



# e-Ngage Social Banking

**QUICK DEPLOYMENT**  
Go-live in 3 weeks!

**SOCIAL CRM**  
Respond & track in real-time on Social media

**FREE TRIAL**  
Get familiar at No COST

**MULTI-BACKEND**  
Compatible with Finacle, Flex-cube.

**ENGAGE SOCIALLY**  
Be where today's gen is – Facebook, Twitter, WeChat

**HASHTAG BANKING #**  
Tailored to your interests







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# SOCIAL BANKING

TRANSFERS, PAYING  
BILLS, SOCIAL CRM,  
GOING DUTCH, GROUP  
SHOPPING ...

# SOCIAL BANKING

what one can do



## SHARING FUNDS

Be it lending to a friend or borrowing from a buddy, it could be done there and then on social media of choice with any connection or contact.



## PAYING BILLS

Paying mobile, DTH & Utility bills can be enabled on one's preferred social platform or payment could be requested through a friend or contact.



## RESPONSIVE CRM

Customer queries and complaints could be managed via Facebook and Twitter chat hence servicing customers right there, in real-time.



## COLLABORATIVE SPENDING

Going Dutch for a trip or a movie with friends without any hassles – share costs with anyone who is connected with you on social media



# WHY SOCIAL BANKING

Not just an acquisition & engagement  
tool, effective and efficient CRM as  
well

# WHY SOCIAL BANKING

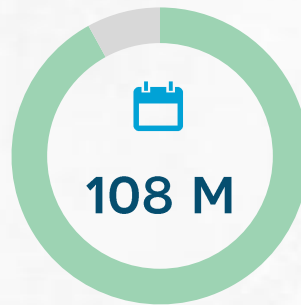
## Statistics – India



Active Internet Users



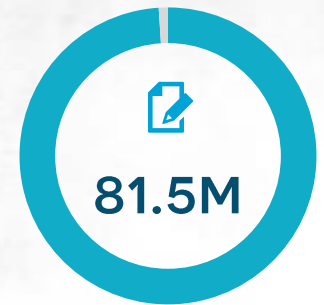
Total Social Media Accounts



Users on Facebook



Average Time spent on Social Media Daily



Retail Transaction between Banks (RTGS and NEFT)

# WHY SOCIAL BANKING

## Need more reasons?



**ADVANTAGE:** The social media networks, say Facebook and Twitter, already have platforms for various OS



**EASY ON THE POCKET:** No need to develop new apps / bridges for different platforms.



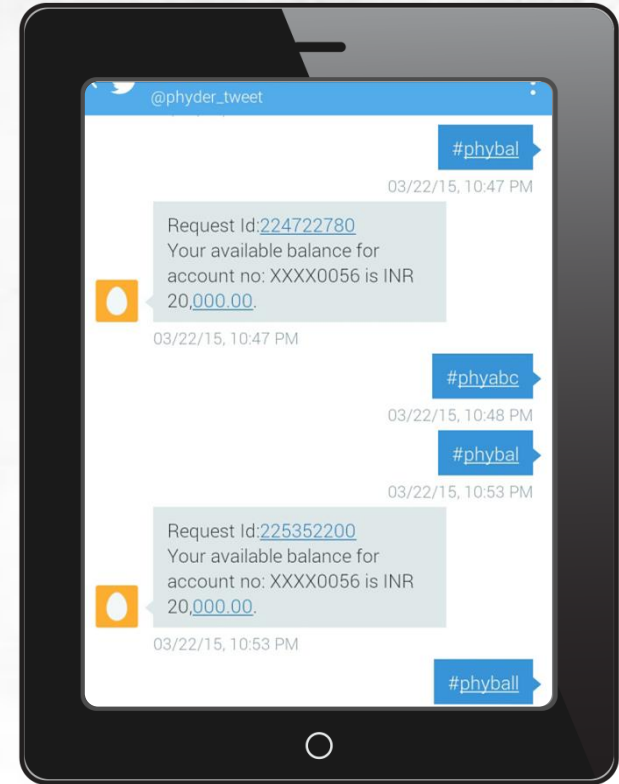
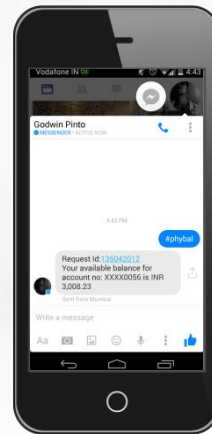
**BUZZ :** Create buzz for the organization and use as a great marketing tool



