

Central 1 is proud to say

**"Alexa, we're the first to  
voice bank in Canada."**

## Announcing voice-enabled banking for all your customers

### Meet Alexa.

She's about to change the world of banking for you and your customers. Be among the first to offer the easiest, fastest and most conversational way to bank — ever. Now customers can check their account balances, pay their bills and transfer funds between accounts, using only their voice.

No menus, no dialogue boxes — just effortless banking.

This is just the beginning of what Alexa will be able to do for you and your customers — and what a beginning it is. Don't miss your chance to be first to offer Alexa to your customers.

## Alexa says grow your share of wallet

Alexa not only gives you the opportunity to expand your digital services to customers but enables you to add to your bottom line with fees for a service more and more customers will be asking for.

### A great leap forward in banking

**31%** of people would prefer voice-assisted banking and shopping than dropping into a bank or store in person.

**64%** of people said they'd prefer to use a voice assistant over a banking app or website over the next three years.



## Customer service in a nanosecond

Internet banking was always fast, but Alexa makes it instantaneous. Alexa is the best representative your financial institution ever had because when your customers ask Alexa to bank for them — she gets it done immediately.

### Customers can say, Alexa

"What's my savings account balance?"

"Make a transfer"

"Pay my BC Hydro bill"

"Tell me something interesting"

# Who's Alexa:

Alexa is the brain behind Amazon Echo. Alexa is a voice-activated, intelligent personal assistant that lives in the Cloud and is always getting smarter. Ask Alexa anything — Alexa responds instantly.

## With Alexa, your customers can:

### Pay Bills

Ask Alexa to pay vendors and make credit card payments with a single, friendly voice command.

### Transfer Money

Simply ask, and Alexa completes and confirms money transfers between accounts in the most conversational of ways

### Get Their Big Picture

Alexa can give your customers an accurate picture of their financial wellness any time, day or night

### Ask for Financial Tips

Alexa helps customers reach their financial goals with friendly tips and interesting tidbits about finance.

### Discover Easter Eggs

Alexa isn't all business. She has a funny side too. Ask her to tell you something interesting and see what happens next.

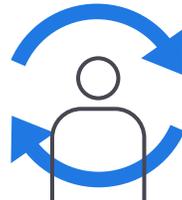
## Easy to set up, fun to use

Like everything else about great technology, your customers who already own an Amazon Echo will find it easy to add your financial institution to the amazing "skills" Alexa already has. All they have to do is ask Alexa.



### 1. Enable the skill

They open the app or go to alexa.amazon.com and search for your financial institution. Enable and Accept Terms and Conditions.



### 2. Link accounts

Enter their username and password and create an Alexa specific PIN.



### 3. Start talking

They're ready to talk to Alexa about their banking needs.



## READY TO TALK?

There's much more to come with Alexa.  
Contact your Central 1 Relationship Manager today.

### More Information

Contact your Central 1 Relationship Manager at:  
relationshipmanagement@central1.com



central1.com