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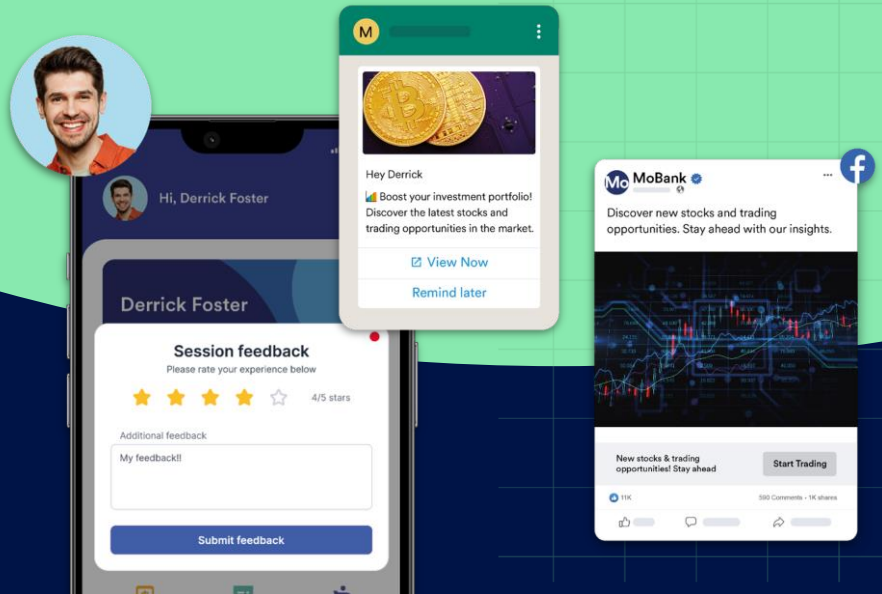
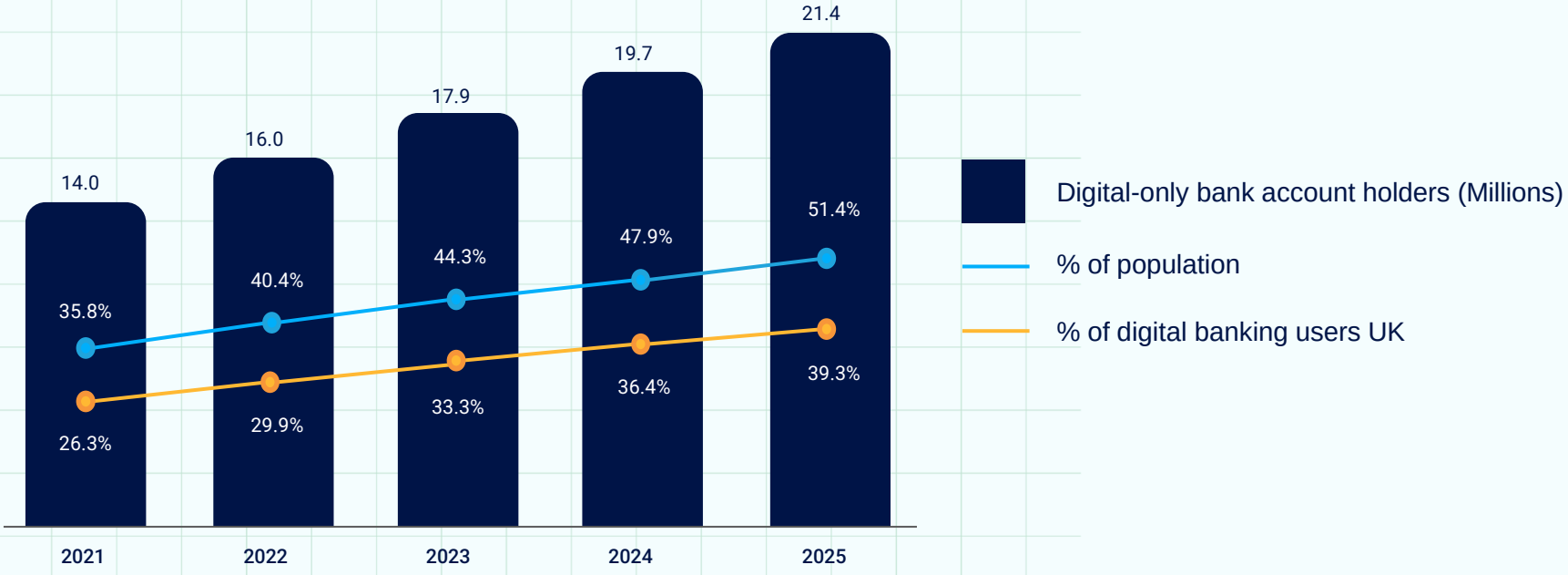
How to Master Customer Engagement in Modern Financial Services