**COMPATIBILITY :** Works with your existing core platforms – hassle free deployment



**EASY TO MAINTAIN :** No separate software or platforms to maintain



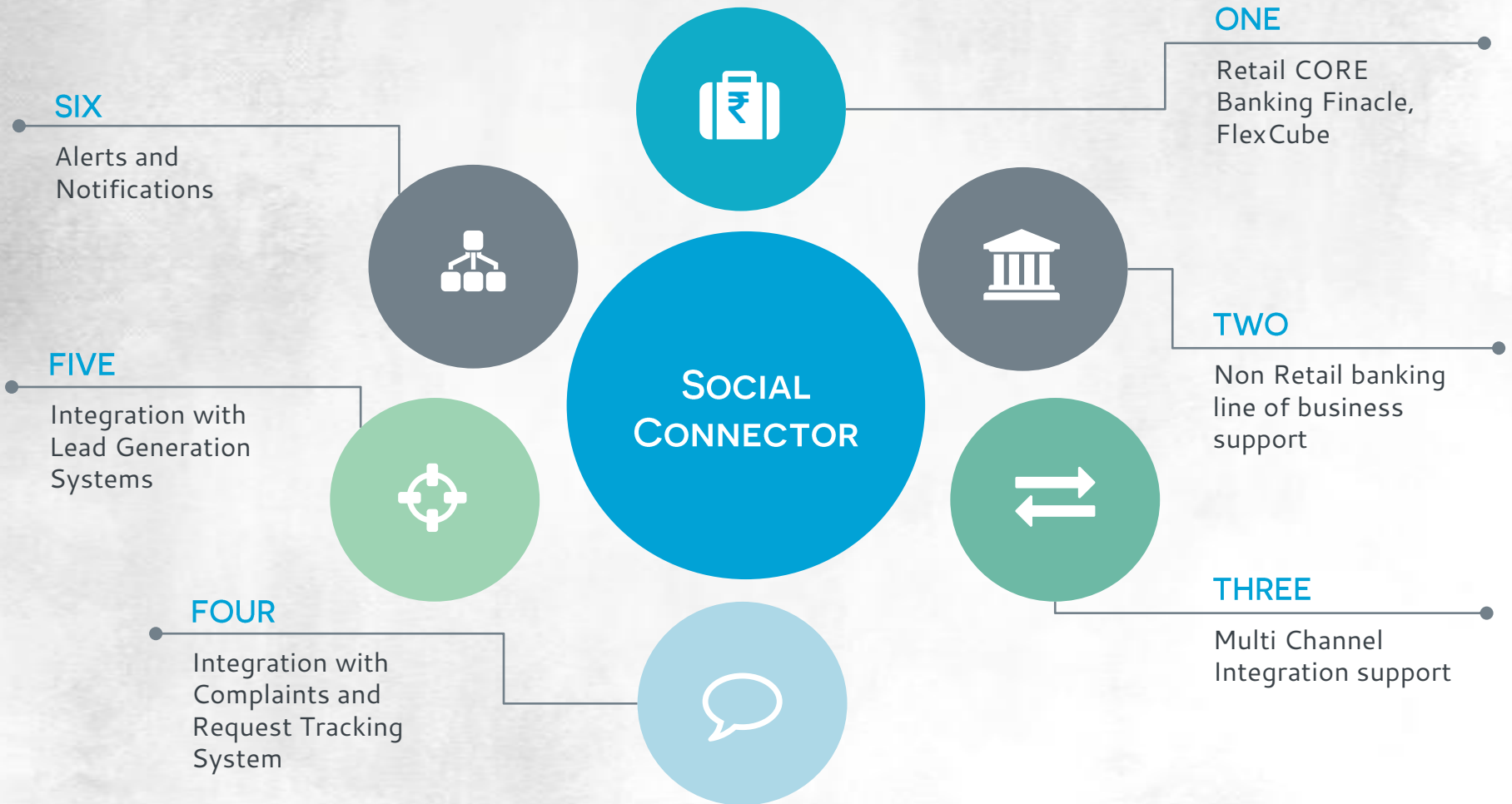


# E-NGAGE SOCIAL CONNECTOR

A single-point solution to interface  
and enable your existing systems  
onto multiple social platforms



