

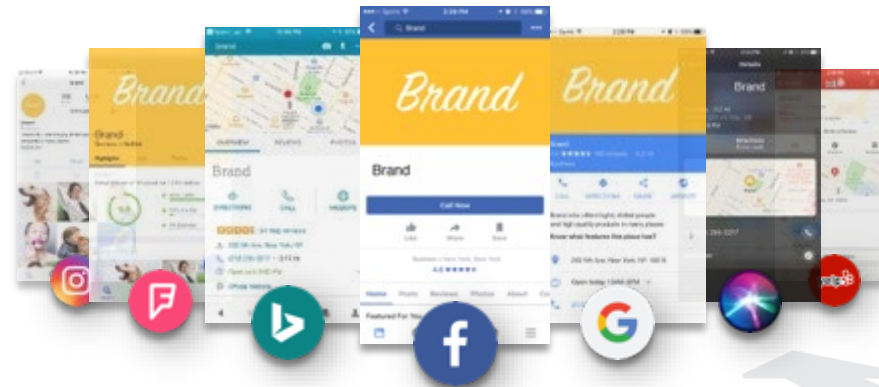
# Harland Clarke Marketing Solutions: Digital Knowledge Management

# There are new channels for customer/member engagement

First-Party Web Traffic



Search, Maps, Directories, Voice, Chat



**73%** of “high-intent” traffic is going to new services

Source: "How Consumers Solve Their Needs in the Moment," Google®/Purchased Digital Diary, May 2016



I-want-to-know moments



I-want-to-go moments



I-want-to-do moments



I-want-to-buy moments

# Put your financial institution on the map

Google®. Google® Maps. Amazon® Alexa.  
Apple® Maps. Facebook. Bing®. Yahoo®. Yelp®.  
It doesn't matter which map, app, voice assistant,  
search engine, GPS system, or social network  
consumers use to find and engage with your business.

*What matters is consumers discover accurate,  
complete, and compelling information at every turn.*



# Take control of all of the public facts about your financial institution

## BRAND CONSISTENCY & CONTROL

Control the facts about your financial institution — everywhere you appear



## DISCOVERABILITY

Capture and measure traffic from the AI-powered services



## OPERATIONAL EFFICIENCY

Reduce time, manual effort, and data discrepancies across your teams and internal systems



## CUSTOMER EXPERIENCE

Ensure customers/members see the right answers about your financial institution — and act on their feedback to foster loyalty



