



TOP 5 WAYS

to retain banking customers

[See the full picture](#)





EXECUTIVE SUMMARY

The banking sector is in flux. Change is all around. The rise of digital has disrupted virtually every industry, but for FSI, it has been era-defining. The rapid evolution of customer expectations has created a new plane on which banks must battle. In the modern age, customers expect you to deliver relevant, helpful experiences. And to truly work on their behalf. Experts believe customer satisfaction is the primary means of competitive advantage, and creating experiences your customers love must go beyond simple convenience.

To please your customers and keep them on your side, you need to make your interactions more enjoyable, more relevant, and more trustworthy. You need to be more than a bank, more than a service provider, you need to be a financial advisor – one with their best interests at heart. Adobe & Microsoft have created a partnership to achieve this goal. Together, we can help you harness the power of your data, create amazing content, and distribute it through the right channels, at the right time, to achieve the right impact and retain your customers for the future.

Together, we can help you to see the full picture. Here's how.



#1 PERSONALISATION

Personalisation has evolved. Where once it was a choice, today it's a necessity. One that financial institutions must build into their central customer retention strategy. For banks, the value of personalisation has been clear for some time; delivering a tangible benefit to customer engagement, revenue, loyalty, and lifetime value.

As an example, banks need to understand the information customers share, leveraging data analytics to extract meaningful insights, and present the right message at the right time to the right customer. The key is to ensure it is relevant, contextual, real-time, and engaging. And this requires data and content working together in harmony.





#1 PERSONALISATION

Together, Adobe & Microsoft have created solutions that help address the current data management challenges and deliver the actionable insights straight into the hands of the content creators. We help to unify data analytics, behavioural science, and customer-facing transparency to support your personalisation strategies so that they are not only relevant, engaging, and in real-time, but also respect the control and privacy of the customer to drive increased trust. We support your transition from banking service provider to a trusted financial advisor and give you the tools you need to keep your customers engaged – for now, and for the future.

