

Spencer Savings Bank enhances customer experience with the targeted campaign capabilities of Finastra's Fusion Analytics

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Our mutual bank is able to undertake personalized and targeted onboarding campaigns with promotional offers, with the effective campaign capabilities of Finastra's Fusion Analytics. We use the demographic and segmentation tools available to us, to develop targeted customer profiles that assist with understanding the individual needs of our customers, providing them with personalized customer experiences. Employing this approach has been especially beneficial for the recent revamp of our consumer onboarding campaigns. Additionally, we have always been impressed with the quality support and the responsiveness of our Account Management team. As we continue to deploy new marketing tactics and seek advice and guidance, the team has supported us as a true business partner.

The partnership between Finastra and Spencer Savings Bank is progressing in the right direction, and we expect it will only continue to grow.”



Inna Kuts

Senior Market Research Analyst
Spencer Savings Bank

Spencer Savings Bank is a full service, mutually owned and operated community bank with 27 Financial Centers across New Jersey. The bank has been in business for over 100 years, and has approximately US \$4 billion in assets.

Spencer prides itself on being one of New Jersey's strongest community banks – maintaining its distinct image of trust, security and commitment to its customers throughout all these years.

It meets the full range of individual, business, commercial, and municipal banking needs through a broad range of premier banking products and services.

Fusion Analytics

Finastra's [Fusion Analytics](#) - business analytics for community banks and credit unions, gathers and aggregates your customers' current relationships, behaviors and lifestyle attributes to help you more clearly see where opportunities for engagement, growth and profitability lie.

More importantly, Fusion Analytics makes this information actionable by expanding access across your financial institution – from the executive suite to the branch management.

Make the most of a fully integrated inward look at your key performance indicators, to pinpoint opportunities, drive growth and improve customer experiences.



Find out more about Finastra's [Fusion Analytics](#) for community banks and credit unions.