

DIGITAL BANKING REPORT



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The Power of Personalization in Banking

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Abstract

The goal of most financial institutions is to deliver a personalized digital experience that helps consumers improve how they manage their day-to-day financial lives. By doing so, banks and credit unions can elevate the level of customer engagement, reduce costs, increase cross sales, and drive higher customer satisfaction and loyalty.

But how do consumers feel about highly personalized messages and offers? And, how well are financial institutions responding to the potential of delivering on these expectations?

For the first time ever, in conjunction with global market research leader GfK and sponsored by Personetics, we have conducted a survey of both consumers and the financial services community to determine the key beliefs, behaviors, trends and priorities related to personalization of the banking relationship.

The 64-page Digital Banking Report, '**The Power of Personalization in Banking**,' provides a very specific road map for the implementation of digital personalization initiatives and answers some of the questions regarding what the consumer values most.

We would like to thank **Personetics** who sponsored the report development and distribution. Their partnership provides the foundation for understanding the benefits of engaging and building relationships using advanced analytics technology.

Companies Mentioned

McKinsey & Company Inc, GfK, Personetics, Celent, IBM, Accenture, SAS, CGI, JD Power, P47 Mint, Moven, Simple

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