



Do Better Business, Faster with **Customer Lifecycle Intelligence** from FullCircI.

We're on a mission to help financial institutions identify and win the right business customers, accelerate the onboarding process, and deliver proactive relationship management to keep customers for life.

FullCircI is the market leader in Customer Lifecycle Intelligence for regulated businesses in the UK & Ireland. Trusted by 7 of the top 10 banks and 8 of the top 10 insurers as well as digitally-native FinTechs and challenger brands.

Our applications and APIs are rooted in more than a decade building enterprise-grade solutions for financial institutions. FullCircI tackles the trifecta of critical pressure points facing the commercial organisation;

- Help frontline teams efficiently select and win the right business customers.
- Automate the application of KYC and AML policies for faster customer screening and intelligent onboarding.
- Monitor customer changes around the clock so relationship professionals know when and how to provide support.

We started working with FullCircI to explore ways we could introduce greater efficiency to the customer onboarding journey. We loved the idea of being able to aggregate data from a number of different sources and map our risk appetite to FullCircI's rules framework to flag issues immediately. The result meant we could deliver a process which in some cases was 94% quicker than our existing workflow.

Ronan Heeran - Financial Crime Risk & Control Manager at Metro Bank

The top challenges facing financial institutions

Doing More with Less

Despite an increasing cost of regulation and desire to grow, downward pressures on budgets still exist. Throwing more people at the problem is no longer the best option.

Faster, Safer, Less Expensive

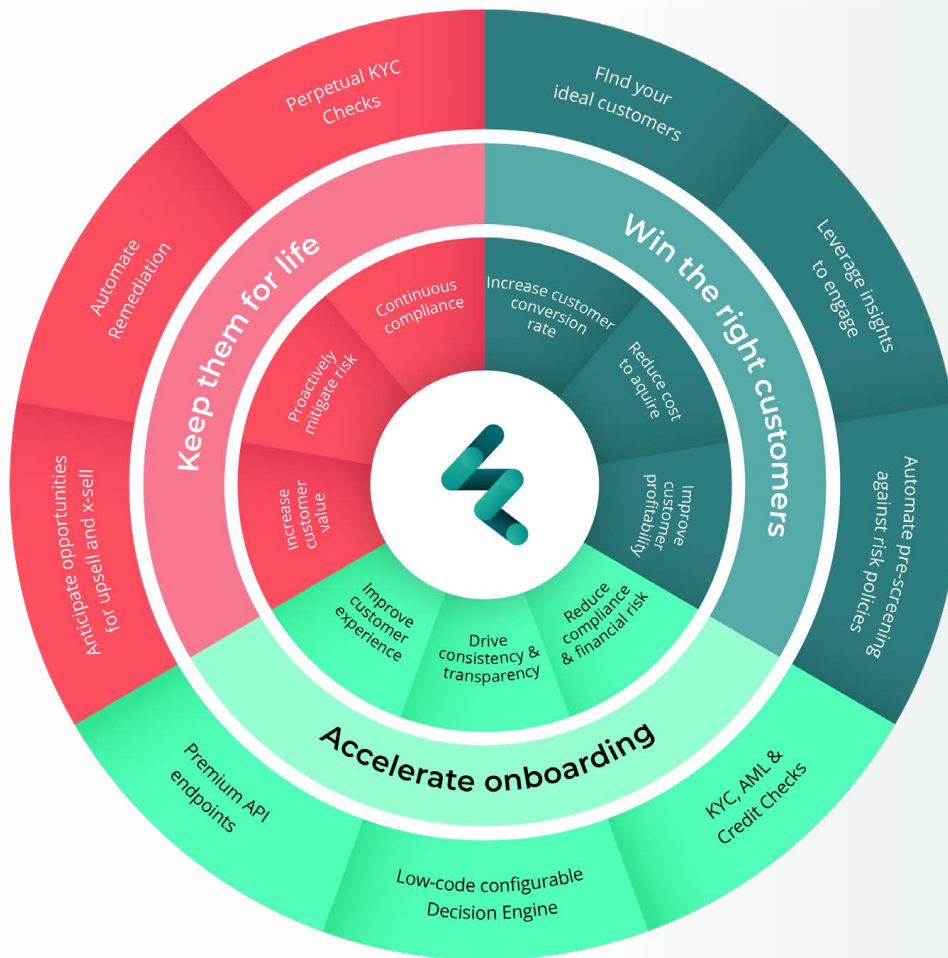
Financial institutions need to serve increasingly complex, unsecured risk. The tools to do this need to be easily configurable, fast to deploy and provide actionable insights out of the box.

Continuous Relationship Investment

Acquiring customers costs money but losing them costs more. Customer-centric businesses need to regularly reinforce their relationships and proactively stay ahead of risks.

Company intelligence throughout the customer lifecycle

Customer Lifecycle Intelligence (CLI) focuses on adding actionable intelligence at all relevant touchpoints of the Customer Lifecycle Management process.



300%

more finance-ready leads

80%

less time reviewing financial statements

94%

faster client onboarding

30%

increase in qualified opportunities



Supercharge onboarding

Eliminate manual tasks and duplication to cut onboarding times from weeks to minutes, whilst also enhancing the customer experience.

Smart decisioning for a faster time to revenue

Enhance the operational efficiency of your credit practices through better collaboration, tasks automation and digitalisation of manual and paper-based processes.

Increase commercial opportunities

Stay on top of changes to a customer's information at all times and deliver more tangible, commercially-beneficial outcomes. Let your front office spend more time building relationship with their customers.

Reduce cost to serve

Remove friction, reduce cost, and realise more benefits for staff and the customers they serve, through the consolidation of your legacy systems in a single platform.

Reduce risk and increase value

Access a single source of company truth, spot issues and act on opportunities that help build, strengthen, and expand customer relationships.

"FullCirc is helping Marsh Commercial achieve its vision by using technology to become a customer centric organisation, capable of delivering real competitive advantage."

Anthony Gruppo, fmr. CEO, Marsh Commercial