



## Financial Services

Our **Exceptional** Expertise  
Your **Smarter** Customer Communications



## Meeting Your Challenges

As the UK's agile experts in smarter customer communications, we are committed to improving business-critical communications for the Financial Services industry. Customers are demanding more than ever before. They want consistency across every product: from banking and investment to pensions.

Nirva has extensive experience working with major UK players in retail and investment banking, wealth management, life and pensions to shape innovative solutions that maximise the opportunities presented by new products, markets and challenges. We can help you deliver perfectly personalised communications and joined-up messaging that enhances brand consistency and improves customer experience.



"The whole Nirva team were great to work with, very professional and brought a wealth of expertise to our fledging Exstream CCM project."

**Oli Greenspan**

Director of Innovations  
Octopus Investments

## **Financial Services**

The modern financial services sector demands multi-channel customer communications that are agile, timely and effective. Our advice and implementation will ensure that your communications across investments, banking, wealth management, pensions and much more are optimised. With personalisation key, we'll help you tailor each point of contact to make it as relevant as possible.

## **Adding Value at Every Touchpoint**

Nirva know-how embraces the full spectrum of industry touchpoints, including letters, statements and investment reports. Our ingenuity can turn normally passive have-to documents into positive cross-sell, up-sell and retention opportunities. A simple investment report, for example, can effortlessly deliver engaging and personalised content based on the customer's profile.

## **Maximising Return on your Exstream & Messagepoint Investments**

Nirva's successful long-term relationships are founded on flexibility. Our CCM knowledge can be shared through standalone consultancy and professional services or delivered in conjunction with Exstream and Messagepoint implementations. Key members of our team pioneered the use of Exstream, while Nirva is among the few specialists who have proven Messagepoint expertise. In both cases, we will make sure you maximise the full potential of your investment.



### **A final word from Tracey Whelan, Managing Director**

"The team here at Nirva is responsive, collaborative and always keen to work around your needs. Do please contact me personally to find out more about our experience and discuss what we could do for you. I'd love the opportunity to help drive success for your organisation."

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