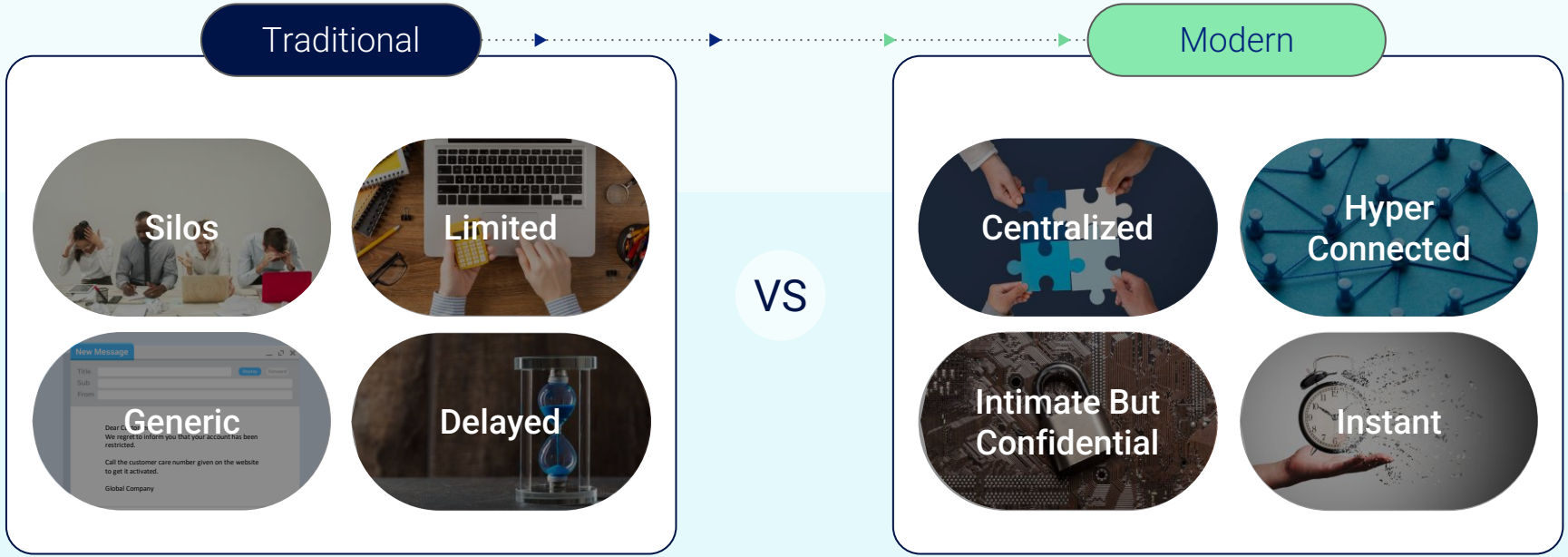
Chris Smith
Sr Growth Director
MoEngage

Digital-Only Bank Account Holders and Penetration



Source: eMarketer

With **great changes**, comes **great responsibility**



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Customer expectations are at an all-time high

Loyal Customer

Life Moments

Student Loans

Hey Ed, are you looking for support on tuition fees or for maintenance costs. We can help!

