



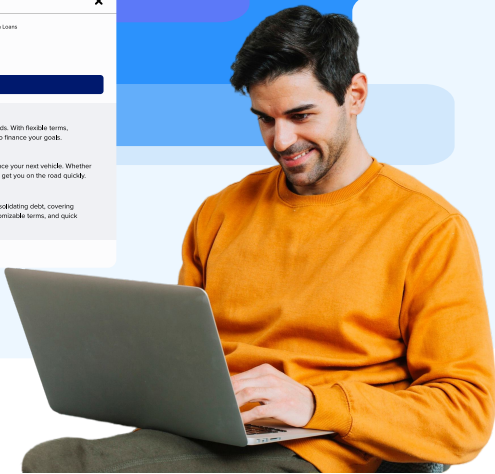
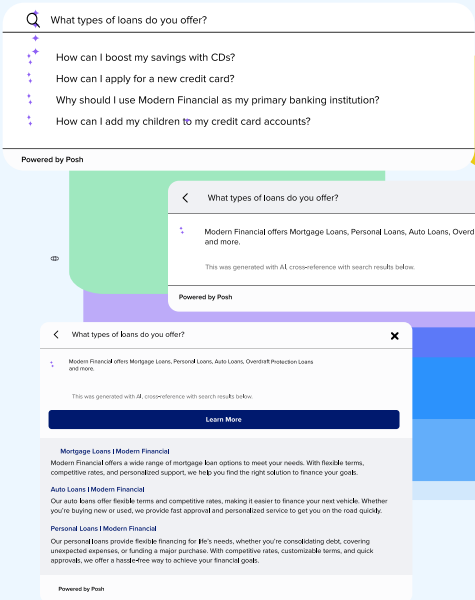
Your members have questions, we have **Answers**

Turn your website into a powerful growth tool. Posh Answers provides accurate, intuitive answers to members questions without the need to sift through search results and creates opportunities for audiences to discover products and services.

Why Optimize My Search Experience?

Search is one of the most used features of your website—and visitors who use it are your most engaged prospects. In fact, visitors that use your search are **two to three times** more likely to take action.

- **AI-Powered Responses.** Posh Answers uses generative AI to serve direct, plain-text answers that align with a member’s question, rather than delivering an extensive list of search results for new webpages.
- **Powerful Sales Capabilities.** CTA buttons guide users to relevant pages, turning questions into conversions. With other features like customizable suggested questions and contextual cross-selling, Posh Answers offers tailored product recommendations, driving engagement and boosting sales.
- **Insights.** Posh Answers enables a deep understanding of how members interact with websites and content.
- **Easy Setup.** Posh Answers integrates seamlessly into existing websites, requiring less than an hour for implementation and training.
- **Multilingual Capabilities.** This product supports over 50 languages to meet member preferences.



Driving ROI with Posh Answers

- ✓ Grow product and services awareness
- ✓ Promote self-serve options
- ✓ Improve customer experience

 **Used 4x more often than live chat**

Posh Answers is built on three tenets of financial institution success

Help

- Better support your members with a powerful help center on every web page. Give them instant answers to their questions.

Sell

- Grow your member base, increase loan applications, and connect prospects to the products they need.

Teach

- Generate actionable insights about your members’ needs. Improve your website content to address coverage gaps.