

Breakout 3: Reimagining Your Customer Relationships

Soren Bested

Agent IQ

Michelle Hamilton

Park National Bank



Agent IQ

Reimagining Your Customer Relationships

A case study with
Park National Bank



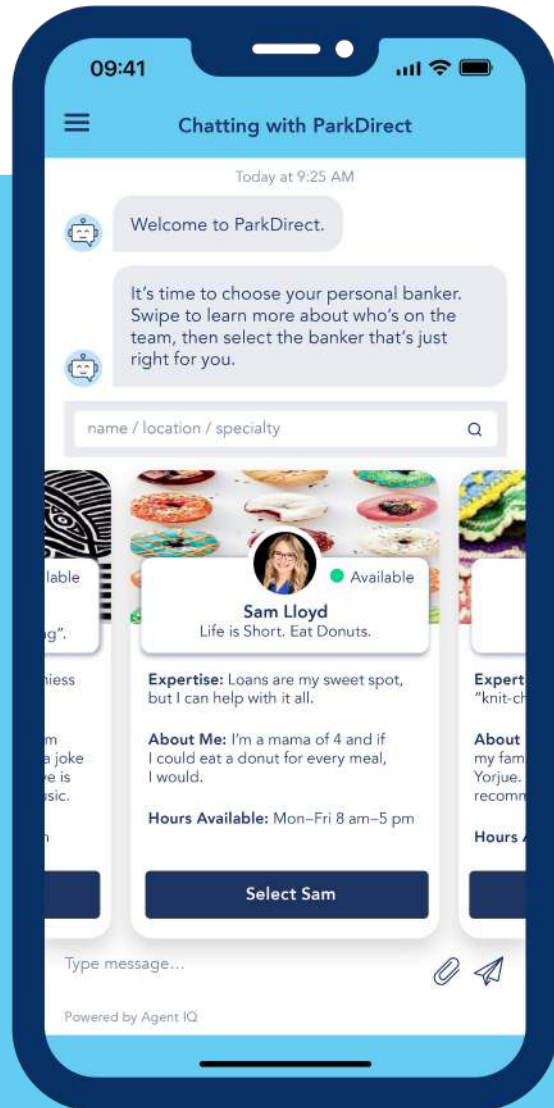
Today's presenters



Michelle Hamilton
CMO, Park National Bank



Soren Bested
COO, Agent IQ



Available

Sam Lloyd
Life is Short. Eat Donuts.

Expertise: Loans are my sweet spot, but I can help with it all.

About Me: I'm a mama of 4 and if I could eat a donut for every meal, I would.

Hours Available: Mon–Fri 8 am–5 pm

Select Sam

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This is amazing! I have an immunosuppressed child and I am thrilled to not be touching doorknobs and ink pens at this moment.

—Kristi, ParkDirect customer

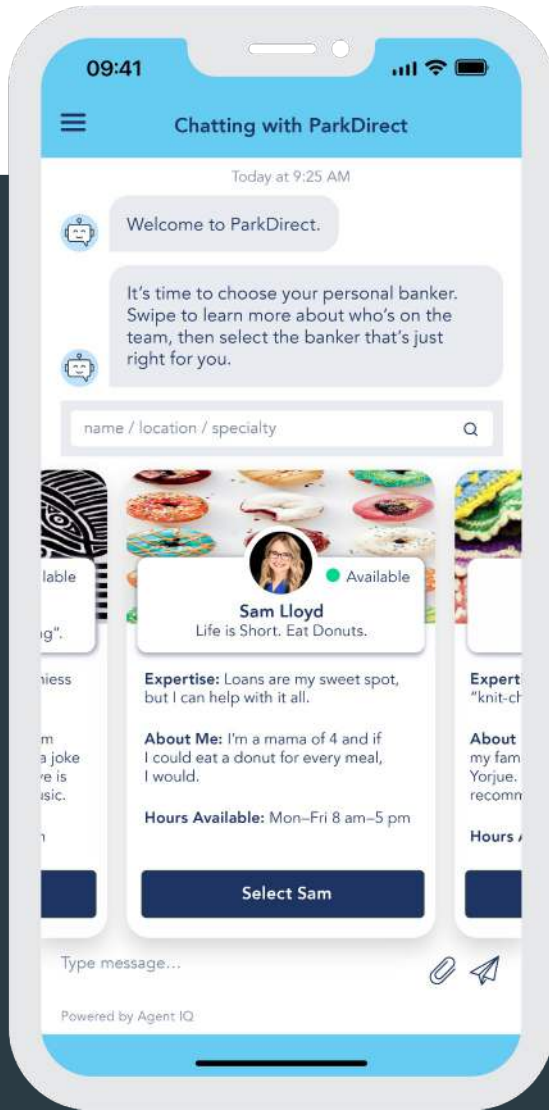


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*Btw, I really like
this app where
I can just text
you like a friend!*

—Amy, ParkDirect customer





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Can't tell you how appreciated your service is. If you ever need an old person testimonial for a Park commercial, just let me know.

—Carol, ParkDirect customer

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And ... thanks so much for this service. Best thing to happen to banking!!

—Joy, ParkDirect customer

