



## URBAN AIRSHIP FOR FINANCIAL INSTITUTIONS



Urban Airship gives financial institutions everything they need to build deeper relationships with customers. Incorporate new, high-value touchpoints into customer journeys—while ensuring that each customer's experience is cohesive across all their interactions with your brand.

### DEEPEN CUSTOMER RELATIONSHIPS AND LOYALTY

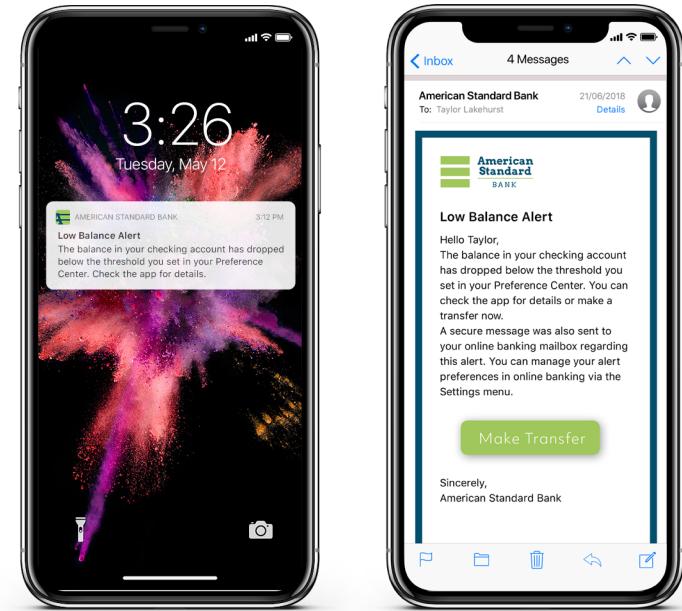
With the rapid adoption of mobile banking and an explosion of fintech disruptors, financial institutions face more competitive pressure than ever across payments, lending, investing, core banking services, and more. Despite many years of investment in CRM and lifecycle marketing, [Accenture](#) reports that most consumers (79%) define their banking relationship as transactional. Shallow relationships raise the stakes for every banking interaction: Competitors and substitutes are always just a few swipes away. Today, financial institutions need to provide high-quality, personalized service across multiple digital channels in order to acquire customers, retain them, and increase customer lifetime value.

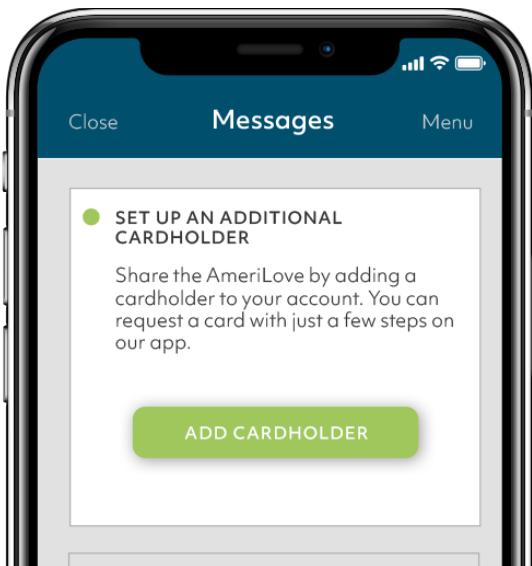
### DELIVER REAL-TIME TRANSACTIONAL NOTIFICATIONS TO FOSTER MOBILE BANKING LOYALTY

When customers execute a transaction, they want instant feedback. Urban Airship is the only digital engagement automation solution with the proven speed and scale to trigger push notifications and in-app experiences at critical moments in your customer's journey, wherever customers want to interact. By ensuring that transactional notifications are fast and reliable, your institution can increase customer confidence—and reduce the need for call center or in-person customer service and support.

"The focus of loyalty has shifted in recent years from friendly service at the branch to other attributes, especially simplicity and convenience. And those features depend largely on creating strong digital channels, then teaching customers how to use them."

*[Bain & Company, Customer Loyalty in Retail Banking](#)*





## IMPROVE CUSTOMER RETENTION WITH APP ONBOARDING & EDUCATION

Consumers have made the shift to online banking and have rapidly adopted the mobile channel. Mobile meets their expectations—[71% of millennials](#) say it's very important to have a banking app—and also drives significant cost advantages. Mobile interactions cost a fraction of interactions that take place over the phone or in the branch. Yet only [17% of older banking customers and 26% of younger ones](#) say they have received any guidance or training on how to use their bank's mobile app.

With Urban Airship, you can increase customer retention through targeted, automated lifecycle messaging that supports app feature adoption and retention goals. We make it much easier to implement an orchestrated, omnichannel welcome campaign that delivers a delightful onboarding experience and continues to educate customers as they use your services.

## DEEPEN CUSTOMER INTELLIGENCE

As mobile banking becomes a greater proportion of overall banking activity, institutions need to understand their customers' behavior in that channel in order to maintain an accurate, 360-degree customer view. With Urban Airship, you can stream user-level data with your customers' latest signals—interests, preferences, and intentions—into any

system in your organization. Use this data to promote offers that drive loyalty and increase your share of wallet, improve the quality of your lifecycle modeling, and reach out to customers who may be at risk of switching banks.

Our open architecture can easily integrate with any of your legacy backend systems, data warehouses and data lakes. We also offer an integration with Salesforce Journey Builder for crafting multi-channel journeys using Salesforce.com solutions.

## BROADEN YOUR FOOTPRINT FOR MORE EFFECTIVE LIFECYCLE MARKETING

Urban Airship helps banks increase customer retention and lifetime value by opening up new digital channels to deliver personalized lifecycle messaging. On mobile, use automated in-app messaging, an app inbox, and push notifications to make timely offers, promote loyalty program benefits including discounts from third-party partners, and keep customers engaged. On desktop, use web notifications to turn anonymous visitors into customers faster by offering more information about the products in which they have expressed interest. Broadening your digital presence will help you prevent hidden customer defections and earn more loyalty and share of wallet from your customers.

## IMPROVE YOUR COMPETITIVE POSITION IN AN ENVIRONMENT FULL OF DISRUPTION

By crafting a great digital customer experience and delivering timely, personalized notifications and offers, financial institutions can build deeper customer relationships and stay ahead of industry disruptors. Urban Airship's platform has the speed, scale, ease of use, and flexibility needed for this new mobile banking world. Our data solutions give you the insights and knowledge to retain and cross-sell more effectively, while our engagement channels open up new avenues of interaction with valuable customers.



[Contact us](#) to learn how we've partnered with leading financial institutions worldwide to improve customer retention, lifetime value and cut costs.