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to treat millions of customers as unique individuals.

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An explosion of multiple channels brings flexibility, but also creates complexity. At <Event>, you'll see how you can unify and simplify service delivery across this disparate range of channels and provide consistency of quality while driving costs down. Empower your people so they are:

- + **Ready to turn 'easier-to-adopt' into 'easier-to-use'.**
- + **Ready to turn lower customer flight into a higher stick factor.**
- + **Ready to turn higher efficiencies into lower costs.**
- + **Ready to turn one opportunity into several revenue streams.**

To learn more about the Microsoft approach to Channel Renewal, [register for <Event>](#) or call 1-800-XXX-XXX.

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Scalable solutions integrate information and processes across different lines of business – including retail, credit card, and investment. Unified and in-depth customer views with integrated customer data keep your people informed and ready to provide enhanced service with one single tool. The result: end users get a rich, familiar, intuitive and easy-to-use interface, leading to lower hurdle rates.

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When data is shared seamlessly and reliably across all channels such as the web, ATMs, call centers, and tellers, customers enjoy an enhanced experience. Processes are optimized, data is re-purposed, new service requests are implemented, and issues are resolved more quickly. And your bank gains a competitive edge.

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Your people are prepared to leverage a single channel investment into every other channel - with modular business components that are developed and supported using Microsoft tools and technologies. Migrating customers to lower-cost and more segment-appropriate channels is easier. And costs of acquisition, development, integration, and ongoing maintenance are lowered.

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Through one single channel, your people can strengthen customer relationships, evangelizing all of your bank's products and services, opening up more opportunities to cross-sell and up-sell.

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