D F X G E W J Q
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E N J W L Q M S
O T B X G S S P
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ACCESS SOFTEK, INC

Omnichannel Account Opening
New Members in Minutes

Access Softek's Omnichannel Account Opening (OAO) solution incorporates AI and machine learning to automatically detect and prevent fraud via ID and facial image recognition, behavioral analysis, and text/document recognition. Our account opening process truly integrates and automates third parties so that key steps like e-sign and funding holds are completed in real time, without requiring applicants to leave their application or return after a delay. With analytics and A/B testing, plus the ability to set up multiple account-opening experiences, you will know you are delivering the best possible experience to your prospective members.

Attract New Members

Demographic and location-based analysis is built into OAO so you can see who is applying at a glance and ensure your marketing campaigns are effective. Automated remarketing with your ads vendor empowers your institution to re-engage with prospects who have not completed their application.

Personalization

Personalization is at the heart of our Account Opening solution. Employ a different look and feel for different demographics or regions, serve communities with multiple languages, streamline mobile applications, and offer an automated in-branch solution— it is all possible with multiple personalized instances.

Core Integration

Our application process features truly end-to-end automation. Automated third-party report retrieval and analysis, e-sign, fraud detection, and more ensure that you can accept new members with confidence. Core integration automation means that a well-qualified applicant is set up on your core and immediately able to use online banking to switch to your institution, without any effort required by your team.

Analytics and A/B Testing

In-product analytics make reporting your success and identifying areas for improvement as easy as clicking your mouse. Free A/B testing proves your changes maximize your conversion rate.

KYC and Fraud Prevention

Go beyond classic fraud prevention methods with our multilayered suite of Machine Learning-driven options for automated behavioral analysis, ID and face verification, and more.
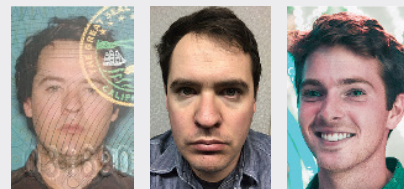
Imaging Analysis compares a drivers' license photo (L) against the owner's selfie (center) and a stranger's picture (R). The correct photos have a 10x greater confidence match.

For more information about how your credit union can engage members and non-members with this valuable resource, email consult@myleverage.com.

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