

4Cast® – Outbound Alerts and Courtesy Messaging

4Cast intelligently interacts with your customers to confirm their transactions and provide courtesy outbound notifications regarding their account and activities. In addition, 4Cast uses these touch points as an opportunity to cross-sell or upgrade a customer according to predetermined profiles, policies and business rules. The following is a partial list of 4Cast outbound alerts and courtesy messaging categories. Each category may include multiple messages.

- Account onboarding
- Account transfer (amount – from/to)
- Debit card activation
- IVR account or product activation
- Any new account activation
- Balance inquiry (amount, channel and date/time)
- Low balance alert (user selectable amounts)
- Withdrawal (amount and location)
- Deposit (amount/location/date/time)
- Mobile deposit (accepted, finalized)
- Bill payment (accepted, finalized)
- Check posting (number/amount/date/time)
- Statement availability
- Suspected fraud alert
- Weekly balance notification
- Money market account activity - exceed 6 transactions
- Check reorder
- Loan balance
- Loan payment
- Loan payoff
- Failed log-in/account lock
- Webinars and branch events
- Local events of interest



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