

Plexus Digital Engagement

Unlock real-time, relevant customer experiences

Plexus Digital Engagement (PDE) offers innovative customer journeys, allowing top-tier life insurance and pension providers to connect with their clients in new, engaging ways. With its highly customisable portals, proven customer journey templates and flexible

implementation, PDE provides your clients with relevant, personal touch points, increasing trust and empowering an active relationship. Fully cloud-based, available stand-alone or integrated with Plexus, and

with advanced KPI functionality built in, PDE fits seamlessly into modern digital transformation strategies.



#UnlockTomorrow
www.keylane.com



Communication that resonates

There are key moments in which your customers rely on you for assistance, whether in gathering information about your life insurance or pension offering, or when facing an impactful change in their life. Proactively engaging with your customers in

these moments is of the utmost importance, as it makes them feel heard, understood, and supported. PDE provides you with the tools and knowledge to create these special moments, ensuring resonant, powerful communication across the entire customer journey.



Key benefits

- ✓ Omni-channel, customer-centric messaging increases engagement and fosters confidence
- ✓ Built-in ControlRoom KPI dashboard provides you with a holistic overview of the performance of your customer journeys and your customers' behaviors, empowering you to improve through data
- ✓ When used with Plexus, customer changes are automatically incorporated within the Plexus platform via Straight-Through Processing, ensuring relevant and up-to-date data management

Key highlights

- ✓ More than 30 predefined customer journey templates for different types of customers and throughout countless life insurance and pension processes
- ✓ Flexible configuration options for you to tailor your engagement to your corporate identity and customer needs
- ✓ Fully SaaS and PAS-agnostic, unlocking increased customer engagement regardless of your administration system