# Investing in the Digital Knowledge Management means more people will find you

**Average 49% more views**

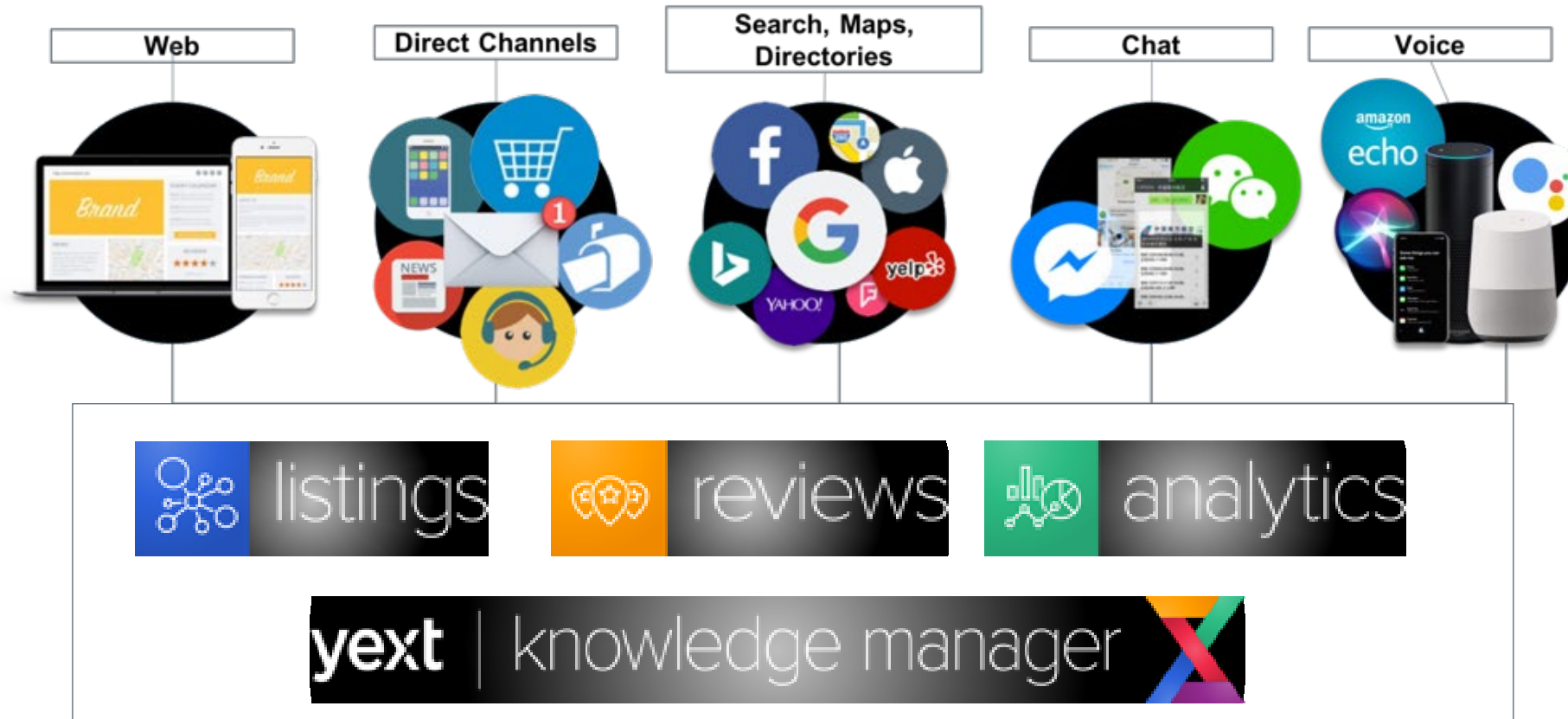
in 12 months on search, maps, and directories when using DKM

