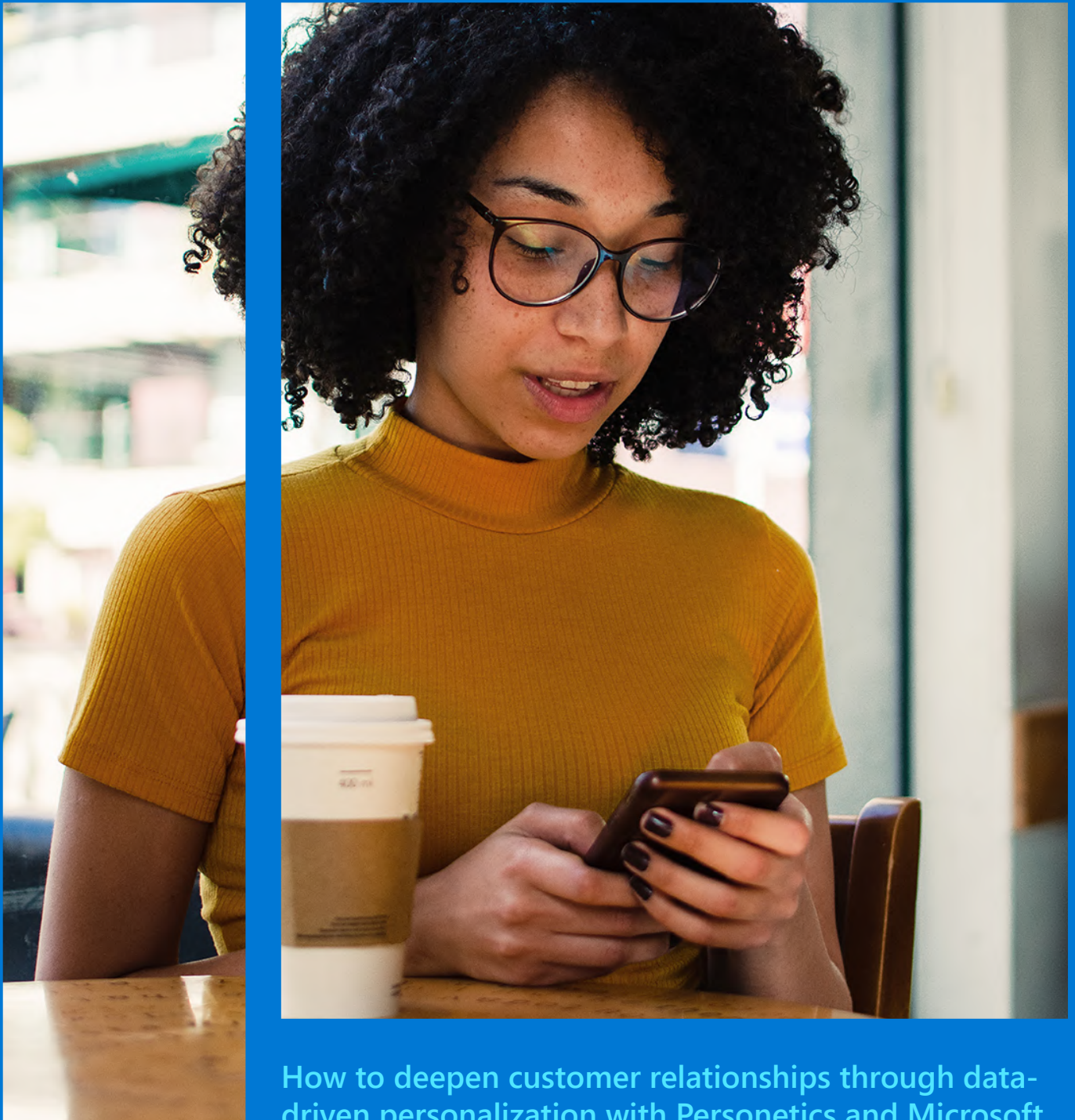


# Transform banking with customer data



How to deepen customer relationships through data-driven personalization with Personetics and Microsoft

# Banking customers are demanding new models and services

What customers expect from their banks is changing. Trends which were developing slowly have accelerated since the onset of the pandemic. A new generation of financial services has emerged as a result, and traditional banking models are struggling to keep pace.

## Customer data is at the heart of the disruption

The innovators disrupting the financial services space are boosting their data capabilities to connect more closely with their customers. Technology is being deployed to anticipate behavior and identify issues and opportunities, all in real time.

In these future-proof models, **the customer, not the product, is the focus** for financial services, no matter if the customer is a digital native, branch-based, or a combination of both. And fintech companies are leading the transition.

The key to the success of their approach lies in enhanced user experiences. A new generation of bank customers now expects more personalized functionality and a faster service that's accessible from anywhere.

