and UpSelling

for a Tier-1 Bank, European leading financial institution

PAIN POINTS

- Provide Support by **video** – **interacting to clients** asking for help within the Website Personal Area
- Expand **Upselling** strategies remotely

GOALS

- **Exceed quality** standards for client support
- Boost digital **Revenues** by enabling e2e collaboration and remote sales



OUR SOLUTION

- Enable the **collaboration** between Agents and Customers, and support during entire process, including the final **Signature** step
- Integrate Smart Advisor Collaboration tools to the Client Website **Personal Area** and to the CTI (**Genesys**) to allow Video – interaction on demand


+15%

Ancillary products Upsell



+95% NPS

Customers' satisfaction increase



Digital Sim Activation

For a leading brand in the European mobile space

PAIN POINTS

- Existing costly and complicated procedures for remote sim activation due to compliance restraints
- Traditional methods could not be integrated in player's mobile app

GOALS

- **Allow non-contextual sim activation & delivery** through a remote identification secure procedure
- **Seamless integration** within existing player's digital ecosystem



OUR SOLUTION

- Secure and compliant video identification procedure
- Deployed through the existing mobile app of the client, thus not requiring any other installation / registration by the end-user



Identification Completion
rate Average

~400k

Video Identifications
Managed/ 3 years

Remote Energy Contracts Sales

For a top 100 global company by revenue, leading in energy sector

PAIN POINTS

- Conversion rate of complex products (e.g. solar panels) typically requiring dedicated consultants and human 2 human follow-ups
- Existing procedure required multiple remote operators to interact with the same prospect in different phases
- COVID-19 business impact

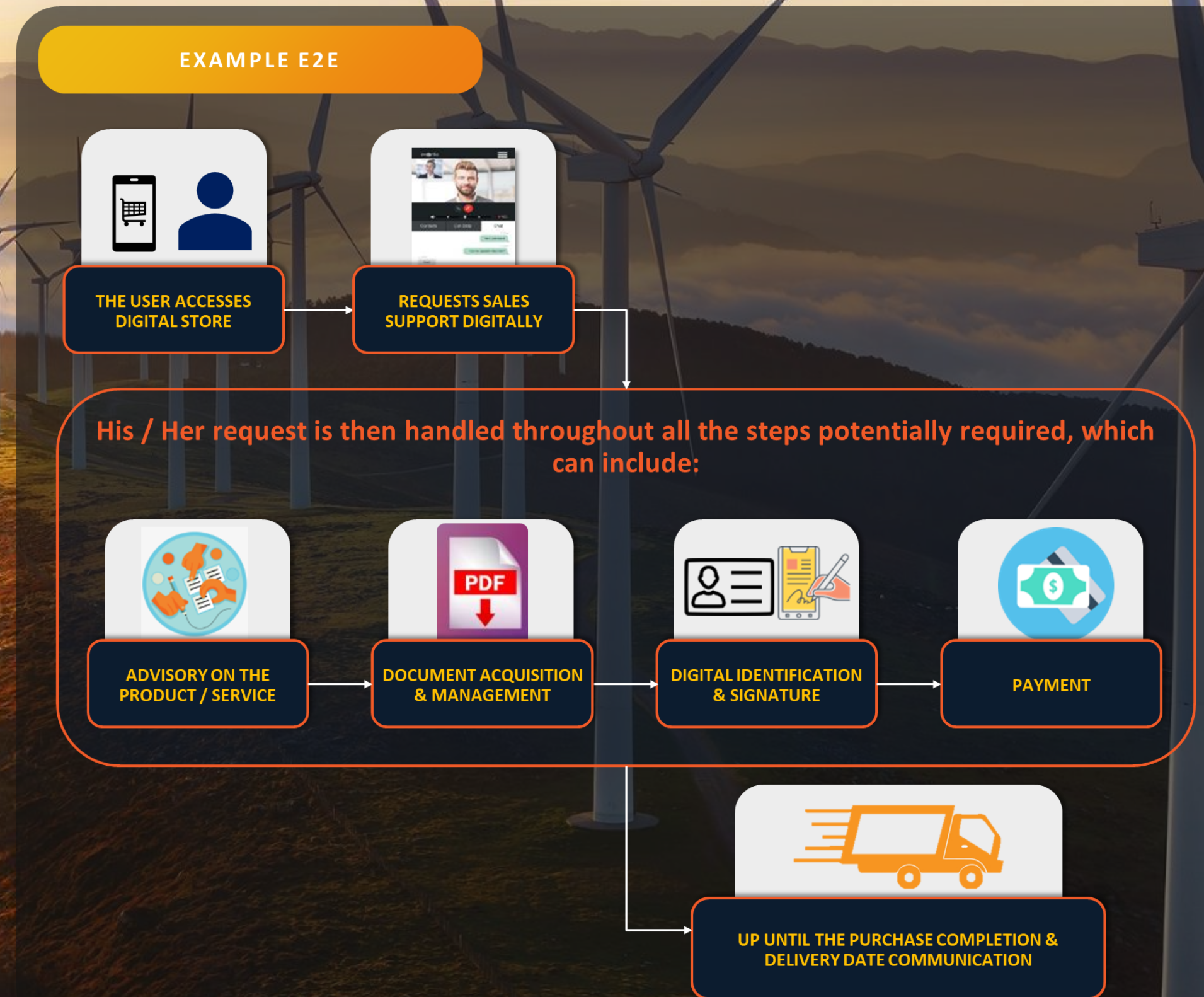
GOALS

- **Boost digital Sales** of complex products
- Increased Security thanks to no-touch sales approach
- **Have a specific operator to follow through and guide the prospect in the entire customer journey**, which includes professional consultancy, documentation filling and signature



OUR SOLUTION

- Provide an entire sales workflow to be handled in video communication to cover the entire customer journey End-2-End
- Leverage pre-defined process guidance to allow one specific operator to continue interacting with the specific assigned prospect, even in case of funnel suspension and resumption



Complex Technology to simplify the customer’s life.

Complex technologies are at the service of convenience and handled under-the-hood, creating frictionless customer experiences.

The client benefits from it, without noticing.

BENEFITS FOR SUPPLIER	BENEFITS FOR SMALL & MEDIUM BUSINESS AND RETAIL CUSTOMERS
ENGAGE YOUR CUSTOMER SEAMLESSLY, AND SELL YOUR COMPLEX PRODUCTS AND SERVICES WITH RELYING ON A UNIQUE E2E ECOSYSTEM	NOTHING TO INSTALL, ZERO DIGITAL COMPLEXITY
EXPLOIT ADAVNCED CAPABILITIES AS A STAND ALONE OR WITHIN A FULLY INTEGRATED CRM	EXPERIENCE THE REAL OMNICHANNEL – WHERE, WHEN CUSTOMERS WANT

Why we're different

DISTINCTIVE ELEMENTS



Remote
Identification
with Biometrics



Collaboration tools,
including OCR and docs
co-editing



Digital Signature
Seamless
Integration



Digital Payments
directly within the
customer journey

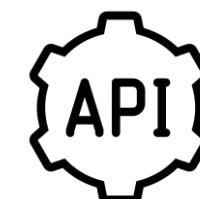
ADD-ON MODULES



KYC & Anti-
money
Laundering



Open banking
scoring &
Financial KPIs



You name it!
Further extendable
through APIs
connectors



PFM/ BFM
Technologies



Thank you

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