Not now Talk to us

Going on holiday

Hey Ed,

0% commission on travel money!

Here's how you can manage your money whilst you're away.

Show me

Wedding

Congratulations, Ed!

We're here to help you plan, budget, and save for your big day.

Yes, please!

Buying A Home

Hey Ed,

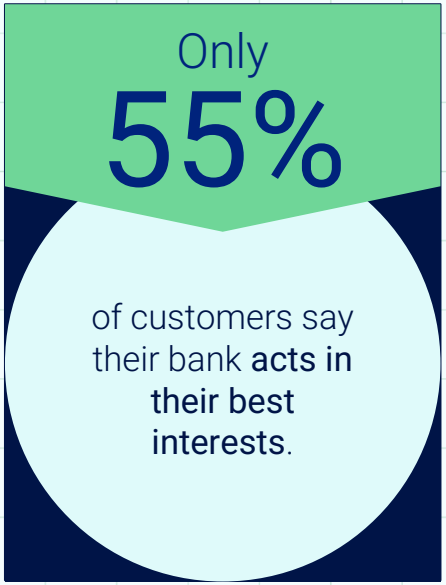
We're here to help you buy your first home.

Here are some mortgage options and other useful information.

Show me

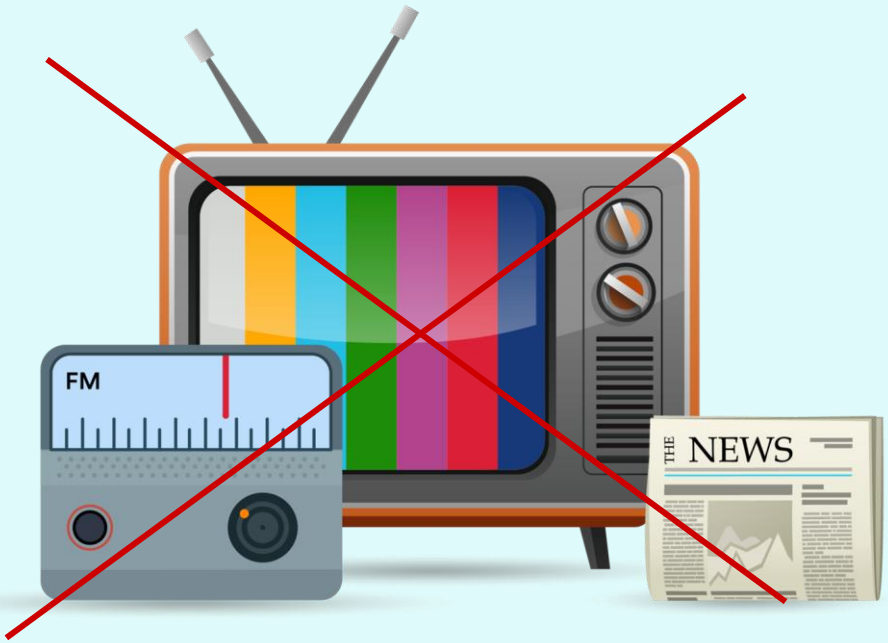
Growing... → Revenue → Deposits → Trust → Confidence

