



Customer Engagement Demo

Robin Collyer, Marketing & Decisioning Specialist, Pegasystems

James Twigg, Solutions Consultant, Pegasystems





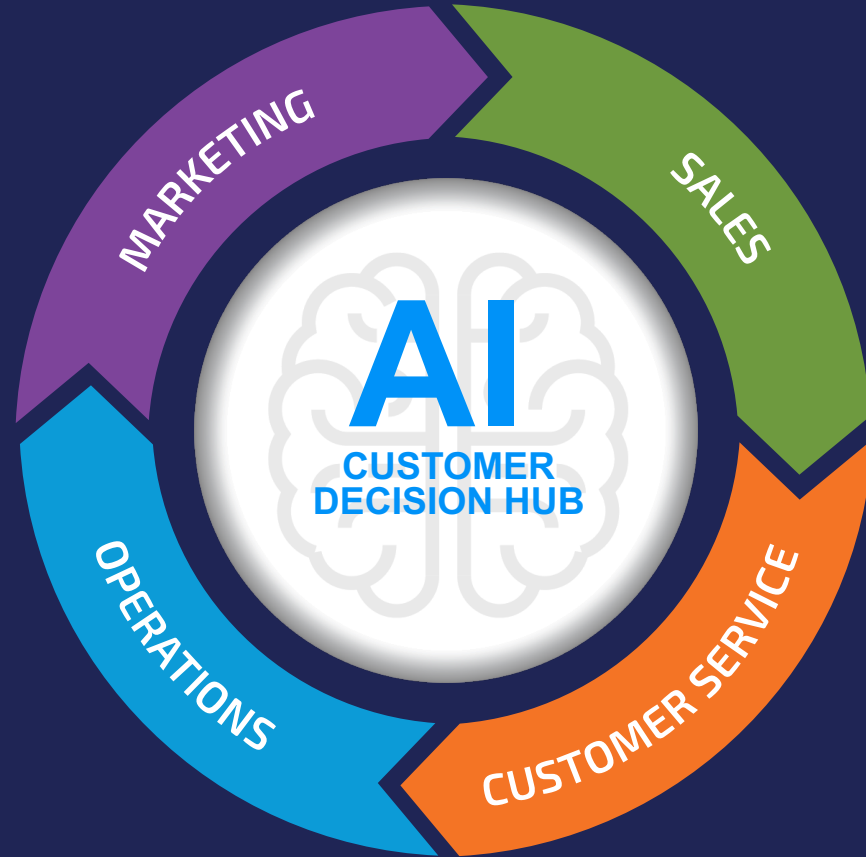


The Bank for U!

Channels



**CUSTOMER
NEEDS**



**BUSINESS
GOALS**

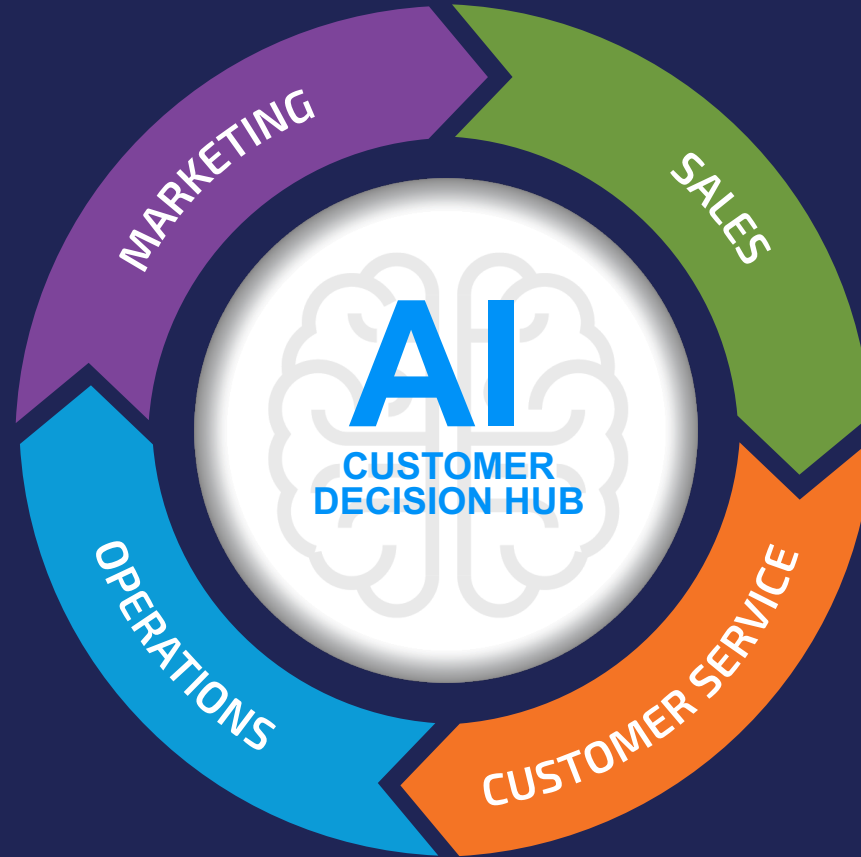


Data & Existing Systems

Channels



**CUSTOMER
NEEDS**



**BUSINESS
GOALS**



Data & Existing Systems