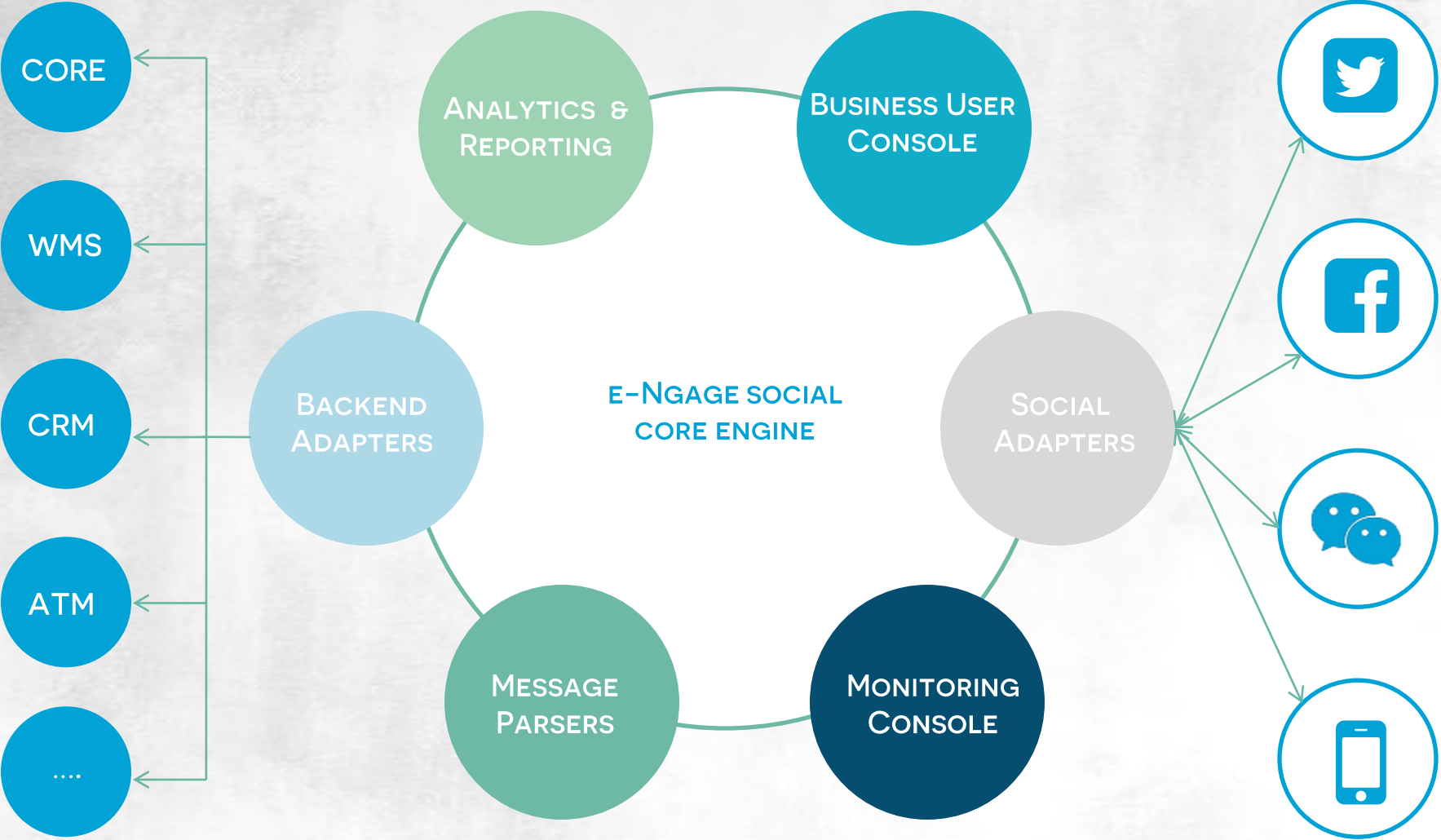
# THE POSSIBILITIES



# OVERVIEW

Backend Interfaces

Social & Mobile Interfaces



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# PRODUCT FEATURES

HashTag Banking, Social CRM,  
Social Notification, Socially enabled  
Web and Mobile apps

# PRODUCT OFFERINGS

## HASHTAG BANKING



Enables customers to transact on Social Platforms with hashtag commands

## SOCIAL NOTIFICATION



Enables banks to send notifications and broadcasts to customer's chosen social channel

