Meeting the Needs of Small Businesses with Digitally-driven Insights and Guidance

Small business owners and managers have high expectations from financial services providers in the digital age. With cashflow critical to their survival, an aggregated real-time view of their finances anytime anywhere is a key requirement. Beyond survival, they need forward-looking insight and advice to ensure adequate liquidity and be well-positioned for growth.

Using the power of AI and predictive analytics to help businesses control their finances and simplify money management, banks can establish themselves as a trusted partner and build deeper relationships with their small business customers.

HOW BANKS USE AI TO EMPOWER SMALL BUSINESS CUSTOMERS

- Optimize Cashflow
- Highlight Receivables & Payment Exceptions
- Consolidate & Simplify Activity Tracking
- Respond to Liquidity & Growth Needs

- Scan payment and expenses activity to flag exceptions
- Suggest corrective actions to avoid cash shortages and other business disruptions
- Increase business agility by identifying and responding to liquidity and growth needs
- Educate the business about relevant bank products & services that can simplify and improve financial control
- Integrate accounting data to deliver insights and advice based on a consolidated view of actual and planned financial activities

Source: Personetics SMB survey, 2019
Empowering small business financial management with actionable insights and cashflow predictions

A new way to serve and engage business customers

Personetics Self-Driving Finance™ delivers a new level of engagement and insight, transforming your bank into the financial partner of choice for your business customers.

- Increase business customer engagement with contextually-relevant insights
- Offer products and services that anticipate and meet the needs of each business such as real-time line of credit or loan
- Jumpstart customer adoption from day one – no data entry or setup needed
- Seamlessly adapt to user preferences while retaining the ultimate control
- Accelerate time-to-market with pre-packaged financial services knowledge

67% of small businesses want their bank to provide online cashflow management, forecasting and budgeting tools.

Source: Aite + Bottomline Technologies, 2018

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