

Conversion Marketing and Communications Support

Ensure a positive conversion experience with marketing and communications resources — from ready-to-use templates to best practices — for simple planning, implementation and success.

Conversion Communications Toolkit: Online and Mobile Banking

Easy-to-implement resources, always at the ready

Prepare for your upcoming conversion to Digital Insight using this self-service communications toolkit that includes best practices, timelines, marketing checklists, customizable communications templates and more to save you time and resources. The user-friendly format makes it easy to:



Phase 1: Lay the Groundwork — Tools to help you build your internal and external communications plans.

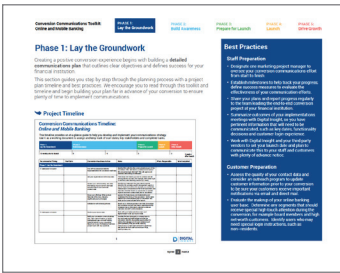
Phase 2: Build Awareness — Materials to educate and excite your staff and customers about the upcoming conversion.

Phase 3: Prepare for Launch — Communications you can personalize and send to customers and staff through multiple channels to ensure they know what to expect and what to do.

Phase 4: Launch — Recommendations and communications to promote the benefits of your new banking solution and drive immediate adoption.

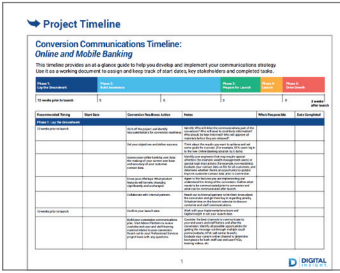
Phase 5: Drive Growth — Steps for developing your strategic marketing plan to heighten activation, adoption and retention.

Online consumers at financial institutions that use Turn to the self-serve marketing materials on the Admin Platform to engage your staff and customers, and effectively showcase your new offerings before, during and after launch.



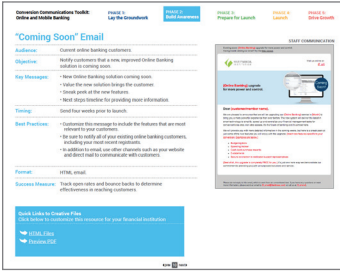
Conversion Best Practices

Proven tactics learned from peers who have successfully converted to Digital Insight.



Recommended Timeline

Step-by-step timing helps you start your communications early and maintain the right amount of contact, so your staff and customers know what to expect.



Communication Guide

At-a-glance guides identify the target audience, timing, tips and best practices for each communication, and links directly to content for quick access.



Customizable Templates

Flexible formats allow you to personalize communications to fit your brand and voice.

Banks and credit unions turn to Digital Insight for innovative online and mobile banking that drives growth. For nearly 20 years, our leading solutions have helped financial institutions engage more meaningfully and more profitably.