vs. traditional approach



Source: Yext Business Sample Study, January 2019

# Our Goal: Give you total control of your online/offline presence



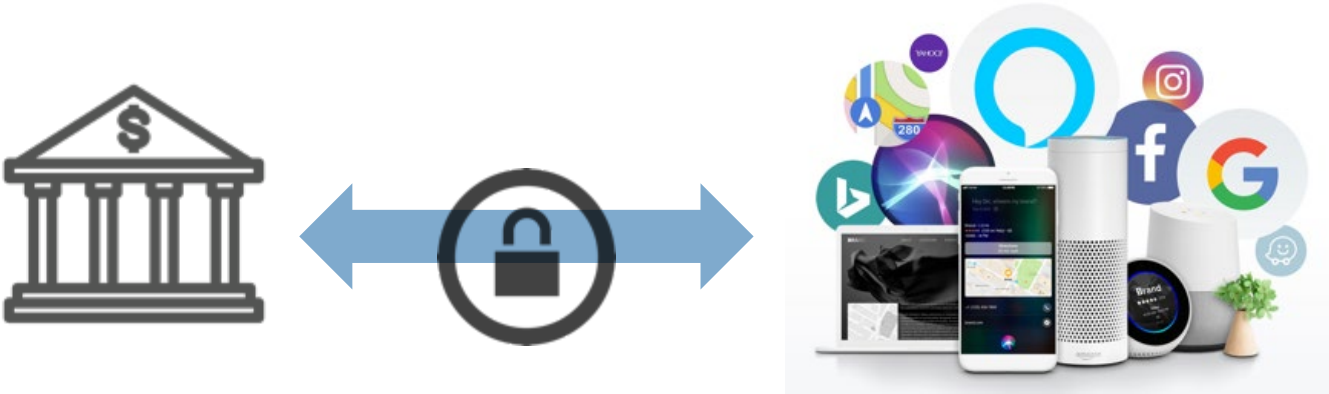


# A single source of truth for the public facts about your financial institution

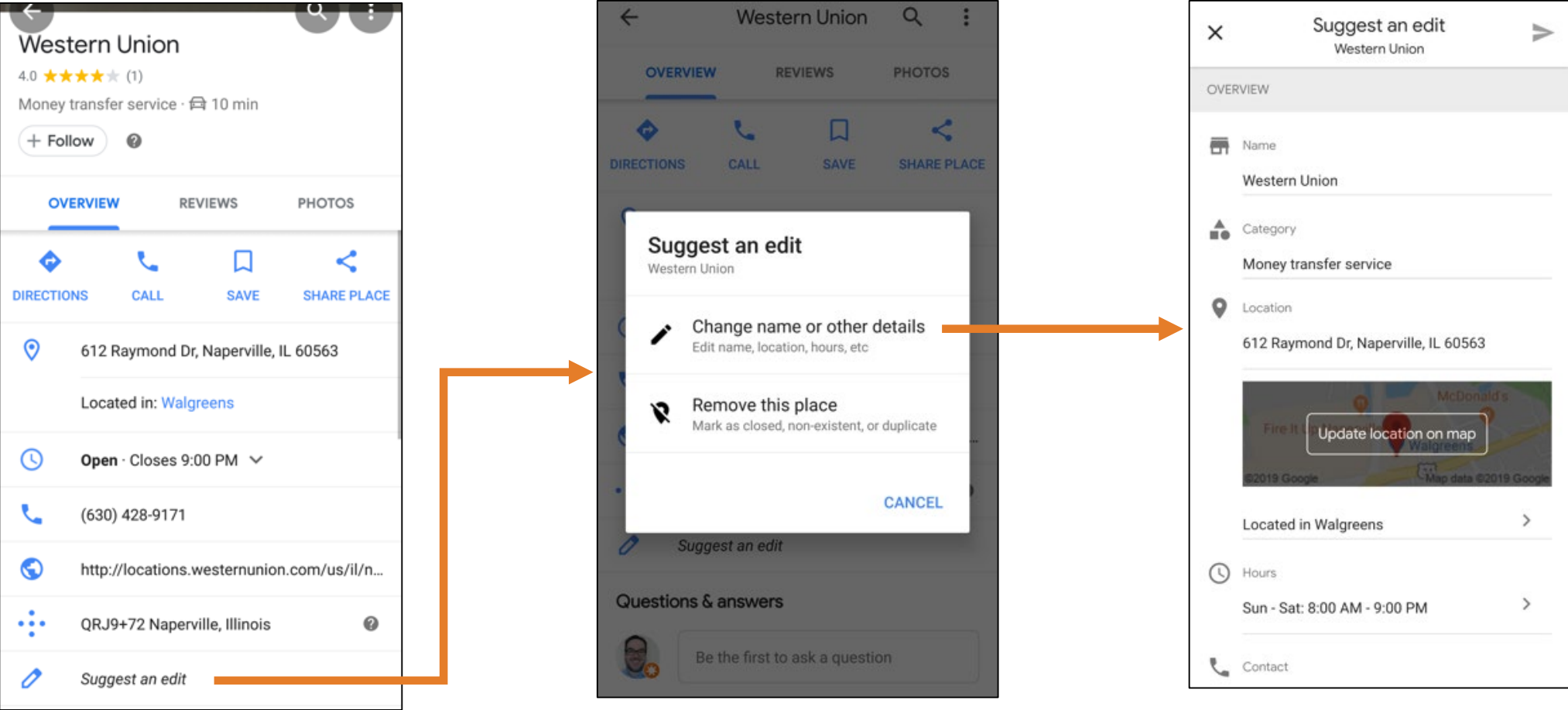
The legacy approach to trying to manage brand details