## SOCIAL CRM



Service customers with live chats on *their* chosen social platform

## SOCIAL WEB & MOBILE APP



Transact with Social Contacts without having to exchange bank details

# FEATURES

## Really Social



Address Book  
Transfers



Accounts  
Summary



Social CRM



Pay Friend's  
Bill



Movie Ticket  
Booking



Joint  
Contribution



Funds  
Transfers



Group Offers

# PRICING MODELS

	Free Trial	Cloud	On Premise
<b>Hashtag Service</b>			
Facebook & Twitter	✓	✓	✓
Max Hashtag	3	Unlimited	Unlimited
<b>Customer Help Desk</b>			
Facebook & Twitter	✓	✓	✓
Max Representatives	2	30	Unlimited
<b>Notification Service</b>			
Facebook & Twitter	✓	✓	✓
Max notifications	500	Unlimited	Unlimited
<b>Facebook web App</b>	✗	✓	✓
<b>Mobile Facebook App</b>	✗	✓	✓

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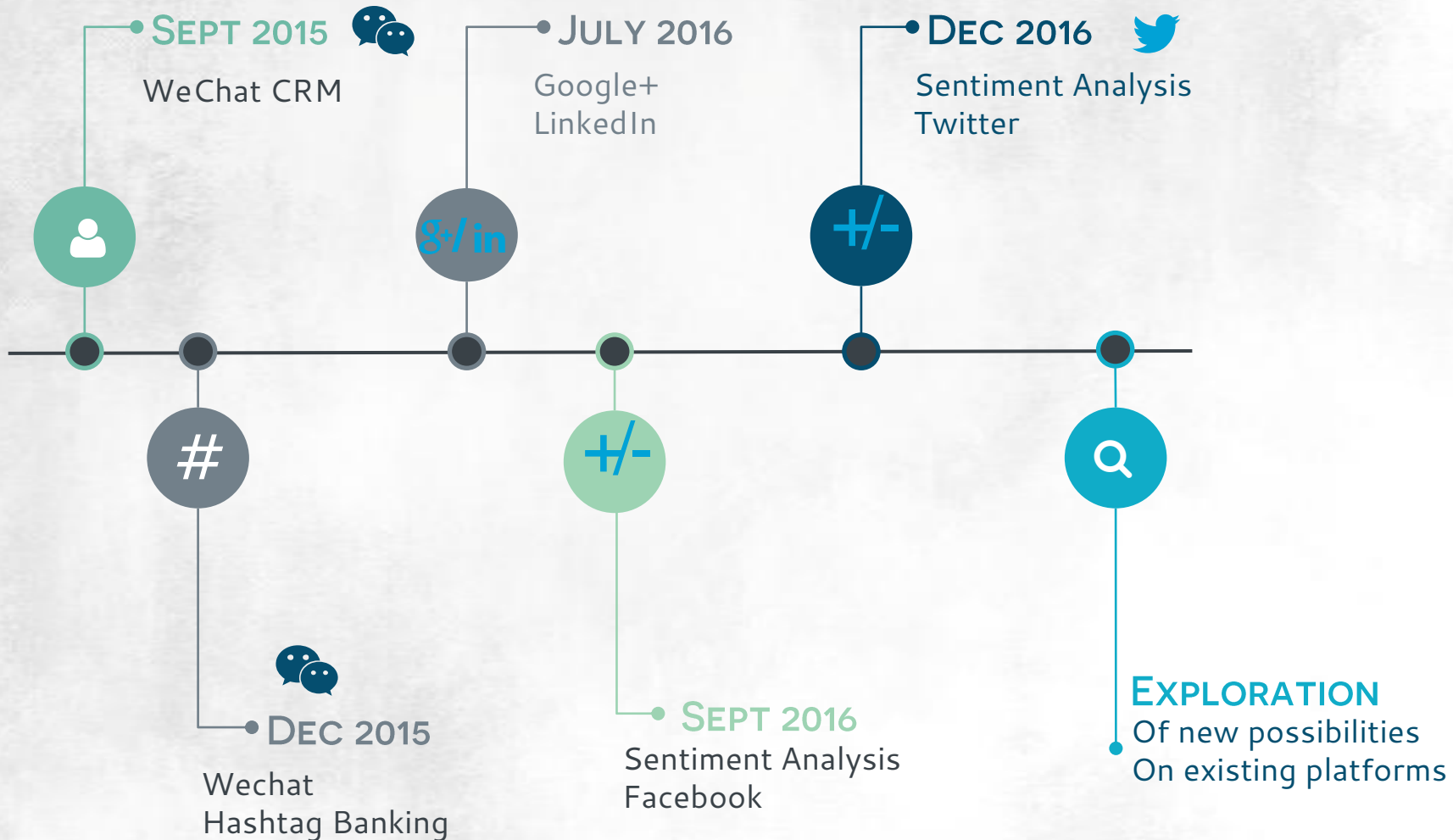


