



PUTTING YOUR WORLD OF BANKING SERVICES RIGHT IN THE PALM OF THEIR HANDS.



Providing a complete marketing solution for your top priorities: Revenue Growth and Customer Satisfaction.

We can help you reach those goals with a solution that your customers will really grasp.

The *WinkPad* – an innovative new marketing tool that’s a perfect fit for the banking industry.

A good bank provides customers with high quality personalized service at a profit. This should never change. What should change is the notion that a customer will seek out their bank if they need additional services. This is simply no longer the case. It’s time to take a more pro-active approach.

The *WinkPad* will enable you to:

- Survey Customers
- Cross Sell Products & Services
- Increase Brand Awareness
- Get *your* Message out to *your* Target Audience

With the *WinkPad*, you can quickly and easily survey customers - one to one - to measure their level of satisfaction and avert potential problems before they arise. You can survey to measure need before introducing a new product or service or to get feedback on potential marketing campaigns before spending a fortune on advertising. The *WinkPad* will also enable you to better understand the demographics within each of your markets.

After asking each customer a few select questions, the *WinkPad* will help you cross-sell your services by targeting the customer with specific information and advertisements relevant to their needs. For instance, education loans and home equity loans would match up well with families that own homes and have school-age children. Retirement vehicles and wealth investment services for a variety of age groups – it’s never too early to start building that nest egg! Cross-selling can be a breeze with the *WinkPad*.

At the end of the day, building and retaining a profitable customer base is what successful banking is all about.

The *WinkPad* can make your job a whole lot easier!

Stay competitive in an ever-changing business environment with our hottest new product - an interactive sales tool that can be personally tailored to the individual needs of your business. This extremely effective method of one to one marketing – your very own “private broadcast network” - will enable you to sell the Right products to the Right people at the Right time.

...and do it all with a captive audience - right in your own waiting area – without the hassle and expense of added staff.

- **It's unique**
- **It's exciting & educational to the consumer**
- **It's beneficial to your business**
- **It's a cutting edge interactive media solution**



STAY COMPETITIVE...

It's The *WinkPad*

Technology – It's Quick & It's Easy

The *WinkPad* provides endless communication possibilities - one to one - with your target market. It is a highly efficient way to market products based on specific criteria. Hand-held, stand alone and seated kiosk versions of this innovative new product are available to be tailored to the specific needs of your business. With the *WinkPad*'s innovative component, *WinkCast*, a content distribution and retrieval system, consumer interaction and feedback are in real time. Various networking options are available to fit your needs and budget. Value added services include real time online software updates, plug and play software and hardware to fit your specific requirements, front end content distribution to and from unit, and back end management and data basing of information.

Best of all – because the *WinkPad* can be implemented quickly and inexpensively – you will begin improving your sales almost immediately!



The WinkPad – an innovative new marketing tool that's a perfect fit for any industry.

PaperlessPractice™

over →

Call today to place your order or learn how the *WinkPad* can benefit your business.
800-857-6885 • www.PaperlessPractice.com.