![Blend logo]

Improving the omnichannel experience

In 2023, channels and products shouldn't make a difference in the customer journey. If consumers want to digitally self-serve applications or get guided walk-throughs over the phone, the experience should be consistent, simple, and easy to complete. But tell that to the customer who just spent an hour in-branch to apply for a personal loan.

If your customer hits a wall in a digital application, can a call-center help them finish?

Banker Workspace's **Banker Assist** feature connects the banker (in-branch or call-center) to exactly where the customer left off. And it works the other way too: **Borrower Invite** enables customers to pick up digitally right where the banker left off in the branch. What once triggered abandonment can now be the first step toward primary financial institution (PFI) status.

Are your customers getting everything they want from you?

Delivering an advisory experience and leveraging hybrid onboarding improves banker productivity and increases customer LTV. Banker Workspace equips bankers with personal recommendations based on a customer's specific needs and enables them to quickly and easily **activate accounts and gain utilization in a single session.**

Are your customers onboarded with a separate system for each banking product?

Banker Workspace provides guided, automated workflows — for bankers, back offices, and customers — to **drive consistent service experiences.** Say hello to intelligent, automated cross-sell offers to assist with verification, data input, and post-submit onboarding events.

Save time and increase productivity. Blend can help.

With Blend's **Banker Workspace**, you don't have to fill out the cross-sell applications. They're completed in the background automatically. Bankers can complete three applications in 30 minutes. And you don't have to ask the customer the same questions over and over again. Together, let's work smarter not harder.