



## Guided Tutorials

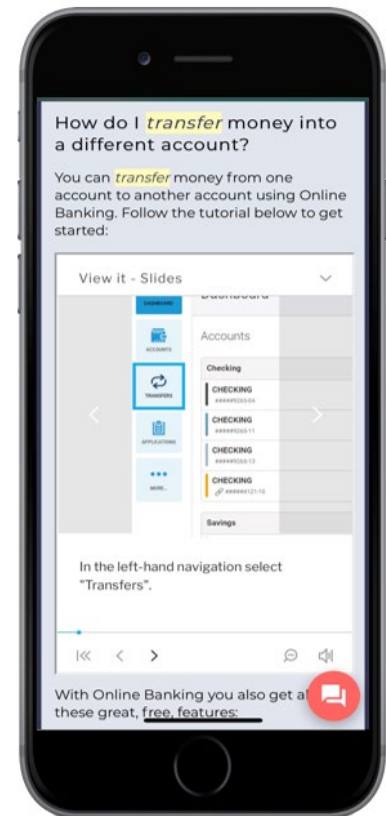
Interactive Guided Tutorials that drive conversion and adoption of consumer facing technologies such as mobile, online banking, loans, and new account openings.

### Why Guided Tutorials

In addition to the SilverCloud custom support answers, SilverCloud offers interactive Guided Tutorials. These custom Guided Tutorials guide users through step-by-step processes so you can increase conversion and adoption of consumer facing technologies such as mobile, online banking, loans, and new account openings.

Guided Tutorials are available in packs of 10 and include the initial design and deployment as well as the ongoing management, and maintenance of interactive tutorials. The Guided Tutorials follow SilverCloud best practices to ensure that consumers can find the correct information and take the appropriate action to drive conversion and adoption.

- ✓ Provide step-by-step interactive guides
- ✓ Drive deeper adoption of digital features
- ✓ Increase conversions



### Getting Started

- SilverCloud has a list of industry specific tutorials that we can customize for you or we can build custom tutorials based on your specific goals and objectives.
- SilverCloud will require a test account for your on-line & mobile banking solution (if they are separate systems, we will need a test account per system).
- Customer's content approver(s) will be requested to review newly created and updated Guided Tutorials prior to SilverCloud publishing them to the digital channels.
- On an ongoing basis, SilverCloud will review system usage trends and provide data driven recommendations that optimize the Enhanced Answers to drive further engagement.