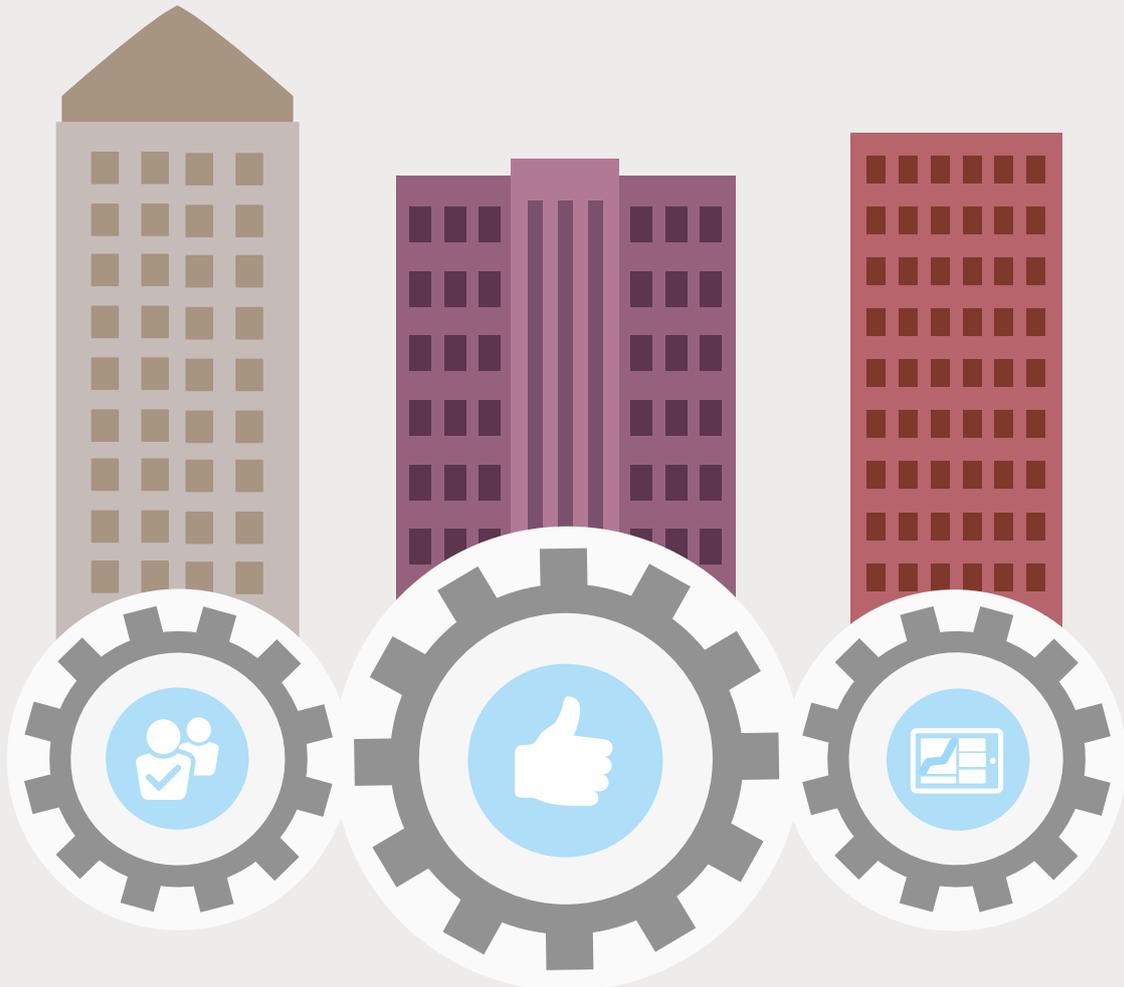


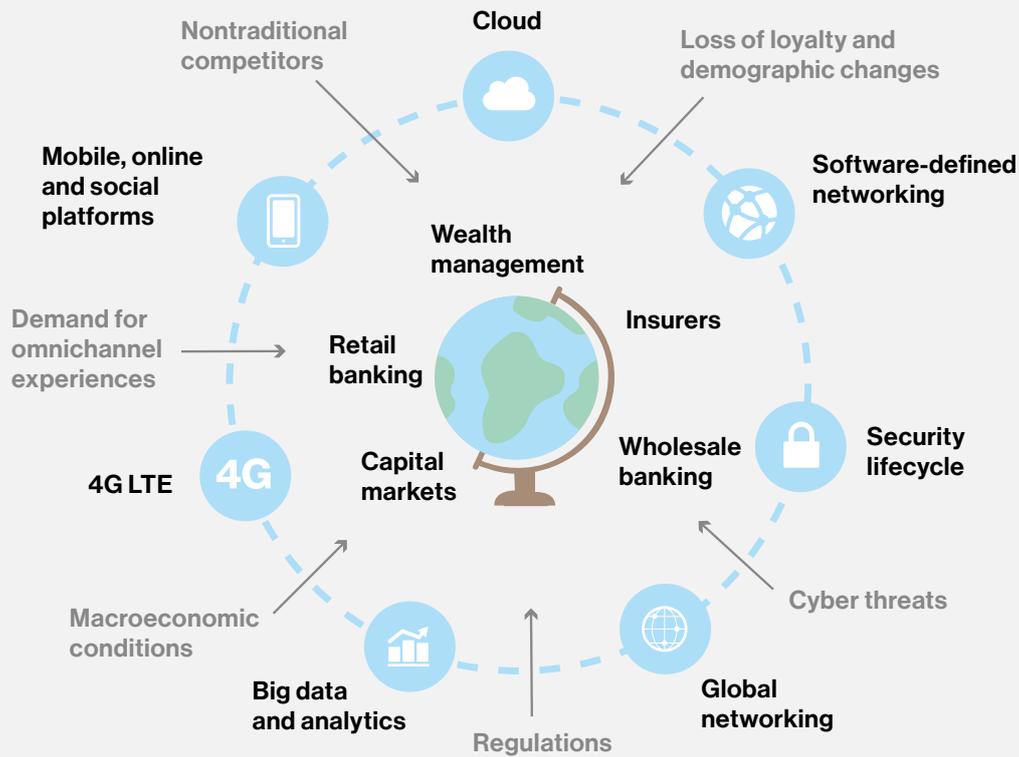
# Delight your customers.

Optimizing customer experience in financial services.

verizon<sup>✓</sup>



# The finance industry ecosystem



## Contents

Optimize the digital customer experience.....	3
Make full digital onboarding a reality.....	4
Case study: Developing a new digital identity platform.....	5
Manage consent in the API economy.....	6
Case study: Replacing the password in consent management.....	7
Understand your customers .....	8
Case study: Increasing customers' propensity to buy .....	9
Personalize your mobile marketing campaigns .....	10
Case study: Using push notifications to reach customers on the go.....	11
Choose the right channels .....	12
Why Verizon? .....	13

# Optimize the digital customer experience.

Create digital experiences your customers will love to increase long-term engagement, loyalty and sales.

As online and mobile consumption of financial services increasingly become the norm, convenience and responsiveness are no longer an advantage. Now they're just table stakes. And customers aren't just comparing your service to the best in your industry – they're judging you against the best service they get anywhere.

If you can't offer your customers the services they want, they'll leave. 30% of banks say that customer loyalty is disappearing. Only half say that their customer satisfaction scores have increased in the past two years, and just 15% are confident in their ability to adapt their customer experience to emerging technology trends<sup>1</sup>. Delivering a better customer experience means keeping up with changing expectations, as well as offering greater personalization. How do you achieve this?

According to a Harvard Business Review survey, commissioned by Verizon, 56% of best-in-class organizations have gained market share because of excellent customer experience<sup>1</sup>. And "Best in Class" organizations share certain key characteristics:

- They focus on personalizing the customer experience.
- They're increasing the speed and responsiveness of their digital channels.
- They see effective technology as being just as important as effective people for customer experience.
- They have a more consistent customer experience across all channels.

## How can we help?

Verizon helps financial services providers across EMEA to optimize their customer experience with deep customer insights, personalized products and services, and more targeted marketing campaigns.