Customer expectations and reality do not match



Source: Forrester - The UK Financial Services Customer Trust Index, 2023: Banks

Many businesses are **still** stuck in the **traditional world.**



Design and execute strategies in **customer engagement**

- Customer Obsession
- Insights-Driven
- Innovation

- TRUST
- REVENUE
- CONFIDENCE

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trust

SINGAPORE

Strengthen customer loyalty through timely, relevant, and contextual engagement

In partnership with standard chartered

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trust

Acquisition / Referrals

Referral incentives to grow customer base

Activations

Encourage customers to start using their card

Partnership

Offer customer incentives for partner products/services

Cross-sell

Cross-sell products and services to drive higher CLTV

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The **Results**

trust

>$1.2 bn

Total customer card spend since launch in July 2022

>$890 mn

Total customer deposits since launch in July 2022

4.8 ★★★★★

Apple App Store rating

29K ratings

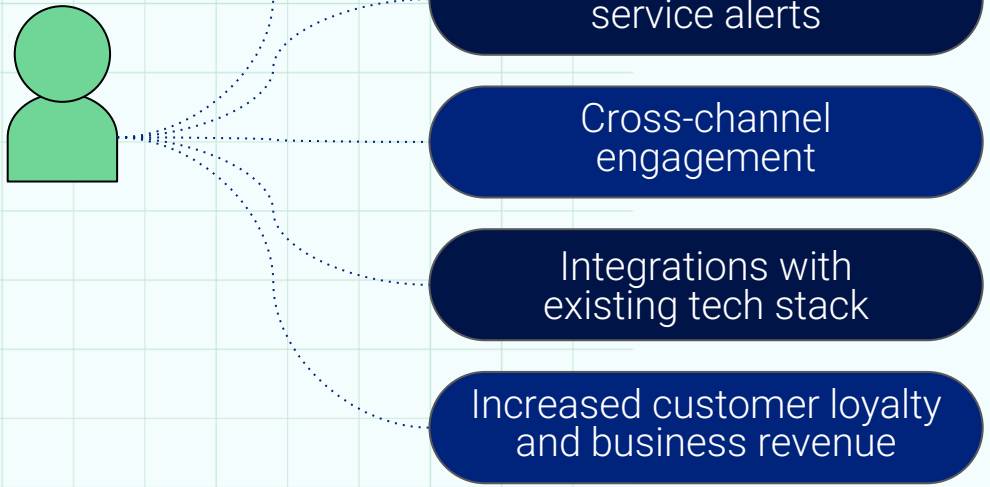
No. 1 Global Bank

Improve personalization and real-time messaging at unprecedented scale and speed

moengage

AB Anonymous Bank

Leveraging **modern technology** to enable better customer engagement



