

YourAnswer Interactive Voice Marketing operates 24/7, delivering financial institutions:

- More revenue through loan acceptances and deposits
- Branch, call center and ATM time and cost savings
- Higher client retention rates
- Increased self-service, search and marketing capabilities
- Member and customer savings

### Provide personalized offers and pre-approve loans in seconds.

YourAnswer utilizes its proprietary Real Intelligence Engine™ to provide a unique, intelligent, conversational 24/7 banking experience for bank customers and credit union members.

YourAnswer Interactive Voice Marketing is an additional marketing channel that integrates with existing native apps and/or websites to provide a seamless, streamlined voice experience that provides hands-free transactional banking.

Capabilities include:

- Feature personalized promotions in response to member queries
- Self-serve loan pre-approval in seconds
- Push-market key products based on a deep understanding of the member's financial situation
- Save members money by personalized loan consolidation recommendations
- Easy integration – no need to directly connect into the core or digital marketing platform

YourAnswer works equally well on voice-enabled desktop computers, tablets and smartphones. YourAnswer also works in text mode, allowing ultimate flexibility for all users.

To see a video demo, please visit:

[www.youranswer.io/interactive-voice-marketing/](http://www.youranswer.io/interactive-voice-marketing/)