## Investment is following customer choice

The improvements pioneered by fintech companies have attracted millions of accounts and the money is following customer preference. Total investment in fintechs reached about 40 billion USD globally in 2020. In the first half of 2021, fintechs raised 52 billion USD\*. In Western Europe, roughly 30 percent of retail clients are already banking with a fintech or a big tech company\*\*.

\*McKinsey Global Banking Annual Review 2021: The great divergence  
\*\*2021 McKinsey Global Retail Banking Consumer Survey

## Traditional banks need to up their technological game if they want to stay relevant, and quickly.

To build and grow loyalty, banks and financial institutions must do much more than process transactions. Banks need to provide value beyond just products and services, displaying empathy for customers' needs that will strengthen the overall relationship, throughout the entire customer journey.

By 2030 baby boomers will have retired, and millennials will be the largest demographic in the workforce. Financial institutions need to prepare for this radical change, from both an employee- and client-experience perspective.

If they do, they'll build deeper, longer-lasting relationships with customers. By creating a dynamic and distinctive experience they'll have the capability to upsell and cross-sell more services.

## Data at the core

Providing a banking experience that's tailored to the specific needs and aspirations of the customer requires data. And that data can be harvested, managed and converted into a personalized customer experience by Personetics.

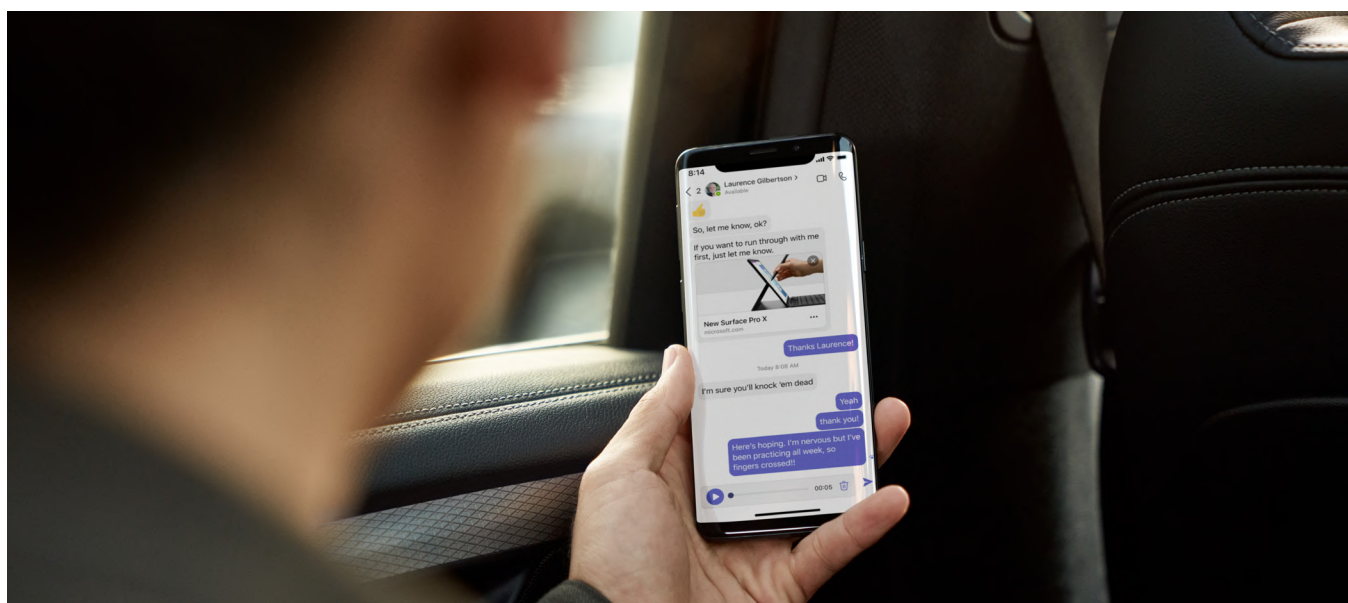
In the following section we will take a look at the company, its offering, and how best to implement it for better business results.

### Key takeaways:

- Customers have rapidly changing expectations of the financial services industry
- Fintechs are meeting these demands, attracting customers and investment
- The new focus is on the customer journey, not the product
- Traditional banks are in danger of falling behind
- Personetics can provide the data-driven personalization required to catch up

# The global leader in financial data-driven personalization

Financial data-driven personalization and customer engagement solutions are becoming essential for survival and prosperity in the financial services industry. **Banks can leverage this approach to utilize a wide range of in-depth data from different sectors to deliver new services, and to guide the customer journey.** Personetics is the global leader in both, helping partners serve over 120 million banking customers globally, serving over 80 banks in 30 markets.



## Personetics' pre-built hub of customer services

Personetics allows banks to become smarter, more proactive and more knowledgeable about their customers by using transaction data from individual user interactions from bank and open banking partners.