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The **Results**

Anonymous Bank

>2
Seconds

Critical alerts are sent in <2 seconds

1.2
Million

Messages sent every single day

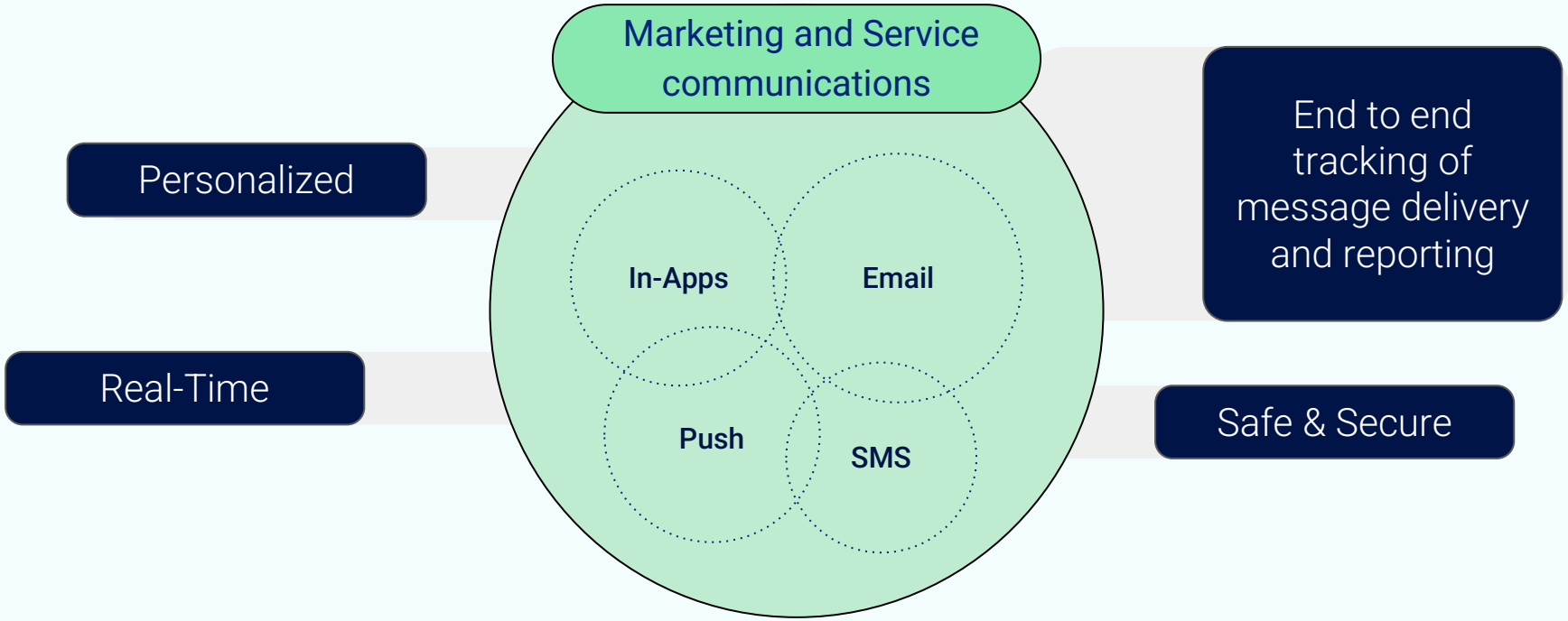
$150k

Savings of $150,000 per month on CPaaS

UK & ASIA

Improve customer relationships through connected, cross-channel engagement

Unify Digital Customer Experience



Personally Identifiable Information **(PII)** Management

Data Storage

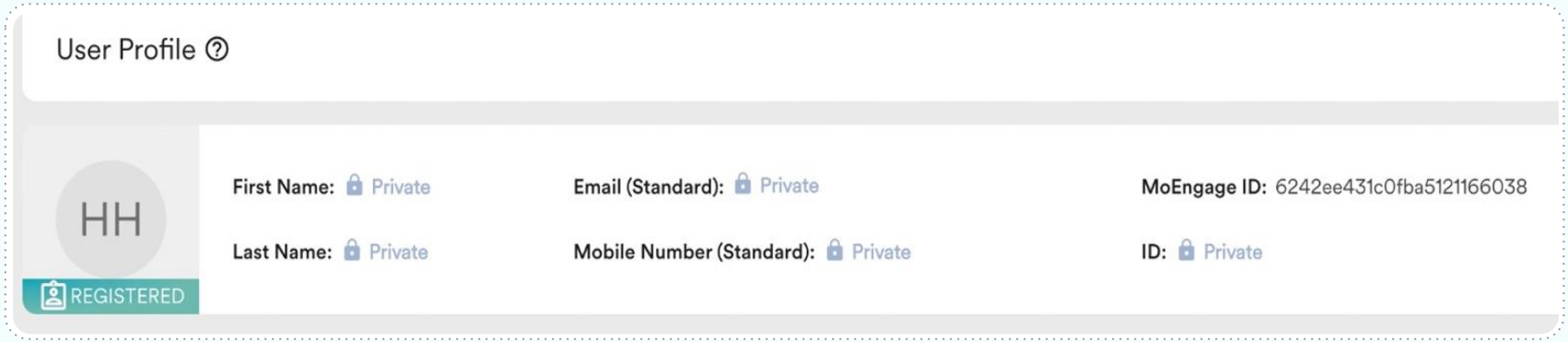
AWS data centre in Frankfurt, Germany.

PII Encryption

MoEngage can encrypt user and event attributes marked as PII.

PII Masking

All the PII marked attributes are not shown and can not be downloaded from the MoEngage dashboard.



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MoEngage offers highly scalable data ingestion and customer profile management, with AI-driven visualization and performance reporting aligned with customer satisfaction metrics.

Rusty Warner
VP, Principal Analyst
Forrester

We work **with well-known** financial services providers

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LIVE WEBINAR

5 Signs Your **Martech Stack** Is Not Future-Ready

Is your Martech stack agile enough for modern use cases? Or does it need an upgrade?

14th June 2024 | 3:00 pm BST

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