



After offering feedback, 29% of bank customers share needs for further services.

## Focus on the Important

### Avannis daily feedback helps you quickly identify sales opportunities

#### Low hanging sales opportunities

"I brought several accounts over from different banks because of the service and the interest rates you offer. I am looking into getting a mortgage with you. I'm researching rates right now, so someone can call me."

*Customer of an ICBA bank in the NW utilizing the teller post-transaction study.*

#### Future need

"I've sure been happy since joining [BANK NAME]. I was promised personal service, and in the last week, I've been offered cookies, asked about my job, and one teller remembered my son's name (impressive!). In fact, I will need an account for my son soon. Obviously, with service like I've experienced, I won't hesitate."

*Customer from an ICBA bank in the Midwest utilizing the new account post-transaction study*

#### Offer the loan before they search online

"I have been happy with [BANK NAME] for 10 years. I don't keep anything with you other than my checking account, but I've never had any problems, and the wait for assistance is always quick. I am considering a line of credit for some remodeling. I'm sure I can get one online, but do you also offer them?"

*Customer from an ICBA bank in the Great Lakes area utilizing the pulse study*

#### Add Business to Personal

"The teller transaction was quick and I always enjoy Michelle who is more like a friend. She did mention your options that might fit my new business endeavor. I didn't have time to sit and discuss this, but will in the future."

*Customer of an ICBA bank in the NW utilizing the teller post-transaction study.*