



MAKE THE MOST OF DATA MINING

SENTRY: Payee Liff™

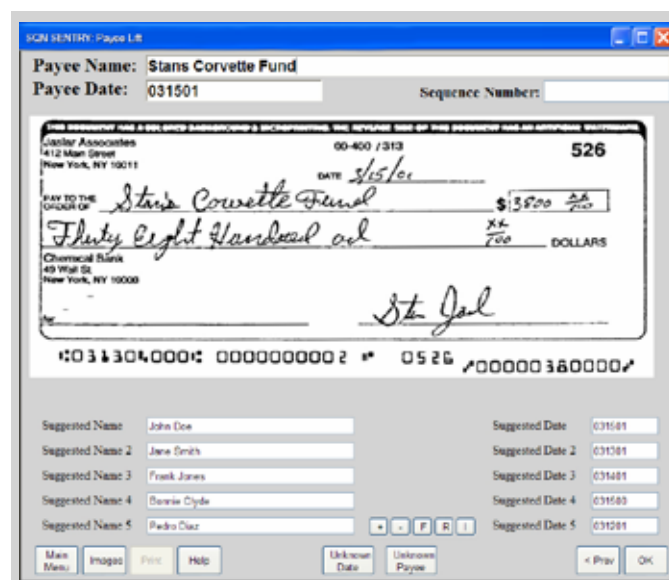
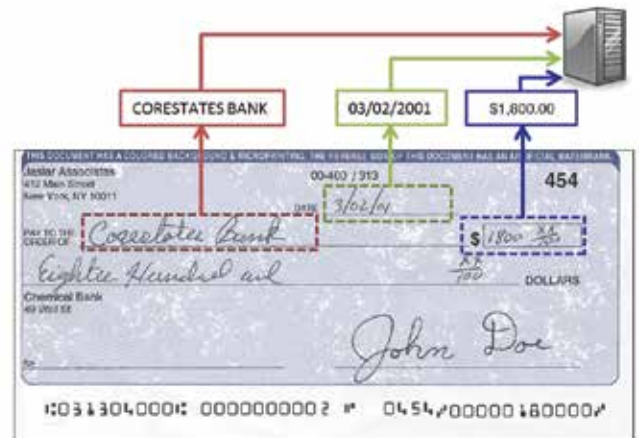
Successful cross-selling is cheaper than new acquisitions, significantly improves retention and expands your profit base.* Data mining helps you market to existing customers more effectively.

UNDERSTAND YOUR CUSTOMERS

In today's environment, financial institutions need to maximize their ability to cross-sell products and services to maintain revenue and ensure customers have the solutions they need to succeed. That means having the data needed to gain insight into your customers' spending habits. **SENTRY: Payee Liff™** can help capture that information.

SENTRY: Payee Liff extracts data from checks, and then sends a file of extracted data into a workflow. The system will:

- display processed check images
- lift payee name, date and amount
- provide confidence scores as new information is retrieved
- create output files of lifted data
- show a workflow for review of check image and data
- generate reports
- create specialized customer statements



Learn more about what SQN can offer you.

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* Driving Organic Growth: 5 Steps to Profitable Cross-selling, Fiserv