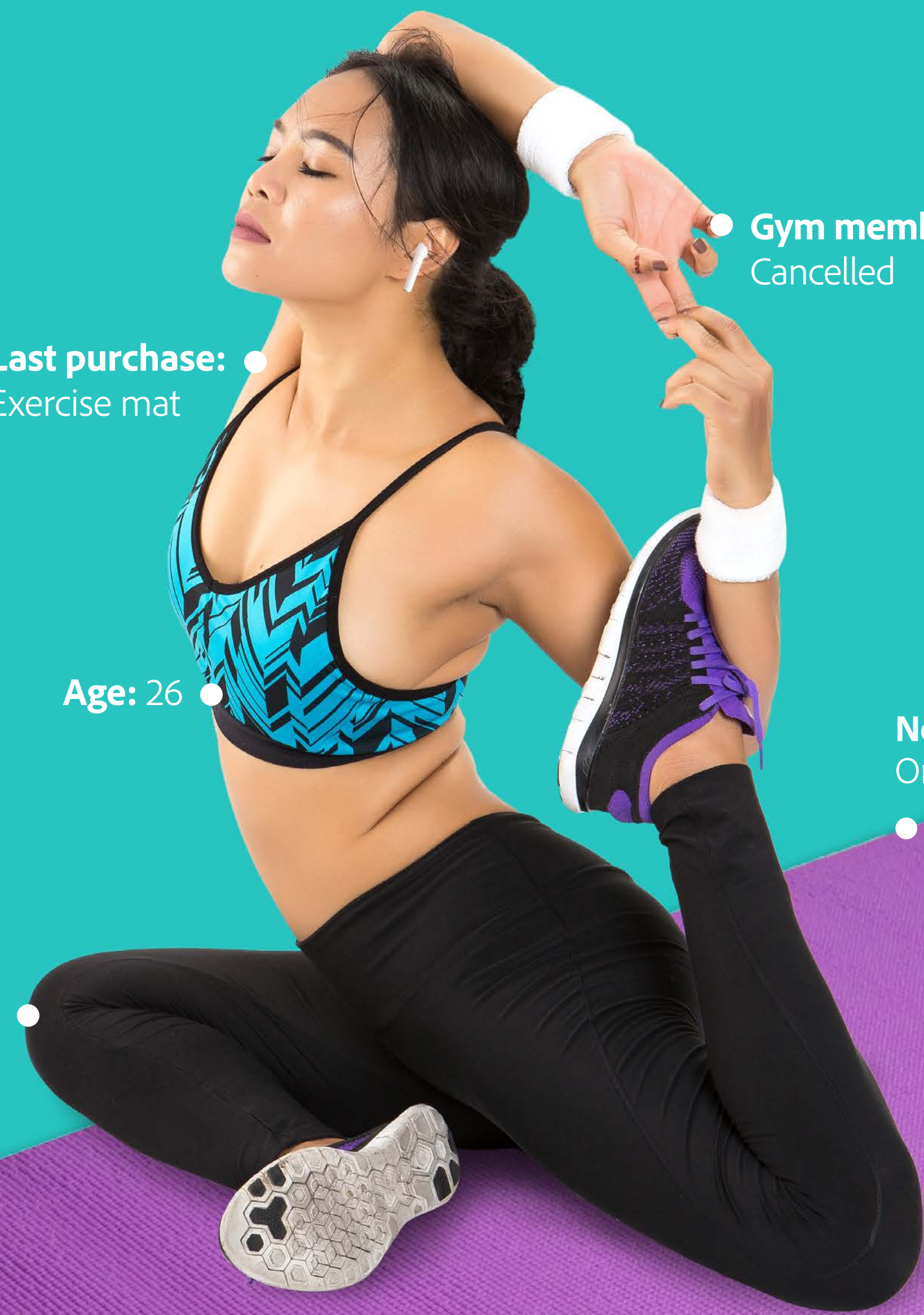
Last purchase: ●
Exercise mat

Age: 26 ●

Interest: Pilates ●

● **Gym membership:**
Cancelled

● **New membership:**
Organic food delivery





#2 MOBILE BANKING

Mobility is en vogue. Ensuring an anywhere, anytime paradigm is now a priority. Today, the modern-day consumer demands access to their financial data wherever, whenever, and on whatever device they desire. And, as a result, banks who are able to offer a seamless banking experience on-the-go have a very prominent differentiator to retain customers. But attaining this level of accessibility remains a challenge for financial institutions for a plethora of reasons, including – but not limited to – the following:

Security

Mobile banking is all about accessibility. However, in the digital age, accessibility and security are antonyms. Where one is concerned with maximising the number of access points for customers, the other is focused on minimising the threat surface area. And this makes it difficult for both to exist simultaneously. For banks to keep their customers safe, while also retaining a keen focus on customer satisfaction, it's imperative they find the perfect balance between employing security techniques like biometric authentication and avoiding clumsy security protocols which detract from the mobile banking experience.





