



## The Midas Touch for 2023: Personalization

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*Personalization is the Midas touch for banking in 2023. It's the golden ticket, the cherry on top, the icing on the cake, and it's what separates the good banks from the great banks. People want to feel like they matter, and personalization is the way to make that happen.*

Let's talk about the banking industry and how it needs to up its game in the personalization department. It's what separates the good financial institutions from the great ones. People want to feel like they matter, and personalization is the way to make that happen.

You may be skeptical about how many of your clients really rate personalization so highly. Understandable. But, Salesforce actually found out that [84% of customers](#) say they're more likely to do business with brands that treat them like a person, not a number. So, it's pretty safe to say that it is very important to an overwhelming majority of your clients.

Imagine walking into your local bank and having your favorite latte waiting for you at the front desk, or having your loan approved in seconds because the financial institution already knows your financial history. That's the power of personalization.

Now, I get it, you'd love to provide the best levels of personalization within your branches, but it's not that simple, right? The banking industry has some obstacles to overcome when it comes to improving personalization for its clients.

For starters, there's the challenge of collecting and utilizing client data in a secure and compliant manner. Banks and credit unions have a ton of sensitive information about their clients, and they need to make sure it's protected.

Of course, ever-changing regulations can hinder your personalization efforts and provide unwanted headaches for you and your executive team.

And let's not forget the issue of legacy systems and outdated technology that can make it

difficult to deliver a truly personalized experience. But that's where financial institutions need to invest in the right tools to help them personalize the client experience in a meaningful way.

But here's the thing, if we can figure out how to safely blast a human into space and have them come back unscathed, we can surely figure out how to give consumers the personalized banking experience they deserve.

And let's be real, nobody wants to feel like they're just a number in a system, especially when it comes to their hard-earned money. That's why [86% of clients](#) are willing to share their data to personalize their banking experience. So, banks and credit unions just have to invest in modern technology, innovative solutions, and team members who are passionate about delivering a personalized experience to their clients.

But what kind of a blog post would this be if we didn't give you a few actionable tactics to raise your personalization game? The worst kind. So, here are some of the best strategies we can suggest you pursue this year:

## 1) Data Collection and Utilization

Collecting client data in a secure and compliant manner is crucial to providing a personalized experience. Institutions can leverage client data to better understand their needs, preferences, and behavior, which will allow them to tailor their products and services to meet their clients' unique requirements.

A study by Harvard Business Review found that companies that have empowered employees to provide personalized recommendations to clients have seen a 50% increase in client satisfaction and a 40% increase in client loyalty.

But how do you empower employees to make personalized recommendations based on client data? Through the right combination of training, incentives, and giving employees the necessary tools and resources, they'll be able to make these informed decisions.

And you're likely already providing training and incentives to improve your employees' soft skills while incentivizing them to transition from transactional to consultative services. So, what tools are we talking about?

Financial institutions can use client feedback, data analytics, and AI to continuously improve their digital and in-branch banking experiences. This could include tracking client engagement and satisfaction through CRMs, surveys, focus groups, or even one-on-one interactions. Then, identify areas of opportunity to enhance the overall CX with analytics and AI.

This means you need to give your legacy systems and service models a facelift by injecting new tech and integrations into your FI's digital and in-person channels.

## 2) Invest in Technology

You may need to invest in new hardware, and you may not. But the software that runs your hardware will be what really makes the biggest difference.

Financial institutions have to invest in refreshing their CX because your clients want a modern personalized experience delivered through innovative tech and by a personable associate capable of helping them with ANY need they have. This is only possible through utilizing data analytics, artificial intelligence and machine learning, and core integrations to make personalized recommendations based on client data.

Most of your colleagues agree as 63% of financial institutions believe that investing in artificial intelligence and machine learning is essential to improving client engagement and their overall experience. (*Forrester's Future Fit Survey, 2022*)

Improving the client journey is a great [use case for AI](#). This technology allows seamless integration with apps, aids during frictionless payments, and helps provide relevant personalized offers. What's more, AI can already help identify the need for personalized financial advice and offer savings recommendations.

On top of that, you enjoy the perk of heightened security, risk management, and automated processes.

So, clients want AI-enabled recommendations, great. Your next concern may be, how can you provide a sustainable and effective way to deliver these insights through a personalized human interaction in any branch? That's where new integrations come into play.

The best way for you to personalize a client's experience is by letting them run the show. Modern clients are extremely self-sufficient. In fact, [4 out of 5 clients](#) expect to see more self-service options from financial institutions. Give your client an easy-to-access self-service kiosk that can complete nearly every transaction that a teller can.

Next, increase your employee engagement through a "white glove" one-stop service enabled by a [portable transaction interface](#). With employees becoming untethered from traditional workstations, they can greet an entering client at the door and complete transactional needs while guiding them toward a take a seat at a desk and seamlessly transition to a more consultative banking focus.

It sounds wonderful, doesn't it? Unmanned self-service that can [fulfill virtually every transactional request](#) paired with employees that can service any need or question as an advisory-focused expert. Both are possible today, through core integrations.

### 3) Enhance Client Engagement

Enhance your client's relationship with your financial institution by creating a net of touchpoints that reminds them of their fondness for the experience you provide.

Integrate digital and mobile banking channels with other financial services such as budgeting, savings, and investment tools to help provide a more personalized experience for clients. For example, clients can receive personalized investment recommendations based on their individual financial goals.

Institutions can enhance client engagement by providing personalized communication, offering rewards programs that cater to individual clients, and implementing a client feedback loop to continuously improve their experience. A survey conducted by Salesforce found that 70% of clients only give their brand loyalty to a company that understands their individual needs.

Implementing contextual engagement strategies can help financial institutions provide a more personalized experience within their digital and mobile banking channels. Provide relevant and timely notifications, offers, and recommendations based on a client's current location, transactions, actions taken, and other relevant information.

You can supply personalized services and products within their digital and mobile banking channels. This could include offering custom-tailored loan products, investment recommendations, and other financial services based on the client's individual financial goals and risk tolerance.

But let your imagination run wild and discover other ways to engage your clients. And differentiate your FI with personalization in the ways that matter – Data-powered services, cloud-based technology, and expanded brand interactions.

Personalization is the Midas touch for 2023. The days when clients just want to deposit their money and run are gone. They want to feel like a valued member of their financial institution. Clients want to feel like they're more than just a number, and FIs that figure out how to make that happen will be the ones that succeed in 2023 and beyond.