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# FUTURE ROADMAP

The way forward

# FUTURE ROADMAP







# WHO WE ARE

A snapshot of us and our work



# ABOUT US

## WHO ARE WE



e-Ngage is brought to you by CMSS, a software services firm serving BFSI with products & services since 2005

## CLIENTS



ICICI Bank, RBS India, IndusInd Bank, Tata Group, Unilever , Aditya Birla Group, Mahindra, ABP News to name a few

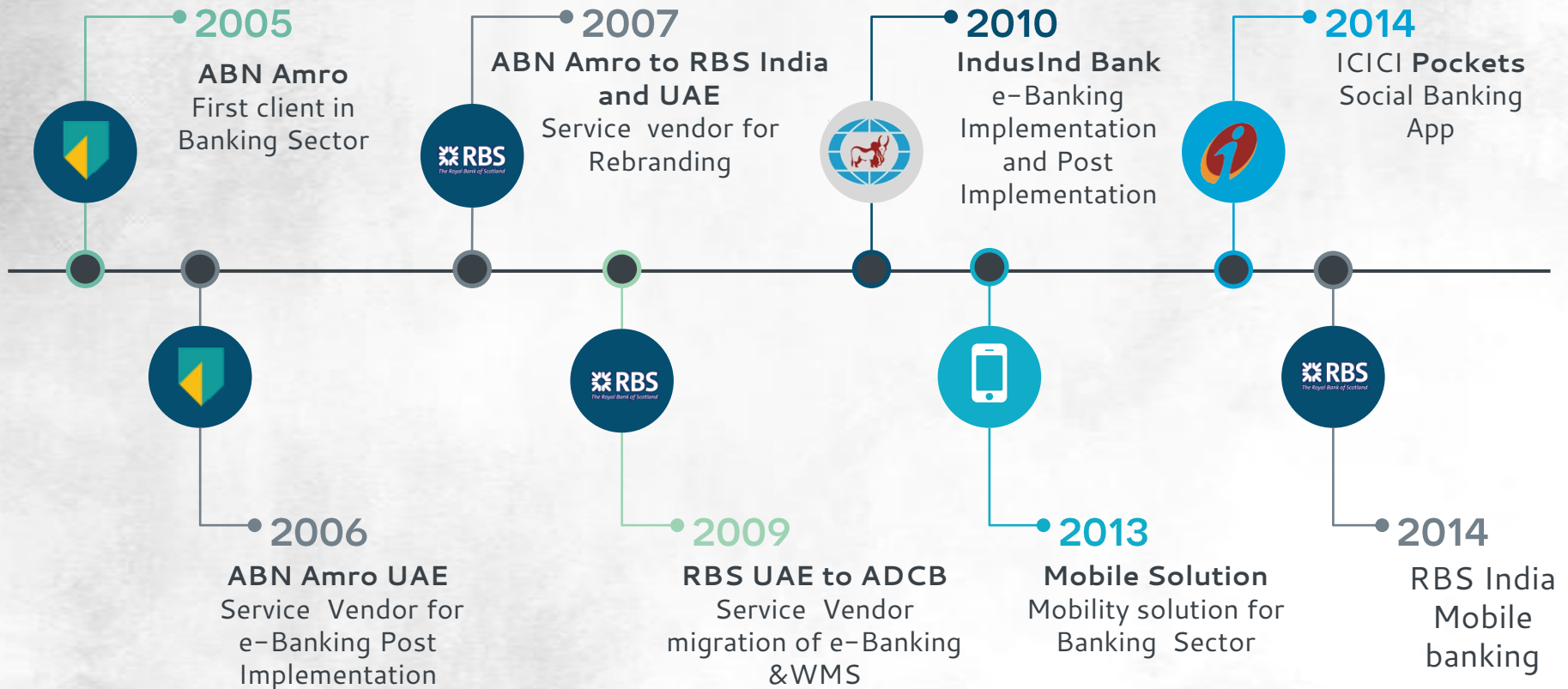
## WORK DONE



RBS Mobile Banking, ICICI Pockets, ICICI Universe on the move, Money2India, ICICI Shipments etcetera.

# OUR BANKING JOURNEY

## A overview





**THANK  
YOU**  
FOR ATTENTION



See you soon!