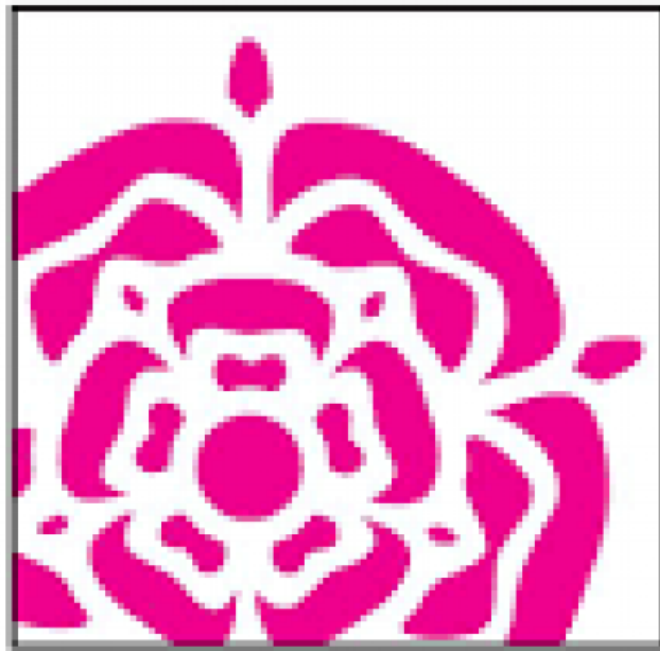


Marsden Building Society to unlock a single version of their data truth with CXAIR for Finance

Marsden Building Society have selected CXAIR to provide a single, consolidated version of their data to not only enhance their current activities, but to provide their members and intermediaries with a stand-out customer service.



marsden
BUILDING SOCIETY

Stoke on Trent, Jul 31, 2019 (Issuewire.com) - Connexica, developers of the CXAIR data discovery management and reporting platform today announce that Marsden Building Society has chosen their CXAIR solution to play a key part in their digital transformation.

Founded in 1860 Marsden Building Society have been supporting their 41,000+ members with savings

and mortgages for 159 years. The Marsden's ambitious commitment to their members to improve their digital capability last year saw the Society not only upgrade their core platforms but also launch their new Savings Online service to existing members.

The Marsden will now embark upon this latest technology investment to drive new insights from their data. Based on a single, consolidated version of their data truth the Marsden will be able to deliver actionable insights across the organisation, providing the information required to drive sales and marketing activities based on a better understanding of the needs of their customers and intermediaries.

CXAIR will provide the Marsden with a robust and scalable data management and reporting platform to help underpin their current and future activities providing long-term data stability.

Rob Pheasey, Chief Executive at Marsden said: *"The move to CXAIR will enable the Society to realise far more benefits in the way we capture and use data in all areas of our operations. Initially, to be deployed enterprise-wide as the delivery platform for existing operational MI, CXAIR will support our move to a paperless colleague journey. Our roadmap sees CXAIR as the platform selected to support our digital engagement, providing insights on customer and behaviour to inform how we make changes to onboarding and service delivery with the ability to deliver a personalised segmentation and communication strategy."*

Gary Luke, CEO at Connexica said: *"We are delighted to welcome the Marsden to the CXAIR community and look forward to working together to not only provide a stable and scalable platform to meet their data requirements but to also collaboratively to create the "Customer view" module which I'm sure will become invaluable to the Marsden. It's great to see Building Societies taking advantage of new technologies and using their data as a way to not only support their members and stakeholders needs but to compete with the financial services sector as a whole"*



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Source : Marsden Building Society

See on IssueWire : <https://www.issuewire.com/marsden-building-society-to-unlock-a-single-version-of->

their-data-truth-with-cxair-for-finance-1640585416085638