

Deepen Customer Relationships with a Mobile-Centric Orchestrated Banking Solution

The financial market is booming – banks need to find ways to stand out amongst competition and make sure their customers do not look elsewhere for their banking needs.

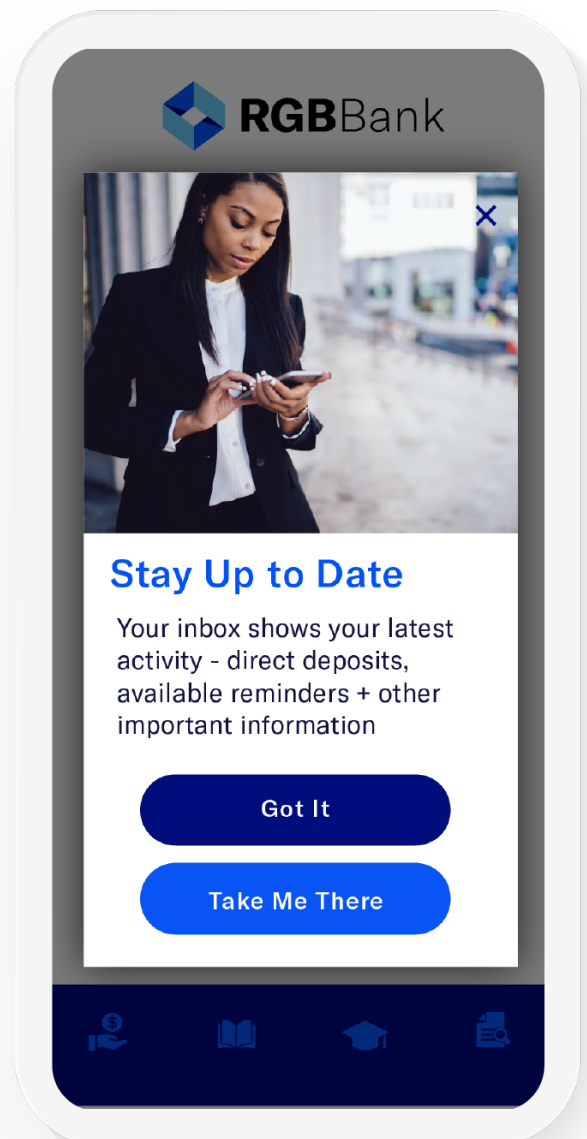
Customers are looking for the same omni-channel experience they are getting in other areas, but now from their financial institutions. In fact, 74% of customers are expecting banks to treat them like an individual – with personalized, relevant and seamless experiences.

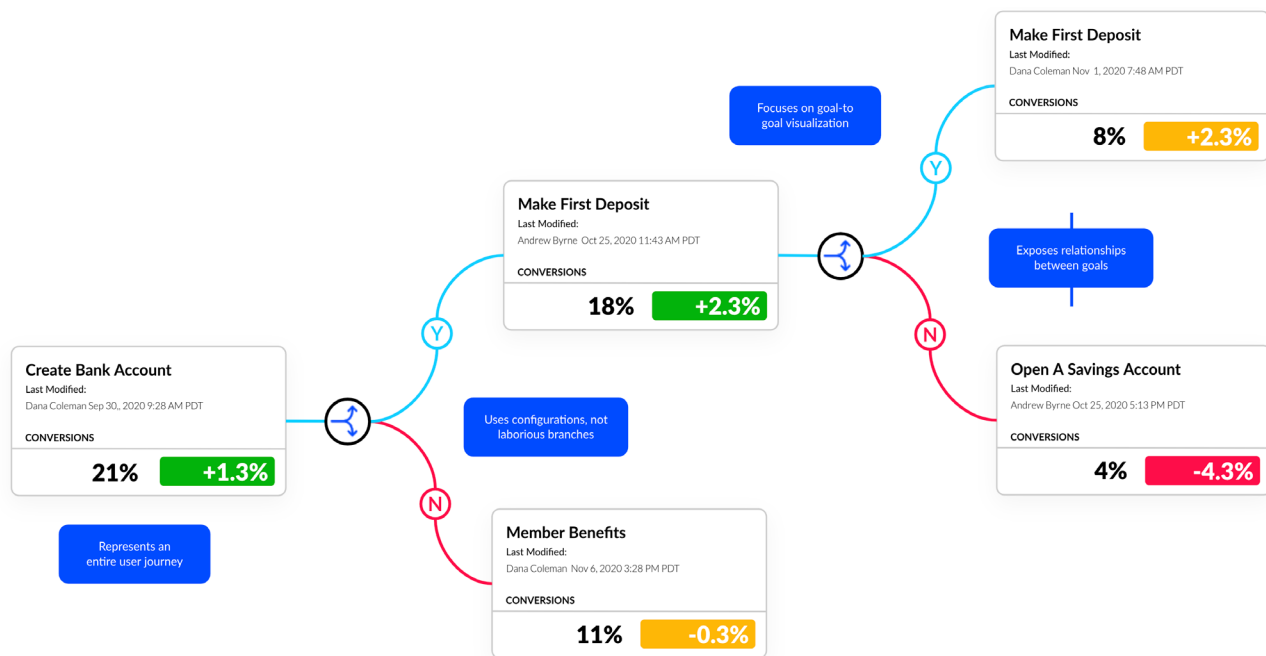
IMPROVE ONBOARDING, RETENTION AND APP USAGE

With Airship's solution for Banking, companies can stand out within the financial landscape with orchestrated customer experiences and personalized communications on mobile. Airship helps financial institutions to deepen customer relationships with data-powered cross-channel journeys.

- **Orchestrated Experience:** Grow customer engagement with relevant and timely communications coordinated across mobile channels. Reduce operational complexity by utilizing a single platform to create, personalize and measure all Mobile App, Email and SMS campaigns.
- **Real-Time Convenience:** Deliver personalized customer service, from payment reminders to balance alerts, in real-time on customers' preferred channels to increase customer responsiveness and drive trust.

- **Data-Powered Personalization:** Segment and target customers with rich user-level data and upsell them with product bundles, like homeowners or car insurance, to grow their lifetime value.





KEY FEATURES

- **Personalization:** Use your existing customer data to personalize utility updates based on customer preferences, purchases or behavior.
- **Optimization:** Optimize welcome, transactional and educational messages with A/B tests to drive in-app usage and reduce customer churn.
- **Recurring Scheduled Messages:** Schedule recurring messages to customers to remind them about billing cycles or payments.
- **Automation:** Trigger real-time notifications at critical moments in a customer's journey, like overdrafts or suspicious transactions.
- **Single Interface:** Design, deploy and manage Telecom campaigns for all channels from one interface.
- **Airship Journeys:** Design cross-channel Journeys to drive in-app usage and reengagement.
- **Channel Coordination:** Use intelligent user-level data to select the channel that will drive the most engagement for every message.
- **Live Chat:** Launch live in-app or SMS chat at critical customer journey moments, such as when an account is opened, and provide support in real-time.

GROW CUSTOMER LIFETIME VALUE

Deliver real-time transactional notifications and promotional updates at scale to grow mobile engagement.

- **Acquire:** Deliver an onboarding Journey across channels to new customers to prompt an account activation, educate about deposits and drive first transactions.
- **Retain:** Send real-time fraud or overdraft alerts, provide claim updates, and give access to instant balance updates and payment confirmations.
- **Grow:** Allow customers to set up cross-channel password recovery and drive loyalty signups.

CONTACT US: Want to learn more about Airship's solution for Banking? Contact us today to get a demo.