**The goal:**  
the shortest locked down path  
between your financial  
institution and digital publishers



# Maintain accurate and consistent information everywhere your customers/members find you

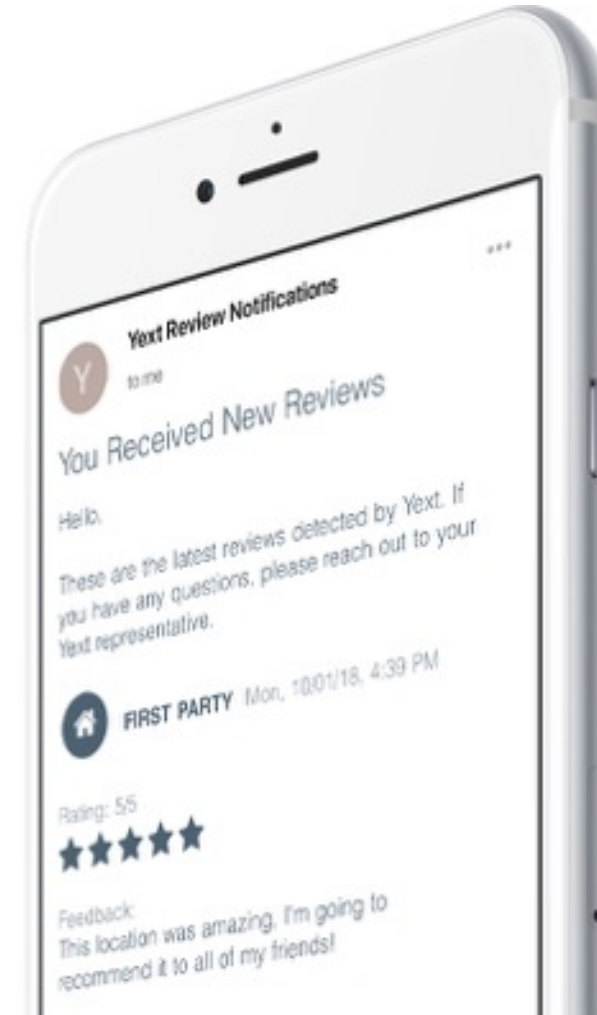




# Monitor, manage and improve your online reputation

Don't leave your star ratings up to a few detractors. Unlock your financial institution's true rating by generating authentic reviews — directly from your customers/members — which you can add to your website.

- Review Monitoring - monitor the most prominent reviews from one dashboard.
- Review Notification - be in the know at the moment a customer/member engages with your financial institution.
- Review Response - respond to Google and Facebook reviews easily from one place.
- Review Insights - understand what your customers/members are saying, how the locations are performing, and much more.



# Harland Clarke is here to help you maximize your results from day one



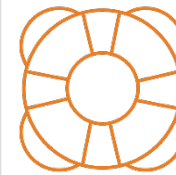
Your success is our success.

With our support, you can:

- **Save time** with hands-on setup, notification management, best practices, and more
- **Get rapid, dedicated support** with prioritized response




Implementation



Ongoing Support

# How accurate is your listing?

**Yext Scan**

 HARLAND CLARKE®

**Harland Clarke**

Check the health of your online business information with help from our listings scan. Instantly see how your most critical location data appears on Google, Yelp, Facebook and dozens more maps, apps, search engines, and directories.

**How is Your Business Listed?**

Enter business information to scan below:

