

# Five Steps to Transform the Banking Customer Experience

## SUMMARY

Palpable and consequential shifts in digital, mobile, cloud, data and analytics technologies are reshaping customer expectations and driving customers to demand ever higher levels of service and value. In fact, a recent study showed that **65% of customers use online channels, not primarily for price advantages**, but for convenience, speed, quality of information provided, and access to a broader range of choices. With customers prioritizing experiences over products, banks need to take a proactive approach to optimize customer interactions.

Take these **five steps** to transform customer experiences with the latest digital technologies.

1

### Create 360° Customer Profiles

A holistic view of the customer is necessary to optimize banking experiences. To create individualized customer profiles, banks are aggregating every data point in customer data hubs, combining attrition tendencies, product and communications preferences, affinity scores and up-to-the-millisecond intelligence on digital behavior and context.

**Take Action:** Create a longitudinal view of the customer experience by aggregating relevant data on a timeline. For both personalization and effective risk profiling, longitudinal information about the customer has the potential to surface actionable insights.

2

### Optimize the Customer Experience Across Products

A customer may have multiple product relationships with a bank, including checking accounts, savings accounts, credit cards and loans. In recognition of this, most banks have attempted to optimize relationships, but were limited to interactions within these product silos. This is changing as banks find ways to break barriers between data silos as they develop individual customer profiles that can be used to create unique experiences across product interactions.

**Take Action:** Use individual customer profiles to create simplified, differentiated and personalized experiences for customers before, during and after a product interaction. Satisfying experiences, delivered consistently with each product interaction, build long-term relationships and drive profitable growth.

3

### Streamline Experiences Across Channels

Customers want to bank when and how it suits them, yet expect a consistent experience across all the communication channels available today, whether they access their bank via mobile device, phone or in person at a branch. With this type of “omnichannel” access, banks need to enable cross-channel integration that delivers consistent, unified interactions so a transaction that started on a smartphone can be seamlessly finished in a branch.

**Take Action:** Aggregate and analyze the information being collected from the different channels to build a detailed and accurate picture of the customer’s preferences and behavior.

4

### Add Context to the Customer Experience

Digital-centric customers of today are willing to share more personal information in exchange for customized and contextual experiences. To deliver these types of experiences, banks are using context-specific intelligence, such as location-based offers powered by multivariate testing techniques, data science, complex algorithms and advanced data analytics, to present offers where and when customers are most likely to buy or take action.

**Take Action:** Upgrade technological infrastructure to accommodate multiple data sources, volumes and types and then blend data from customer devices, relationship databases and transaction history to offer an intuitive and context-aware experience.

5

### Build Trust With Fraud Detection and Security

Customers love the convenience of digital banking and mobile payments, but remain uneasy about the security of their electronic transactions, including deposits, passwords and logins. To build trust and to combat hackers, banks are actively communicating with customers about their dedication to security and fraud detection actively communicating with customers about increasing budgets for innovation, encryption and security.

**Take Action:** Link data and analytics to the flow of payments, such as e-wallets, mobile and digital currencies. This approach benefits both parties involved in the transaction and is a means of meeting “Know Your Customer” (KYC) requirements linked to various regulatory anti-money laundering regulations.

## What Else is On Your Digital Agenda?

“The Digital Agenda for Retail Banking and Payment Companies: Why Data Holds the Key to Success.”



READ THE WHITE PAPER



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