#2 MOBILE BANKING

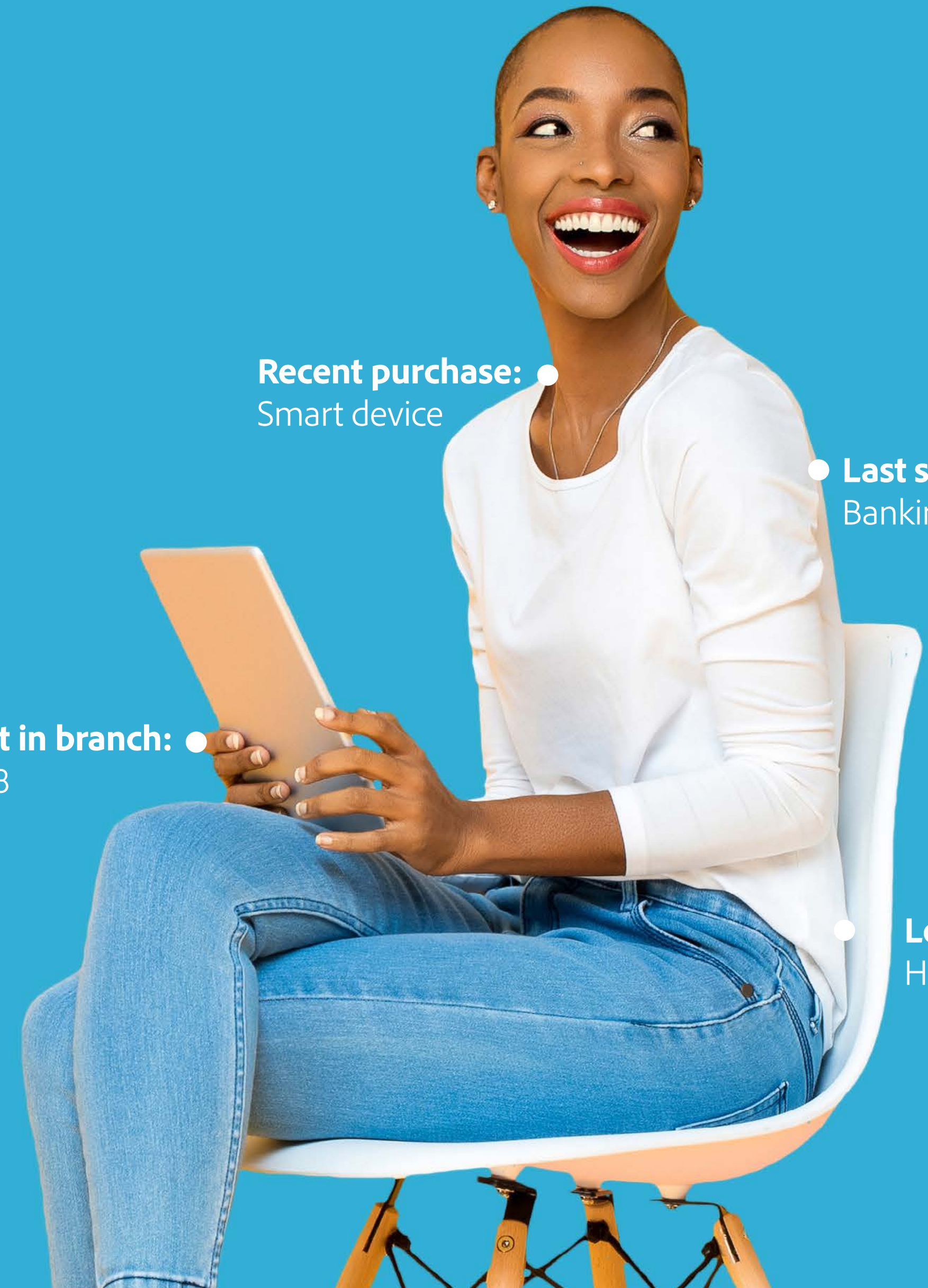
Automation

Banking customers want to be treated as a market of one. They want to feel important. They want to be prioritised. Personalisation plays a central position in achieving this value but automation, too, has a role to play. Artificial Intelligence (AI) and Machine Learning (ML) algorithms can help fast-track customer enquiry resolution times as well as solve simple financial requests in a significantly shortened timeframe. And financial institutions need to crack the automation conundrum to automate seamless, relevant content delivery on a mobile platform if they are to truly maximise the value of the medium.

Connectivity

In today's hyper-connected modern era, connectivity should be a foregone conclusion. However, for many banking customers, a lack of connectivity remains a far too frequent occurrence. When such circumstances present themselves, banking customers still want the opportunity to manage funds, make transactions, and check balances – despite the lack of connectivity. For banks, being able to facilitate this mechanism will be key to delivering positive user experience.

Adobe & Microsoft work together to help you build a mobile app with the security, automation, and offline-functionality required to deliver the experience your customers want. We leverage cutting-edge AI and ML technology to automate relevant content delivery for customers who want information anywhere, anytime, on any device.



