

**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.**

**This can be achieved by enabling the full digital potential across the remote interaction, by using the CRIF e2e remote collaboration suite.**

**B2B go-to market is dramatically changing: business and consumer trends following in the same direction and analysts agree in saying that *this revolution is here to stay.***

## 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.

**81%**

## 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.

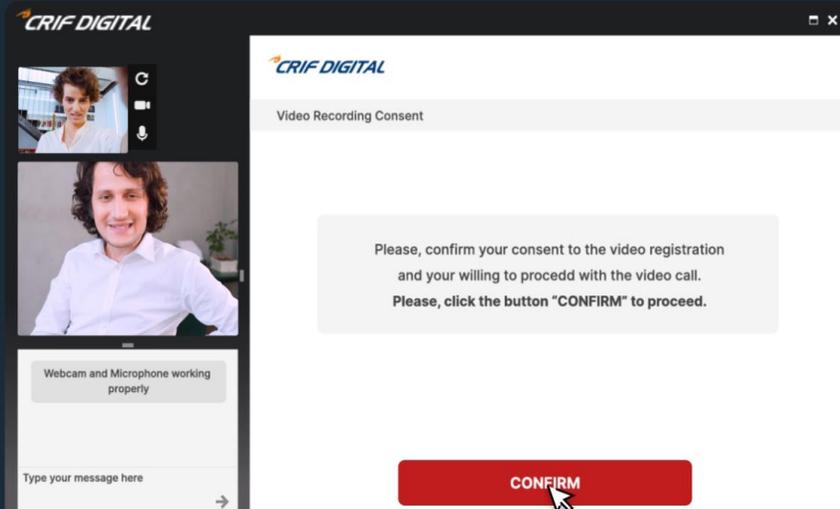
**+16%**

## In-person Sales activities



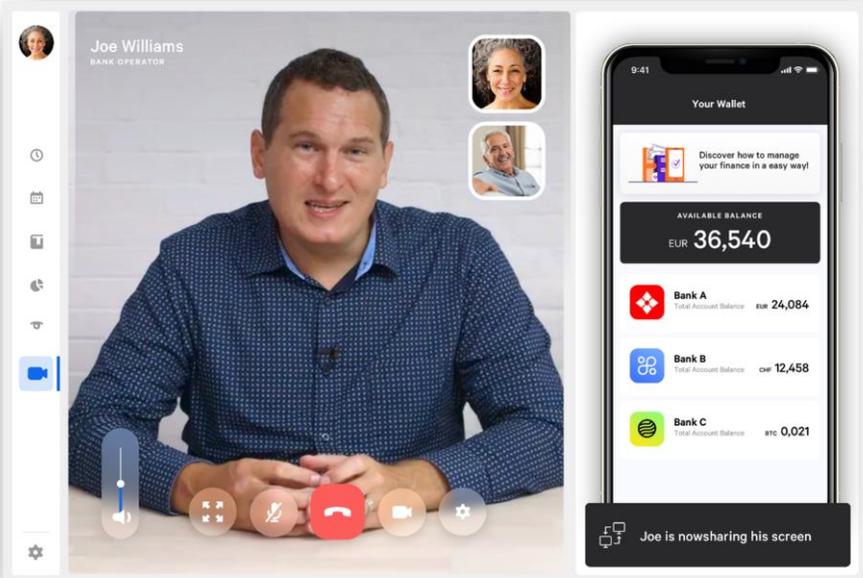
**Not differently from Consumers habits**, which seemed to be revolutioned by e-commerce and new omni-device payment system boost, according to McKinsey, **even traditional Business Sales interactions** dropped from 61 to 29% since COVID-19.

**-52%**



CRIF Remote Selling platform enables digital experience through collaboration, from the advisory stage to the selling one, allowing to reach clients anytime and anywhere

*It enables **remotely and securely** engagement with dedicated personnel that can swiftly answer to any needs, without having to worry about technological complexity through a **full digital onboarding experience** that allows to reach a wider slice of customers faster and in total safety, while optimizing internal processes. A **personalized** advice can be offered on products or services that are more fitting, up to finalizing the **purchase** there and then.*



**CRIF Remote Selling platform is the next generation CRIF customer engagement solution chosen by more than 100 companies worldwide for Sales and Customer Support. It allows customer engagement in chat and video chat on any digital channel through a human remote operator.**

DIRECT API

AS A SERVICE

## KEY BENEFITS for Banks and brands

**Engage the customer seamlessly and sell complex products and services relying on a unique E2E ecosystem.**

**Exploit advanced capabilities as a stand alone or within a fully integrated CRM.**

### 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

## KEY BENEFITS for SMEs and Individuals

**NOTHING TO INSTALL, ZERO DIGITAL COMPLEXITY**

**EXPERIENCE THE REAL OMNICHANNEL – WHERE, WHEN CUSTOMERS WANT**

## Remote Energy Contracts Sales

**USE CASE #2**

*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