Business Name \*  
Dan's Coffee

Street Address \*  
1 Madison Avenue

City \*      State \*      ZIP \*  
New York    NY            10010

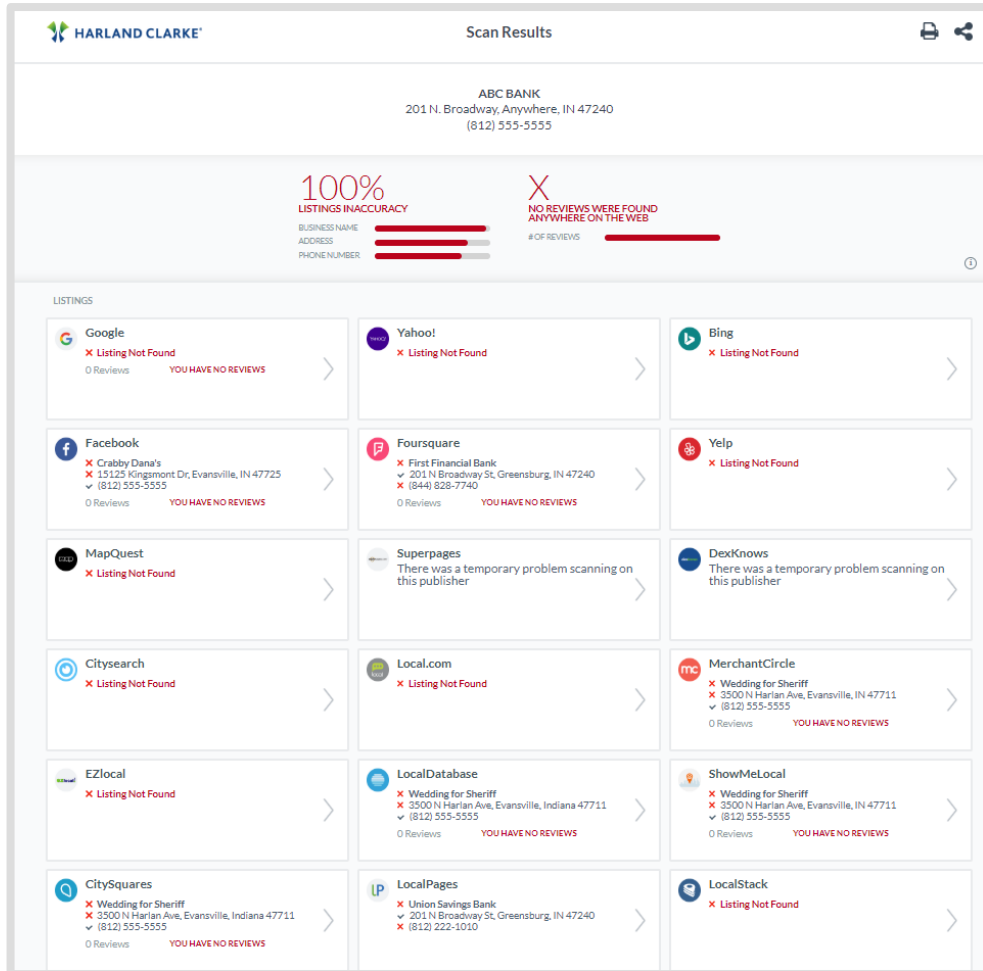
Phone \*  
212-555-5555

**Scan Now**

Find out instantly how your most critical location data appears on Google®, Yelp®, Facebook®, and more.

[HarlandClarke.com/YextScan](https://HarlandClarke.com/YextScan)

# Check how your financial institution appears online



## Challenges identified:

- Are your listings present and consistent across all of the main digital publishers – Google, Bing, Yahoo, Facebook, etc?
- Is there a need for higher quantity and quality ratings and reviews?

# Six critical questions to ask yourself

How will you...

1 ... put your financial institution on the map and help local consumers find you online?

---

2 ... manage the connection between your online and offline presence to compete against major financial institutions?

---

3 ... handle scammers changing your contact details to maintain your customers' personal and account information?

---

4 ... monitor customer experience, which has a large impact on search ranking and competitive success of financial institutions?

---

5 ... survive Google's new local search world, which is less focused on your website?

---

6 ... address conversational searches (Google® Assistant, Alexa®, Siri®, etc.) in your search strategy?

Find out more about how Harland Clarke can help your financial institution efficiently manage your digital knowledge and attract more customers/members.

Email us at: [HC@harlandclarke.com](mailto:HC@harlandclarke.com)