

Define the future:

Combine familyfirst banking and personalization



Banking that matches customer priorities

Rethink parent/child joint accounts with tools that teach kids about money and financial literacy. Empower busy parents to orchestrate and automate financial chores like bill paying. Help seniors retain control as family members assist them in navigating digital banking tasks.

With family-first banking, customers set age- and responsibility-appropriate banking roles. Personalization enhances the experience with relevant offers, services, and financial education features. Customers get a tailored experience they can't find anywhere else.

Customers put family first – do you?

Go beyond implementing small improvements to catch up. Instead, leap ahead with banking that shows you know what matters most to customers: Family.

Amdocs delivers the identity management and personalization tools you need to create family-centered banking experiences. Our digital experience specialists help you make family banking more seamless and relevant. And our security, quality, and cloud experts accelerate your efforts.



Get the building blocks

Amdocs powers family-first banking with:

- Digital identity management: Let customers assign financial roles to family members and extend control with self-service options and consent management
- Expand product portfolio: Create cross-lineof-business offers and bundles that save families time and incentivize expanding their business at your bank
- Offer and experience personalization: Use a 360-degree view of customers to deliver the right offers, guidance, and pricing at the right time
- Open-banking service flexibility: Include third-party financial and other services – like entertainment and educational services – in banking product bundles

Win and retain customers

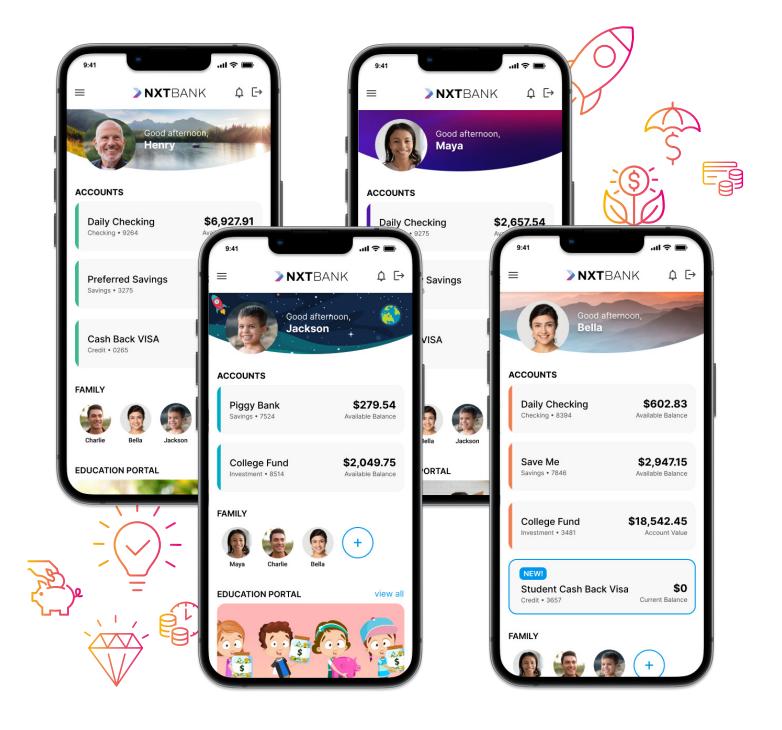
Delight customers with experiences other banks can't deliver. Families get personalized banking that adapts to each member's needs and stage of life.

Grow revenue

Use APIs to easily integrate family-oriented financial services from third parties. You add revenue by incorporating relevant services into trusted banking experiences.

Lead the market

Launch new products, services, and features in response to real time needs. You pioneer banking that simplifies everyday money management for customers and the people they value most.





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Parents get their children started with banking – while supervising activities. Seniors extend auditable digital access to the relatives they choose without having to share passwords. Personalization connects the whole family to appropriate content. Everyone gets an experience tailored to their financial journey.

Get started today

Join the 40+ banks that look to Amdocs to help them make banking amazing. Let's talk.