



Warsaw, August 2023

Reference Letter

Nest Bank SA has been cooperating with Cludity since January 2022. This reference letter concerns the most recent project, which was completed in June 2022,

Its scope included:

- **Salesforce Marketing Cloud implementation:**
 - personalized communications, complex customer segmentation, customer journeys, built-in and ready-to-use email templates;
- **Salesforce Service Cloud implementation:**
 - simultaneous integration with internal banking system and Marketing Cloud;
 - streamlining data flow between the above;
- **training** the team on the use of Marketing Cloud and Service Cloud in the context of Nest Bank products.

We are very pleased with the results of the project and would like to recommend Cludity to banks that want to improve their customer service and marketing processes with the help of state-of-the-art technologies. Cludity are specialists in Salesforce consulting and implementation.

Best regards,

Łukasz Gajewski,
Digital Channels, Design & CRM Director at Nest Bank S.A.

A handwritten signature in black ink that reads "Lukasz Gajewski". The signature is written in a cursive style and is positioned above a horizontal dashed line.