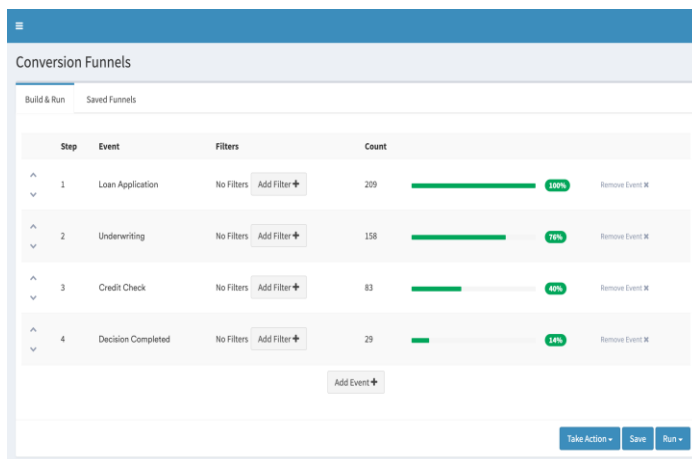# pyze

Internal Apps:

- Measure and monitor effectiveness of application usage between lines of business

- Optimize workflows and processes based on employee interaction with each process step

- Automatically send employees messages to alert of modifications within application processes, or assistance with application errors

External Apps:

- For Each Personal & Business User, understand which Applications they utilize on which platforms

- Optimize and improve UX based on individual user data and send messages at key touchpoints

- Combine existing user data with usage and behavior to target promotions within web & mobile applications

- Cross promote relevant services and acquire look-alike users

Conversion Funnels

Build & Run   Saved Funnels

	Step	Event	Filters		Count				
	1	Loan Application	No Filters	Add Filter +	209		100%	Remove Event ✗
	2	Underwriting	No Filters	Add Filter +	158		76%	Remove Event ✗
	3	Credit Check	No Filters	Add Filter +	83		40%	Remove Event ✗
	4	Decision Completed	No Filters	Add Filter +	29		14%	Remove Event ✗

Add Event +

Take Action ▾   Save   Run ▾

Internal Use Case
Ensure effectiveness of home equity line of credit application processing by Agents with streamlined optimization of application business process

External Use Case
Monitor the usage of online banking workflows like payments, transfers, wires, etc. to improve the user experience