

Jack Henry™ Product Enablement Guide

unlock the full value of your product investment

Often, when financial institutions purchase products from us, they have so many other things on their plate that building a go-to-market plan becomes an afterthought. With a Product Enablement Guide, financial institutions receive comprehensive go-to-market materials and recommendations so that they can proactively and confidently roll out new products to their customers or members. This service will provide your team with comprehensive, ready-to-use materials and targeted guidance to ensure seamless implementation and effective go-to-market execution.



Accelerate Your Product Adoption and Growth

Product Enablement Guides give your financial institution the tools you need to quickly get up to speed on how to talk about the products you've purchased from Jack Henry. Provide relevant product information to both your accountholders and the employees at your financial institution.



Empower Your Team for Success

The Product Enablement Guide is a go-to-market shortcut that delivers thoughtful internal resources for your team. Provide your internal staff with materials to effectively communicate the product's value and be able to identify potential sales opportunities.



take control of your adoption story

Implementing a new product effectively requires more than just technical deployment, it demands a strategic go-to-market plan that drives accountholder engagement. Jack Henry Product Enablement Guides are a go-to-market shortcut designed to provide your team with immediate and actionable tools to take control of your growth narrative, delivering out of the box materials for immediate impact.

go-to-market checklists

Product rollouts often involve managing complex timelines and a high volume of necessary pre-launch initiatives. The Go-to-Market Checklist offers a curated yet customizable list of considerations for a successful product rollout. This takes creating a comprehensive to-do list off of your team's plate and gives financial institutions who may have never had a formal go-to-market strategy the resources needed for an intentional and successful product rollout.

Product Go-To-Market Checklist

- Scope of Opportunity
- Business Case Development
- Competitive Analysis
- Product Naming
- Battlecard Development
- Marketing Campaigns & Efforts to Consider
- Customer Readiness
- Post-Launch Efforts

marketing emails

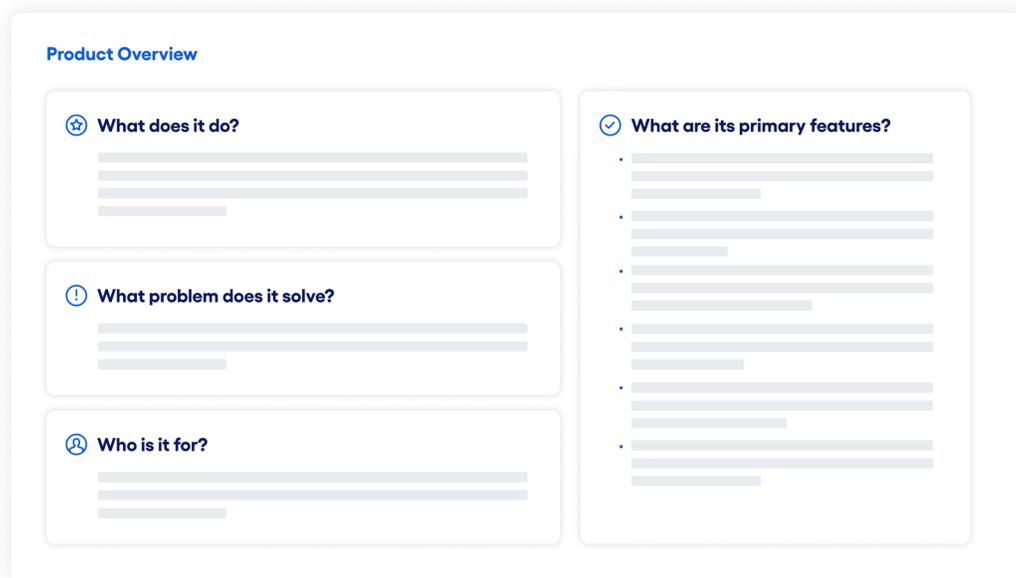
Financial institutions with little or no marketing team may benefit from pre-made resources that they can plug and play into customer-facing messaging. The Product Enablement Guide provides pre-written marketing emails about the product that your team can then tweak to match your own brand voice and style. This material will help your financial institution communicate about the product's value proposition to accountholders.

prepare your internal experts

Staff education is no small feat on top of all the other pre-launch chaos a financial institution goes through. The Product Enablement Guide simplifies this process by providing internal resources, guaranteeing your employees can quickly get up to speed on how to talk about the new product. These resources help your internal staff understand the product's target market and equip them to answer common accountholder questions.

internal battlecards and FAQs

After purchasing a product, financial institutions are typically left on their own to educate their internal staff. The Product Enablement Guide addresses this by including a battlecard & FAQ. This is specifically designed to educate your internal staff on the product's value proposition and equip them to answer common accountholder questions.



user personas

Understanding the target market is crucial for effective product communication. Each Product Enablement Guide includes two user personas. These personas are specifically for the product to help your financial institution understand the target market and be more confident in identifying those accountholders when engaging with them in the branch or on the phone.



Downtown Boutique Hotel

Whitney

Owner
Bookkeeper
Chief of Staff

Goals

- _____
- _____
- _____
- _____

Common Pain Points

- _____
- _____
- _____
- _____

Decision-Making

- _____
- _____
- _____
- _____

Common Tasks

- _____
- _____
- _____
- _____

“ I do everything possible to make sure my guests have a great experience, but sometimes it feels like there just aren't enough hours in the day to get the more mundane tasks of running my business, like handling my finances. **”**

take control of your implementation story

Have additional questions about the Jack Henry Product Enablement Guides? Let's talk about it together. digitalexperience@jackhenry.com

For more information about Jack Henry, visit jackhenry.com.