



Synapsys®

**Automated Sales, Marketing, and  
Customer Service**

*The information your business collects from customers holds powerful insight into the way they bank. Synapsys harnesses this information by organizing disparate content into a meaningful snapshot of consumer behavior. Synapsys collects and stores this data, piecing it together to reveal underlying trends and themes that can help you grow your client relationship ... and ultimately your profitability.*

**jack henry Banking®**

A DIVISION OF JACK HENRY

## Do you want a comprehensive tool for enhancing your sales culture?

### BUSINESS VALUE

- Increase Revenue
- Improve Operations

### COMPATIBILITY

- SilverLake System®
- CIF 20/20®
- Core Director®
- *Easy, point-of-customer movement between the core system and Synapsys encourages front-line bankers to focus on customer relationships, not just their accounts.*

#### Get the story from the numbers ...

Synapsys is a comprehensive solution that supports client relationship management and marketing strategies of high-performance banks. This innovative system's broad functionality commands the power of information and puts it at the fingertips of sales associates, calling officers, lenders, and support staff. This competitive advantage is crucial to increasing performance and profitability in today's financial marketplace.

Synapsys' functionality manages all points of contact and call log records and presents them in easy-to-read reports. It integrates seamlessly with Outlook's e-mail and calendaring features, removing the operational inefficiencies that are inherent in manual marketing and sales processes.

Synapsys offers:

- Referrals processing and reporting.
- Service recovery tracking, assignment, and reporting.
- Incentive compensation tracking, calculation, and reporting.
- Integration with ProfitStars Financial Performance Suite<sup>SM</sup>.
- Client profitability and profit tier reporting made visible by the Financial Performance Suite integration.
- Customization opportunities for pipeline reporting, automatic client contact prompts, and client profiling documentation.

#### Manage money through relationships ...

Synapsys was designed exclusively for banks and to easily assimilate into day-to-day operations and unique sales environments. It simplifies client relationship management and workflow processes through integration with Jack Henry Banking's SilverLake System, CIF 20/20, and Core Director core processing systems as well as SilverLake Teller<sup>TM</sup>, CIF 20/20 Teller<sup>TM</sup>, Core Director Teller<sup>TM</sup>, *jha*Enterprise Workflow<sup>TM</sup>, Branch Anywhere<sup>TM</sup>, Synergy Enterprise Content Management<sup>TM</sup> (ECM), and *jha*Call Center<sup>TM</sup>. Easy point-of-customer movement between the core system and Synapsys encourages front-line bankers to focus on customer relationships, not just their accounts. With Synapsys, bankers have the information needed to accurately work with customers and grow relationships profitably.

#### Develop strong campaigns with reliable tools ...

Synapsys also encompasses a Marketing Manager module that provides banks with a sophisticated marketing query tool for database research and campaign development. Marketing Manager automates the time-consuming and error-prone manual process historically typical of targeted marketing and cross-sell campaigns.

Drawing on the database from the core system and from additional entries by sales associates, Marketing Manager compiles accurate campaign lists that include current products and demographic information. This module helps banks identify next best product and service cross-sell opportunities. Marketing Manager query results can be used for direct mail and other sales campaigns as well as for direct posting of cross-sell recommendations into Synapsys for the sales associate's use. Nightly updates from the core processing system mean the Marketing Manager module accesses accurate and current customer information.

### Track your progress ...

Feedback is the cornerstone of a high-performing sales team. Synapsys provides management reporting that supports strong leadership of the relationship management and sales efforts. Reporting includes sales, profitability, client product mix, services-per-household, and trend reports as well as associate activity reports (sales calls, referrals, and service issue resolution). Managers benefit from near-real-time performance information for the bank, branch, and associate.

#### WHAT IT DOES:

- Provides complete Salesforce automation.
- Integrates with the SilverLake System, CIF 20/20, and Core Director core processing systems, providing easy access to information between systems.
- Supports the development of sales and marketing strategies and tracks the results against established goals.
- Displays appropriate cross-sell opportunities at the front line for immediate action.
- Automates the referral and tracking processes.
- Supports the implementation and management of incentive programs.
- Generates evaluations of sales associates.
- Provides functional capabilities designed exclusively to support banks' unique sales environments.
- Incorporates the Marketing Manager module, which automates the time-consuming and error-prone manual process historically required to develop highly targeted marketing and cross-sell campaigns.
- Identifies next-best-products or services offerings based on customer profiles.

#### WHAT IT DOES FOR YOU:

- Enables banks to develop customer-centric marketing and sales strategies.
- Supports the development of high-performing, accountable sales organizations.
- Integrates with the core, facilitating easy adoption of new workflow processes at the front line.
- Compiles the information banks need to enhance their sales cultures.
- Supports the development of progressive strategies to attract, retain, and expand customer relationships.
- Helps increase banks' performance and profitability.
- Assimilates easily into banks' day-to-day operations.
- Provides competitive advantages in today's financial services marketplace.

*This innovative system's broad functionality commands the power of information and puts it at the fingertips of sales associates, calling officers, lenders, and support staff.*

*Synapsys Express<sup>SM</sup> is the hosted delivery version of Synapsys<sup>®</sup>. Hosted in the Jack Henry private cloud, a state-of-the-art secure data center.*