

Adobe solutions for streamlined account opening

Unleashing profitable customer relationships



Increasing closure rates across all product lines

Bank accounts
(Retail, commercial, credit unions)

- Checking
- Savings
- Money market
- Credit card
- Loans and lines of credit
- IRAs and trusts

Insurance policies

- Property and casualty
- Life and health
- Business liability, errors, and omissions
- Annuities
- Financial products

Securities accounts

- Trading
- Advised investments
- 401ks and other retirement vehicles

Every new account brings with it a fresh and potentially profitable customer relationship. Therefore, it is critical that account-opening processes must not only be efficient and accurate but also meet, or even exceed, customer expectations.

Financial services institutions often cite account enrollment as their most expensive front-office business process, and one that is also difficult to manage. Even when organizations try to streamline operations with online self-service applications, analysts estimate that dropout rates are as high as 90%. Furthermore, frustrated customers who abandon the web application may visit branches that have no record of the information they supplied online, resulting in high data-entry costs and further customer dissatisfaction. Even worse, prospective customers may simply give up and turn to competitors.

With banks now offering securities products and insurers expanding into investment services, the account-opening environment is growing more complicated. New product offerings come with separate enrollment processes, which can hamper financial firms' ability to cross-sell additional products and services. For financial services institutions striving to capture new business while keeping a lid on costs, streamlined account enrollment processes are vital.

Automating account-opening processes

Solutions built on Adobe's technology platform help financial services institutions automate the costly, time-intensive process of enrolling new customers. They enable financial services institutions to utilize existing core applications to accelerate account creation and setup processes, while providing extended reach and security measures.

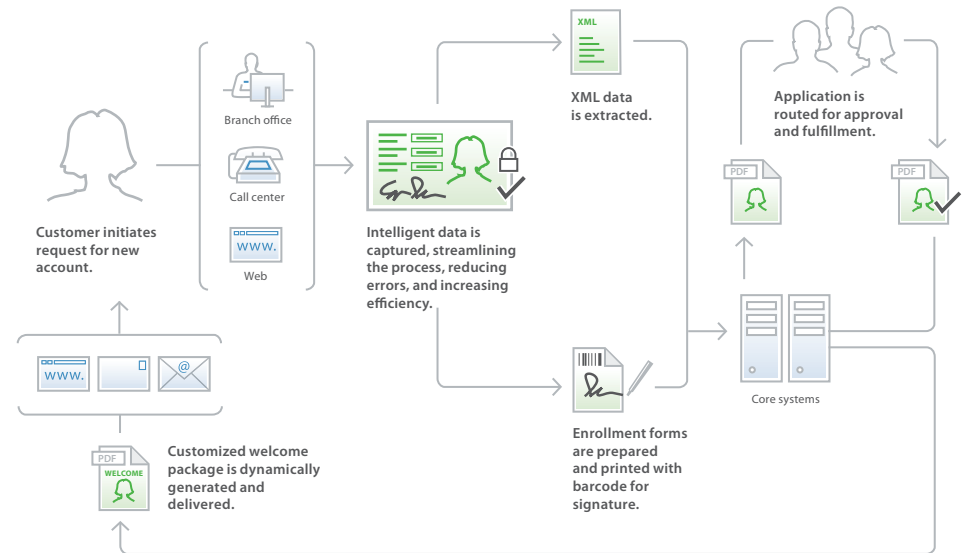
Account-opening processes that leverage Adobe's technology platform provide customers, agents, brokers, and employees with intuitive, flexible processes that are easy to interact with and understand. This helps enhance internal operational efficiencies by replacing slow and expensive paper-based workflows with streamlined, automated processes.

Furthermore, because Adobe solutions transport data that can be automatically extracted and leveraged by back-end applications, companies can eliminate the repeated manual data entry tasks that lead to increased delays, costs, and errors. And with Adobe PDF documents that look and feel like their paper counterparts, financial services firms can more easily satisfy compliance requirements, such as transaction reporting and archiving of mortgage or other applications, while still benefiting from electronic document workflows.

Adobe LiveCycle® Enterprise Suite

- Streamlines and automates business processes to help people interact with information more effectively
- Enables financial firms to create engaging online applications that make the account-opening process more efficient and accurate
- Features dynamic document generation to help financial firms create more personalized customer communications

Automated account-opening process



Whether a customer opens an account at a branch office, by phone, or online, Adobe solutions make data capture and processing quick and accurate. Once the account has been created, the customer can automatically receive a package of account information.

Leveraging existing technology

Adobe's technology platform harnesses the power and ubiquity of Adobe Reader and Adobe Flash® Player software in the account-opening process. Both free and universally available clients enable customers and independent brokers and agents to fill out and interact with forms without having to buy or install new software on desktops.

With solutions built on Adobe's technology platform, institutions can improve account opening from end to end.

Application stage

- Automate and streamline data capture across channels.
- Prepopulate applications and documents for greater accuracy and process efficiency.
- Leverage data validations and calculations for faster processing.
- Enable offline completion of more complex forms with Adobe® Reader® software.
- Support compliance with digital signatures, access controls, and persistent document integrity.
- Add uniformity across product lines via a consistent user interface.
- Overcome automation obstacles related to processes requiring wet signatures with 2D barcodes.

Verification stage

- Eliminate cumbersome paper document workflows and streamline collaboration.
- Provide a more complete view of customer and application data.
- Ease the burden of securing electronic documents through identity authentication, validation of content integrity, and access controls that define who can view, print, copy, or modify documents.
- Reduce NIGO rates by checking data accuracy before an automated process is initiated.

Fulfillment stage

- Accelerate time-to-fulfillment with straight-through processing.
- Provide automatic notifications to customers on demand.
- Dynamically generate and assemble personalized welcome kits and product information packages.

Long-term, profitable customer relationships

New efficiencies might begin with account opening, but they don't have to end there. Adobe's technology platform provides the flexibility to reliably automate any document-based process.

This frees up time to focus on improving customer relationships, enabling institutions to better advise customers on the products that will meet their needs. The end result is an effective and efficient way to ensure solid customer relationships.

For more information

Visit www.adobe.com/go/fsi_streamlinedaccount, e-mail FSIpractice@adobe.com, or call 888-649-2990.



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