

Avoka Transact on AWS

Deliver outstanding customer acquisition and onboarding journeys in banking



Avoka is an APN Technology Partner and AWS Financial Services Competency holder

Challenges

Financial institutions and government agencies are spending billions on their strategic transformations – and for good reason: while mobile customer journeys have rapidly gained traction for large banks in the US and Australia, advanced features to enable omnichannel experiences remain largely unavailable. As a result, these organizations have been forced to build tailor-made applications in an effort to enhance critical customer journeys, such as account opening, loan and credit card applications, or applying for a government license or service. These projects are high-risk, take many months or years to deliver, commonly exceed budget estimates, and are inflexible in changing markets.

The Avoka Solution

Avoka Transact is a software platform that enables banks and other organizations to build omni-channel customer journeys for sales and onboarding. Using Transact, financial institutions gain pre-built connectors to financial technology (FinTech) service applications, including fraud detection, ID verification, digital signatures, and more. This combined with pre-built components for form creation, accelerate time-to-market, while also slashing the cost and risk of building custom applications. A single application design runs on all devices, takes the screen size into account, and gives an exceptional experience without creating versions for each device. Once deployed, applications can be scaled across diverse product lines and continuously improved.

Benefits

With Transact, Avoka has productized the technologies required to deliver an outstanding customer experience for digital sales and onboarding. Key benefits include:



Faster Time-to-Market

Enhance critical customer journeys without burdening IT and app dev



Seamless Integration with FinTech Services

Support end-to-end customer journeys with over 35 pre-built app connections



Outstanding User Experience

Reduce abandonment, shorten onboarding cycles, and increase customer satisfaction



Reduced Costs

Streamline digital onboarding by shortening processes and eliminating steps

Financial Services Partner Solutions

Discover scalable and secure Financial Services solutions that will empower you to achieve your business needs with Amazon Web Services (AWS) and AWS Partner Network (APN) Partners that have attained Financial Services AWS Competency designations. Customer ready solutions are based on architectures validated by AWS, include a combination of AWS services and APN Partner technologies, can be deployed quickly with solution accelerators to accelerate your cloud transformation.

[Visit here for more information.](#)

Solution overview



Avoka Transact

Avoka Transact is a software platform, purpose-built for creating customer acquisition and onboarding solutions. It's a secure cloud-based system, with modules to design the customer experience, integrate FinTech services into the solution, manage the flow of transactions, and analyze actual customer behavior. By building applications on Avoka, IT departments and business units can focus their effort on enhancing the experience, rather than creating the extensive systems needed to complete a digital onboarding.

1. Transact Maestro, for design and development of the customer experience
2. Avoka Exchange, for integration with external services required to complete the solution
3. Transact Manager, the heart of the platform, is the server that manages all transactions and data
4. Transact Insights is the analytics module to measure and optimize the customer experience



Avoka on AWS

Avoka Transact is typically hosted in a dedicated environment on AWS. Avoka provides private instances of Transact in the cloud for each customer, offering security, compliance, and flexibility advantages.

How It Works

Avoka Transact incorporates three modules to design, manage, and enhance the customer experience across all channels without impacting back-end systems. Avoka Transact creates an agile system of engagement for customer interaction, separate from more complex systems of record already in place. By delivering a customer experience layer designed for optimal account opening and onboarding from 'apply' to 'submit,' Avoka empowers business owners to implement rapid customer-facing improvements without disrupting back-office systems. Avoka Transact comes complete with third-party service integration and the ability to deliver the format back-office systems require.

Getting started

To begin delivering omni-channel customer acquisition and onboarding journeys, visit the following links:

[Contact AWS and Avoka](#)
[Avoka offering on Solution Space](#)



About AWS: For 10 years, Amazon Web Services has been the world's most comprehensive and broadly adopted cloud platform. AWS offers over 100 services for compute, storage, databases, analytics, mobile, Internet of Things (IoT) and enterprise applications from 49 Availability Zones (AZs) across 18 geographic regions in the United States, Canada, Europe, Asia, Australia and South America. AWS services are trusted by more than a million active customers around the world – including the fastest growing startups, largest enterprises, and leading government agencies – to power their infrastructure, make them more agile, and lower costs. To learn more about AWS, visit <http://aws.amazon.com>.

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