Its platform integrates automated intelligence into every customer touchpoint – creating significant business impact in months, rather than years.

But despite the platform's sophistication, it's simple to deploy. Over 300 different hyper-personalized insights can be selected as part of a white label, out-of-the-box package that's helping to transform banking apps across the world.

## Driving personalization and engagement with Microsoft

Personetics helps banks offer data-driven, personalized and proactive financial insights and advice via Microsoft Azure, Azure AI and Dynamics 365 integration. The benefits of building on the Microsoft Azure platform include:

- Scalability – Technologies like machine learning can be expanded into other products
- Security – A single source of truth improves data security
- Agility – Personal data is provided quickly to enable agile responses
- Integration – Leverage Azure data, AI, security and business application tools

The combination of Personetics and Microsoft Azure allows clients to extend the ecosystem to other parts of their business, empowering innovation and adding increased value.

# The impact of personalized advice

Personetics uses data to bring fresh perspectives to its customers. Its platform harvests data from user interactions and then uses analytical models to give an aggregated financial view of a bank's customers. This provides unique insight into their habits, and allows the business to predict their needs, and pre-emptively supply solutions.

Personetics has the advantage of being able to provide insights out-of-the-box via a codeless creation and management console, without the need for additional bespoke programming by the company.

## But what are the practical outcomes of its deployment? And what advantages do they provide the customer?

Personetics drives the financial wellbeing of customers by:

- Providing in-depth, practical information to the user to increase financial awareness
- Simplifying the experience of everyday banking, allowing anywhere, anytime interactions
- Supplying advanced money management advice they need to reach their financial goals
- Facilitating smart, simple-to-use self-service.

## Give customers a greener choice

Personetics also gives customers the option of banking greener. Specialized functionality allows consumers to make sustainability choices and reduce their carbon footprint.

Areas where Personetics can help customers make more sustainable decisions include how much they spend and on what, where to invest their money, and greener options when buying homes and selecting mortgages.



“Personetics’ goal is to help consumers align their spending with their values. Every purchase has an impact, and banks have the opportunity to bring that awareness to customers”

Nicole Meyers, VP Strategic Account Management

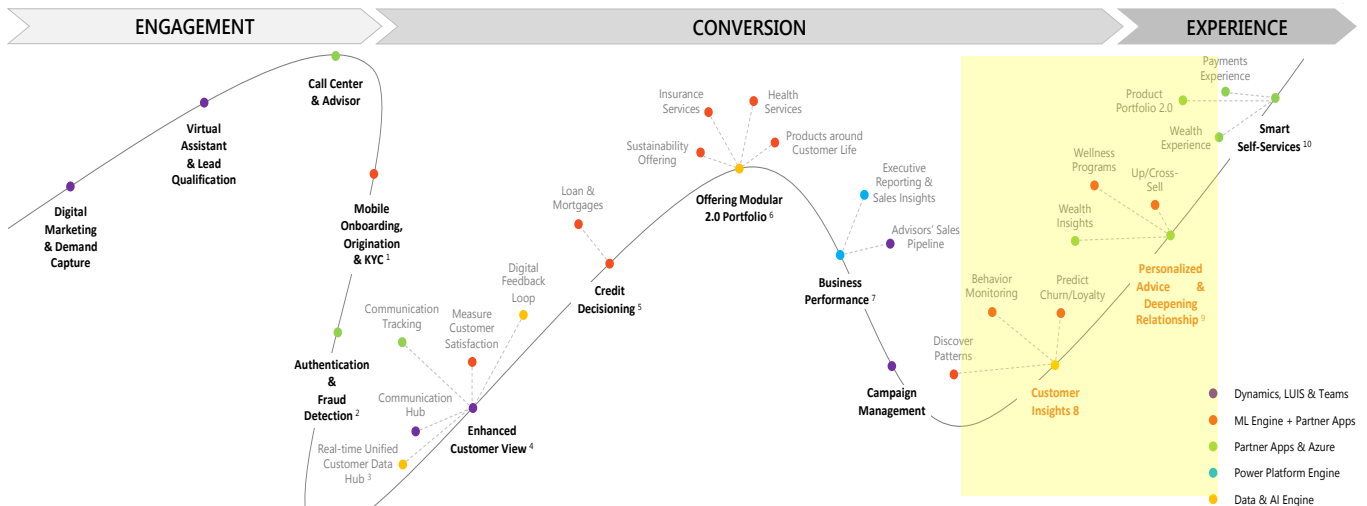
### Personetics’ positive impact on business

Personetics’ benefits for consumers translate into positive business outcomes for banks. Companies that have deployed Personetics report improvements to their KPIs\*, including:

- 40% increase in digital engagement
- 37% improvement in customer satisfaction
- 15% growth in deposits and share of wallet
- 17% growth in CTR\*\*

