



Turn every experience into a positive investment.

Build deeper relationships with all your financial services customers by delivering the next best experience wherever they go.



Build connection with connected financial journeys.

Imagine this—a customer begins filling out a mortgage loan application online. Halfway through, they get stuck. They take it upon themselves to call customer service or visit a branch in person, only to be asked the same questions all over again—as if they're strangers.

The same day, they get an email inviting them to learn more about a credit card offer without any recognition of the initial interaction. Such a disjointed and impersonal experience succeeds in one thing—turning an enthusiastic homebuyer into a frustrated customer.



Your customers want a personal financial experience, not offers.

While many financial services institutions have achieved pockets of excellence with personalization, most are still focused on next best offers rather than next best experiences.



Next Best Offer

Objective: Acquisition, product sales



Data

1-2 sources
(CRM + behavioral)

Channels

Public web, paid media, email

Content

Marketing, offers



Next Best Experience

Objective: Customer value



Data

Transactional data, offline interactions, service interactions

Channels

Branch, call center, IVR, alerts, mobile

Content

Product, service, financial management

If you're still oriented around product offers, you may find your customer experience lacking compared to competitors. By shifting your focus toward customer value and connecting internal systems, customers can seamlessly move between channels and progress smoothly on their personal financial journey—which ultimately enhances your customer retention and bottom line.

To see how this works, let's change our story above. This time, when the customer gets stuck on their application, the internal system notices and automatically sends them an FAQ for homebuyers. Their questions get answered that day without any extra effort on their part. They finish the application process and schedule a call with a mortgage advisor—a seamless experience that doesn't require your organization to add resources. It's possible with the right technology.

3.5x

more success is seen when financial service players send personalized offerings rather than simple batch campaigns.

Source: McKinsey & Company, 2022



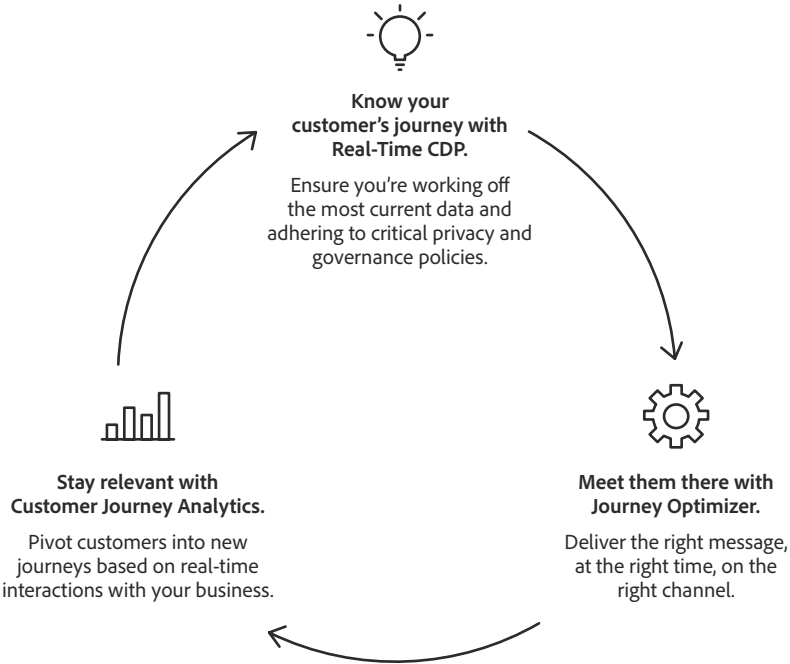
As we look to attract new customers and retain customers, our goal is to create seamless experiences across all our customer touchpoints.

Clifford Stevens
VP, Managing Director,
Creative Operations,
Liberty Mutual

Personal connections in personal finance.

To effectively deliver the next best experience and progress your customer forward, you need to first understand what they are trying to accomplish and where they are in the journey. Only then can you place them on personalized paths based on real-time signals, like when their baby store purchases suddenly increase or they call in to report an automobile accident to their insurance company.

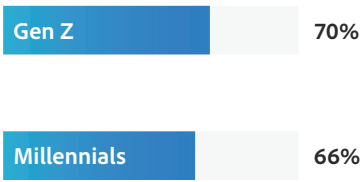
By combining Adobe Journey Optimizer with Adobe Real-Time Customer Data Platform and Adobe Customer Journey Analytics, you can do exactly that. Together, these tools act as a single source of truth for your business that effortlessly delivers offers, messages, and interactions that are consistent, timely, and hyper-personalized.