Recent purchase: ●
Smart device

● **Last search:**
Banking apps

Last in branch: ●
2018

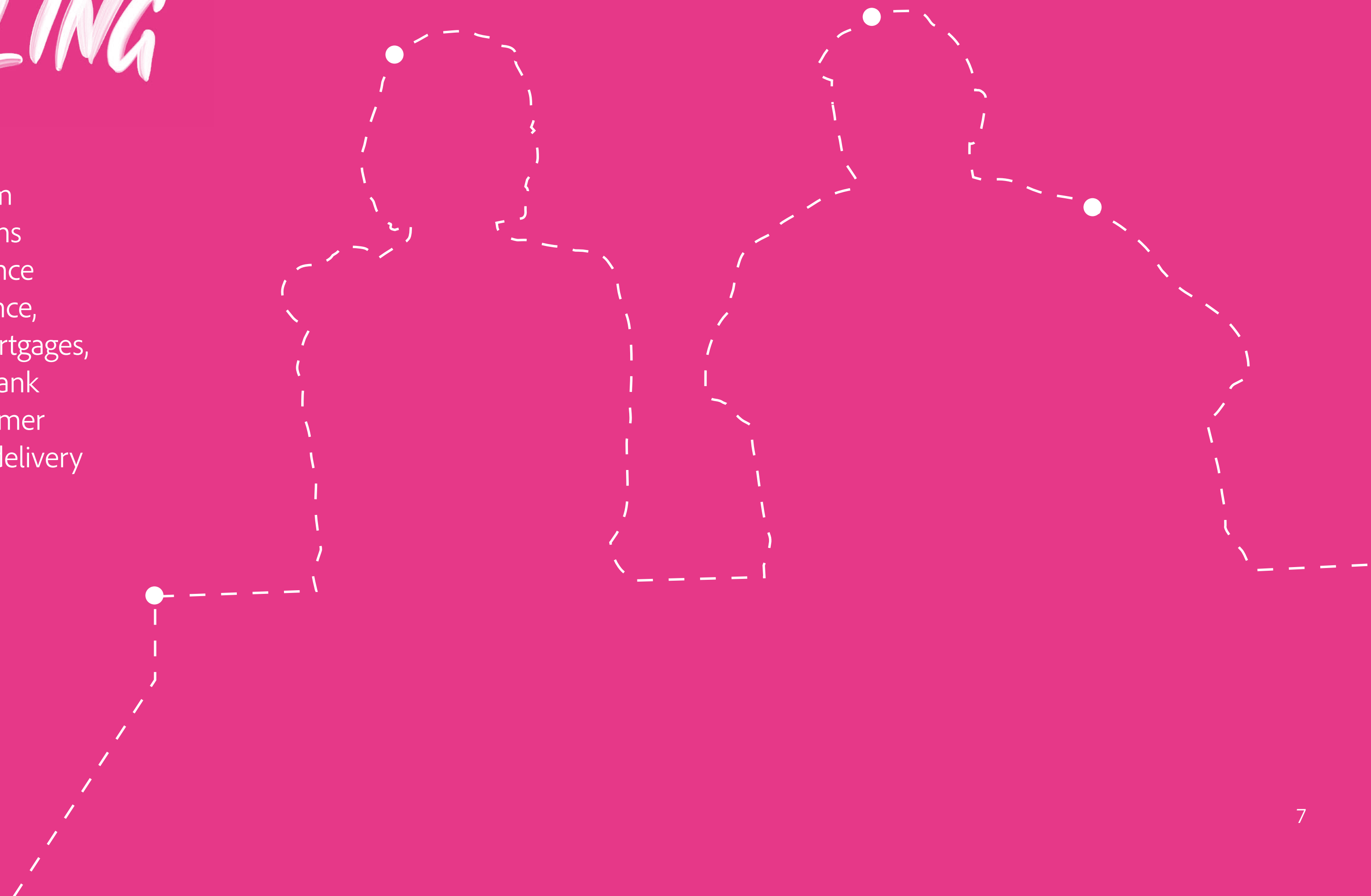
● **Location:**
Home office



#3

PREDICTIVE MODELLING

Nobody knows what the future holds – but that needn't stop banks from preparing for it. Predictive modelling is a technique that provides a means of forecasting all manner of outcomes, which can then be used to enhance the service given to the customer. Whether it's personalising an experience, building a portfolio of known knowledge to support applications for mortgages, detecting fraudulent activity from irregular patterns to keep both your bank and its customers safe, or performing 'what if' scenarios to predict customer engagement, predictive modelling holds the key to optimising content delivery mechanisms and solving problems before they turn into real issues.





