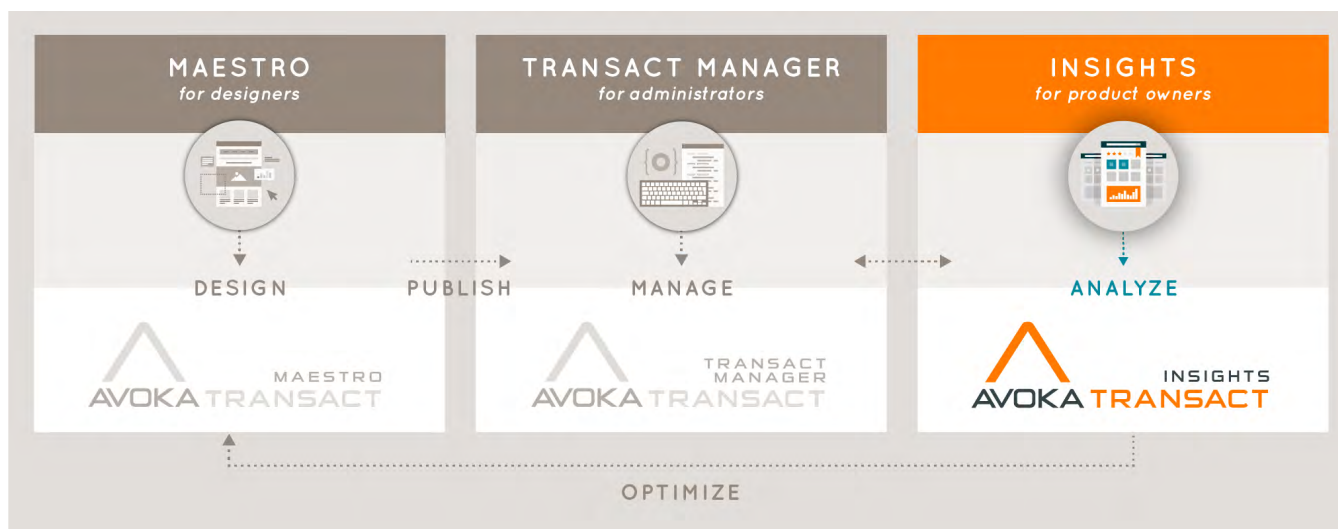


Welcome to Insights, the behavioral analytics module of the Avoka Transact platform.

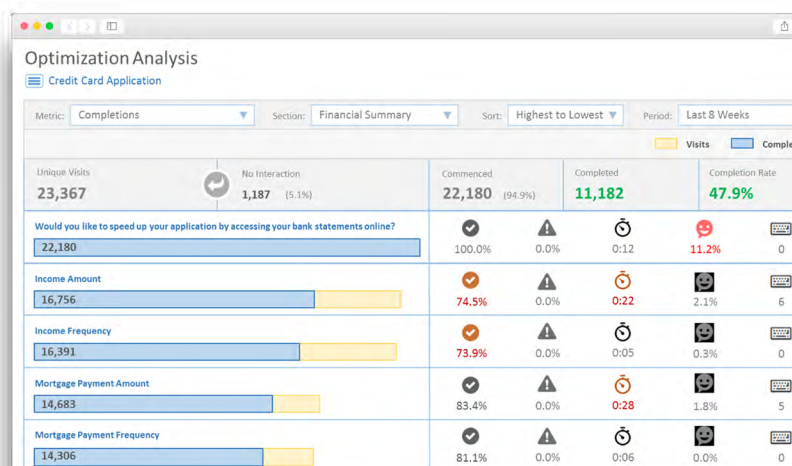
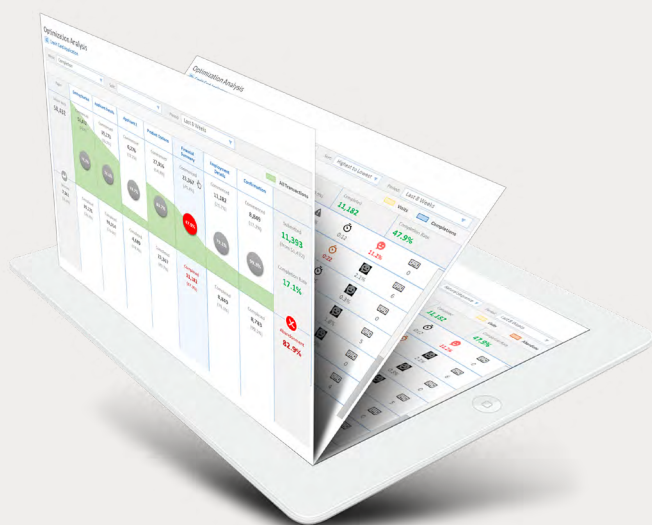
Account opening abandonment exceeds 85% in many financial institutions. Until now, no visibility existed to identify, diagnose, and improve results. Insights provides detailed, low impact analytics, purpose-built for the financial account opening experience. With actionable insights into where friction occurs and detailed visibility into customer behavior, Insights enables continuous data-driven improvement in conversion rates.



Avoka Transact is a digital sales platform that enables continuous optimization to rapidly respond to market opportunities. It incorporates three modules to Design, Manage, and Analyze the customer acquisition and onboarding journey across channels without impacting back-end systems.

## Measure Customer Friction

Gain understanding of the complete customer onboarding experience with comprehensive analytics down to individual fields. Measure where customers are spending time, making errors, requesting help, abandoning sessions, and more. Insights provides the precise data you need for real impact.



## Agile Optimization

With the insight delivered by the detailed analytics, financial institutions can evaluate performance, implement design changes and immediately measure results. Success rates for entire customer journeys, identifying user choices at each milestone, can be mapped. Multiple versions can be run simultaneously for A/B testing to create the optimal design. The result is an agile, fast to market system of continuous improvement at your control.

## Architecture

Insights collects meta-data such as time spent on a field, user navigation, and other non-sensitive transaction information, and stores it in a private partition in the Google Cloud Platform. The data is converted into detailed analytics of a whole new level, purpose-built for online account openings.

## Security

All Insights data is AES-256 encrypted and contains no PII (Personally Identifiable Information) or user entered form data.

### KEY PRODUCT FEATURES INCLUDE:

- > Completion rates
- > Field error rates
- > Keystrokes
- > Median time
- > Active sessions
- > Device distribution
- > Operating system
- > Location