Keep it simple with one centralized system.

Let's take a closer look at the Journey Optimizer role in this process. Within this application, you can both create and deliver scheduled marketing campaigns, like product updates, as well as tailored individual messages, like the homebuyer FAQ we mentioned earlier. The artificial intelligence can help you get even more personalized by prioritizing one message over another. For example, someone who's just been in a car accident probably doesn't need to hear about your latest product update.

By actively listening for signals across customer journeys and pairing it with a consumer's current context, Journey Optimizer enables you to personally engage your customers with the right message exactly when they need it.



70% of Gen Z and 66% of millennials say they're **more likely to trust brands** that use technology to deliver personalized experiences.

Source: *Adobe Trust Report, 2022*

< 30%

But less than 30% of banks worldwide have introduced new digital acquisition journeys for their public website or mobile apps.

Source: McKinsey & Company, 2022



We wanted to make a better experience for our customers online, but first we needed to understand what customers need, and what they wanted to hear from us.

Sophie Bellemare

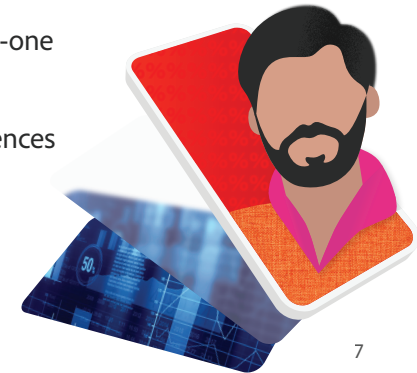
AVP Strategic Digital Initiatives
Manulife

If nothing else, invest in consistency.

The good news—if inconsistent experiences across channels can ruin the customer experience, consistent experiences can do the exact opposite. According to Forrester, hitting the three critical elements of a good customer experience (effectiveness, ease, and emotion) can result in higher retention, greater customer advocacy for the brand, and an increased likelihood of purchasing more products and services.

Journey Optimizer can help your financial services business by:

- Prioritizing and personalizing real-time offers
- Making every interaction feel one-to-one for millions of customers
- Orchestrating cross-channel experiences that increase conversions
- Providing intelligent decisioning every step of the way



The bottom line—reduced customer churn rates.

Once you have your customer journey process in place, you'll automatically be able to see when a customer isn't engaging and take the steps necessary to deepen the relationship.



Their customer profile says:

- It's their birthday today.
- They prefer text messages.
- They recently abandoned a mortgage loan application.

The risk:

A customer at high propensity for churn



Take action by:

- Prioritizing personalized texts over email.
- Sending FAQ about mortgage loans.
- Calling to see if they need additional help.

The response:

Relevant messages across multiple channels



Keep the messaging relevant by:

- Skipping the birthday message for now and prioritizing their mortgage loan.

The result:

Customer retention and customer satisfaction

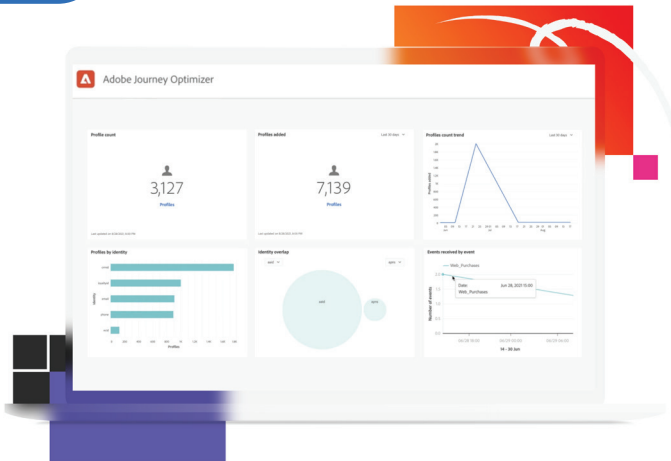


Adobe can help.

We're long past the times when email blasts resulted in successful marketing campaigns. Customers everywhere expect hyper-personalization no matter where they engage with your business, and Journey Optimizer is the key to delivering this personalization to every customer. Build customer loyalty by keeping track of their goals and reaching out with exactly the message they need from you exactly when they need it. Get even more personalized with the help of Real-Time CDP and Customer Journey Analytics to integrate real-time data and keep customers on the right path as their goals change. This extra effort will make all the difference in retaining customers and, ultimately, improving your bottom line.

Learn more about how Adobe Journey Optimizer can help your financial institution build trust and retain customers by creating a seamless omnichannel experience.

Learn more



Sources

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