\* Global average figures  
 \*\*For advice and product recommendation

### Where Personetics adds value



## Case Study: Santander

Personetics partnered with Santander to create My Money Manager for the bank's customers. To date, the app has:

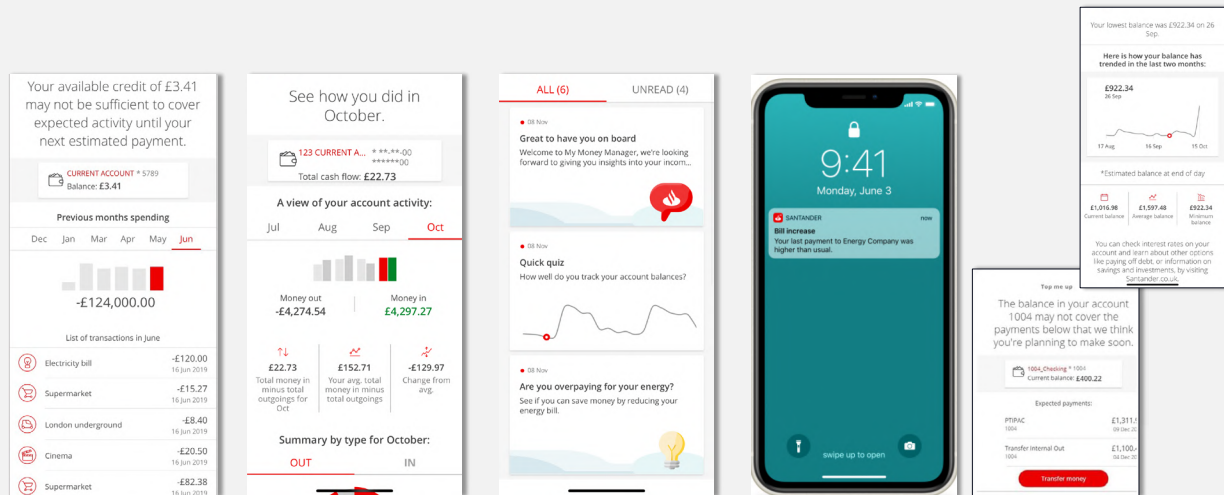
- Been used by two million-plus customers
- Increased the company's NPS score by 23 percent in just three months
- Delivered over 40 million customer insights
- Earned a 4.6/5-star rating

## MY MONEY MANAGER – PERSONALIZED INSIGHTS & ADVICE

CUSTOMER EXAMPLE



- Increased NPS by 23% in 4 months
- Over 2 million users & over 40 million insights with 4.6/5 rating



“My Money Manager is the result of a new kind of partnership between Santander and Personetics. The Personetics team is an extension of our internal teams, generating new use cases and co-creating beyond off-the-shelf solutions. Building long-lasting and meaningful relationships with our strategic partners is key to accelerate Santander’s digital transformation. We’re proud to bring innovation to our customers.”

*Andy Warren, Head of Customer Journey Design at Santander*

# Personetics: simple to implement, straightforward to use

Personetics is straightforward to implement and simple to use, so it can start working for the bank and its customers almost immediately. In addition to being a plug-and-play solution, Personetics is a white label product, meaning that companies can add its functionality to their overall digital offering seamlessly, with the bank's branding.

The integration of the Microsoft Azure platform enables Personetics services to work efficiently without scalability issues, providing a truly customer-centric offering, giving personal advice, and providing the bank with opportunities for cross selling and upselling.

## QUICK 4 MONTHS SaaS ROLL-OUT

CUSTOMER EXAMPLE

The image displays four screenshots of the MA FRENCH BANK mobile application interface. The first screenshot shows a summary of activity for November, including a total amount of 1,580 € and a bar chart of activity. The second screenshot shows a list of transactions, including a cash withdrawal of -20.00 € and a card payment of +50.00 €. The third screenshot shows details of two identical transactions of 20.00 € each on 04/07/2020. The fourth screenshot shows the available credit amount of +4,153.00 € and a list of other transactions.

Transaction	Amount
CCM PARIS 17 ETOILE (Retraits cash)	-20,00 €
VERSEMENT CARTE (Autres - Revenu)	+50,00 €
CCM PARIS 17 ETOILE (Retraits identiques)	-20,00 €
CCM PARIS 17 ETOILE (Retraits identiques)	-20,00 €
CB Phie Centre Gar... (Loisirs)	-25,38 €
CB Phie Centre Gar... (Loisirs)	-15,45 €
CB Phie Centre Gar... (Loisirs)	-3,59 €
CB Phie Centre Gar... (Loisirs)	-3,55 €

# Put customer experience at the center of your business

Now is the time to transform financial services and empower customers through data analysis. To learn more, visit the Personetics website at [personetics.com](https://personetics.com)