



## Latinia Includes Real Time Cross-Selling in its Financial Communications

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SOURCE Latinia

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"Although there was a time when mobility meant cost savings, we are increasingly aware that our clients demand imagination and innovation to increase their earnings; our answer is to include real time cross-selling in our communications with clients." This is how Oriol Ros, Marketing Manager at Latinia, summarises the software provider's new package.

This new venture is based on one principal idea: to understand the client's context, from their spatial-temporal coordinates to financial situation, with the aim of providing them with interesting information following any financial operation. "Identifying these variables helps make our messages more relevant and recapture clients' attention. We can even recover the long-forgotten idea that 'the bank is actually thinking about me'", continues Ros. We pick the right moment, following any financial operation initiated by the client, from getting money out of an ATM to making a payment, to then send them a message relating to their present and future financial situation.

"Clients belong to a particular segment and banks know with great certainty which products they will use in the future throughout their lives; we simply accelerate the process, helping the bank better monetize its clients' financial activities," he says.

From a product viewpoint, we close a circle that begins by filtering and capturing any financial operation generated by a client, which we then configure, complying with certain business rules, as a cross-selling proposal, which depends on the different context variables available to us.

### **About Latinia**

Latinia is an independent software manufacturer vendor (ISV), which specializes in infrastructure product development for asynchronous type corporate notifications of an asynchronous type (mobile or instant messaging, email, Twitter's DM, push notifications), [utilized mainly by leading and distributed globally distributed financial entities institutions \(banks, savings banks, processing and payment systems\), public institutions, government and service providers](#), distributing the same globally and acting as leaders in their respective segments and industries.

For more than 10 years now, Latinia (created in 1999) has been focusing its efforts of innovation on discovering new possibilities offered by the so-called asynchronous channels, and in transforming simple events into notifications and subsequent multichannel messages (alerts). Using an onion as example, LIMSP© is adding layers of value to an initial core, thus transforming it into a business opportunity, converting each message into something unique for the customer, due to the relevance attached to the same and based upon the context in which it arises.