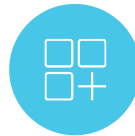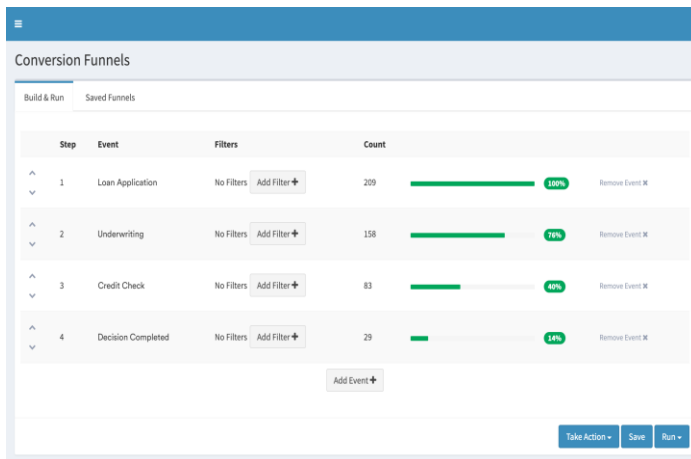# pyze

INDUSTRY
FINANCIAL SERVICES

Internal Apps:

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

- Optimize workflows based on length of time to complete steps in each business process

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

External Apps:

- Understand 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
Optimize Loan Origination Application processing by Agents by optimizing application process flow and providing training materials to low producers

External Use Case
Improve speed of completion for commercial title insurance applications with ongoing optimization and minimize abandonments