Swaystack announces Personalized Engagement Platform to help banks and credit unions grow digital channels

Swaystack is excited to announce its personalized engagement platform to drive digital channel growth for banks and credit unions.

Digital Engagement Platform

MIAMI, FLORIDA, UNITED STATES OF AMERICA, May 16, 2024 /EINPresswire.com/ -- Swaystack, a fintech software company, is excited to announce its personalized engagement platform designed to drive digital channel growth for banks and credit unions.

72% of consumers expect personalization from their bank or credit union. Meanwhile, 60% of banking leaders acknowledge a gap, recognizing that their institutions are falling short of modern consumer demands (The Financial Brand, 2024). This growing expectation for personalized experiences and real-time engagement is propelled by the sophisticated marketing techniques prevalent in E-commerce, Retail, and Big Tech industries. To remain competitive in a rapidly evolving market, financial institutions must meet these new benchmarks for consumer interaction.

> Swaystack's mission is to help banks and credit unions compete with megabanks and neobanks through personalized digital engagement."
>
> *Har Rai Khalsa, CEO*

"We're building Swaystack because we believe banks and credit unions need to personalize how they connect with consumers online. There's been a lot of investment into online banking and customer relationship management (CRM) technology, yet most digital experiences lack real change. We want our clients to realize more value from existing infrastructure spend and supercharge online channels."

Simran Singh, CTO

Swaystack connects to a bank or credit union's data source of truth, whether that's the core banking system or the data warehouse. The insights engine analyzes consumers' account, transactional, and behavioral data to build user insights. We use these insights to drive product recommendations and create intelligent audiences that:

* Fight churn
* Increase balances
* Grow interchange
* Drive loan applications

Swaystack's consumer engagement platform makes it easy to define audiences and launch omnichannel campaigns to help banks and credit unions win preferred financial institution status and stay top of wallet.

"Swaystack is on a mission to help banks and credit unions compete with megabanks and neobanks through personalized digital engagement," stated Har Rai Khalsa, CEO of Swaystack. "Our platform has been meticulously designed with the needs and values of our partners in mind. We are dedicated to helping our data-driven clients punch above their weight and set themselves apart from the competition through strategic, omnichannel messaging orchestration."

Har Rai Khalsa, CEO

About Swaystack
Har Rai began his career as a lender in 2007, co-founded MK Decision in 2015 to help banks and credit unions compete with digital account opening, which was acquired by Alkami in 2021. Simran co-founded Zogo in 2018. Zogo helps 250+ financial institutions gamify financial education to over 1.1 million users. Simran and Har Rai are second-time founders who have a collective 20+ years in fintech and have served over 300+ financial institutions with the companies they've built. If you believe personalization is vital for banks and credit unions, we want you to join us.

Contacts
Swaystack
sales@swaystack.com

Har Rai Khalsa
Swaystack
email us here
Visit us on social media:
Facebook
LinkedIn

---

try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.