#3

PREDICTIVE MODELLING

Predictive intelligence and predictive modelling from Adobe & Microsoft are right at the cutting-edge of change. We leverage innovations in machine learning and data visualisation to help you see the impact of your content on the target audience. We can help you determine the best route forward and plan for the future using data science processes such as statistical modelling. Our approach enables you to predict the content your customers want, analyse the likelihood of engagement, and leverage data to drive improved satisfaction, engagement, and retention.

Mortgage: ●
25 years

House insurance:
Pending ●

Last search: ●
How to renovate

Ages: 28 + 27 ●





#4

JOURNEY MANAGEMENT

At a time where the digital world is proliferating, having the capabilities to unify disparate data touchpoints, from both online and offline sources, is the key to building a holistic picture of your customer. Data is critical to helping customers within the financial services industry. But data only has value if it can be interpreted into action.

Your customers want services that are made especially for them. Whether it's delivering content around high-interest savings accounts for those with sufficient capital, or mortgage options for those looking to get on the property ladder, the key is through personalised content delivered at the right time in their journey. This point has not gone unnoticed either, in a recent proprietary report, we found that more than four in ten (42%) financial services organisations are prioritising customer journey management during 2020. The challenge? How.





#4

JOURNEY MANAGEMENT

Adobe & Microsoft work together to help you harness the true power of data. By digitising touchpoints from traditionally offline channels – such as in-branch or via call centre – we can help you form a unified vision of your customers. We understand that building an accurate picture of your customer is the first critical step to delivering a competitive, engaging, and attractive experience. Our Adobe Experience Cloud was built with this in mind.



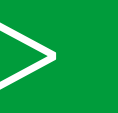
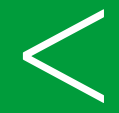
Last branch visit:
Investment opportunities ●

● **Phones:**
2, personal and professional

● **Recent purchases:**
His own business

● **Favourite device:**
His tablet

● **Age:** 45 ●



#5

CUSTOMER EXPERIENCE

Change is inevitable. In the financial services sector especially. FinTechs showed the financial world what can be achieved when a customer-first focus is eminent – achieving improved loyalty and trust thanks to value-added solutions. And they succeeded in this aim thanks to their keen focus on personalisation, mobile banking, predictive modelling, and journey management. However, the FinTech was never truly a competitor to the big banks. What they did manage to do, however, was catalyse disruption and provide the real threats – the likes of Google, Amazon, Facebook, and Apple – with a blueprint for how success can be achieved through a customer-first dynamic. These tech companies, with their vast databases of consumer data, near-limitless funds, and a deep desire to break into financial services pose a very large and very real threat to the banks of today. This is confirmed by the likes of Gartner predicting that 80% will be irrelevant when 2030 rolls around. To stay relevant and fend off competition from the encroaching tech giants, learning from the FinTech disruptors is imperative.





#5

CUSTOMER EXPERIENCE

Adobe & Microsoft can help your bank to prioritise customer experience and deliver an up-to-date, relevant, personalised, and technology-powered experience to delight and engage customers. More than ever, banks need to stay at the forefront of the innovation curve, not only catching up and learning from the FinTech disruptors, but challenging the status quo themselves with the latest trends in the financial universe. We ensure our services are future-ready so that when new trends – from Blockchain and 5G to AI and IoT – can deliver an improved customer experience, we can help you deliver them.



Most interested in: ●
Crypto-trading

● **Loves:**
Easy-save schemes

Banking preference:
Online only ●

Hates:
Talking on the phone ●

Age: 25 ●



SEE THE FULL PICTURE WITH



Financial services is an industry defined by change. To retain customers in this ever-morphing landscape, a keen focus on customer experience is critical. Today, your customers want to be treated as individuals. They want meaningful connections. And they want to know you have their best interests at heart. Together, Adobe & Microsoft offer one of the most useful, practical, and creative products available on the market. We can give you the insight to really understand what your customers want, provide the support to help you interact with your customers in the right way, and deliver the tools you need to deliver an unforgettable experience.

● **Together, we can help you to see the full picture.**



THANK YOU

United vision. United data.

Adobe and Microsoft are joining forces with SAP to form the Open Data Initiative. The Initiative is open and extensible and reimagines what customer experience management can be. Now you can get a complete picture of your customer with a seamless flow of connected behavioral, transactional, financial, and operational data to understand what your customers need in real time.