### Ease of use

We make it easier for consumers to use financial services by making technology smarter, more intuitive and more convenient. Consumers increasingly want to access services online, and we can help you to meet and exceed their expectations.

### Deeper customer insight

We generate deeper insights into what your customers want and how they behave through customer analytics. We help you apply this knowledge to your business, so you can personalize your products and services and engage with your customers across a range of digital channels.

### More effective sales and marketing

We can help you build a contextual profile of your customers – their emotional needs and interests, financial status, geographical location and more. By combining customer data with your enterprise data and third-party sources, you can better target your outbound messaging to those who are most likely to respond, boosting the return on investment (ROI) of your marketing campaigns.

## Five key drivers for customer experience optimization

Forward-thinking financial services providers are looking to optimize the customer experience for five main reasons:

- To win more new business.
- To offer seamless access to third-party services.
- To develop new offers based on deep customer insight.
- To deliver personalized marketing campaigns.
- To optimize their marketing spend.

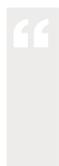
# Make full digital onboarding a reality.

Financial consumers want to open an account or apply for new services online, without having to talk to a call center representative or take their physical documents to a branch.

As banking and other financial services have become increasingly digital, providers have focused on delivering better, easier-to-use online services to increase customer engagement. But there's one area where providers still struggle – and that's making it easy to open new accounts.

Complying with Know Your Customer (KYC) and Anti Money Laundering (AML) regulations means that financial services organizations have to be able to prove who their customers are. And while much of the onboarding process can be completed online, proof of identity needs to be presented in person or sent through the mail in most European countries.

The longer and more complex your ID verification process is, the greater the risk of losing business. Consumers find the onboarding process so frustrating that up to 40% of them abandon it<sup>2</sup>. They're used to having easy access to digital services, and they increasingly expect to be able to open accounts in a fully online environment. Financial services providers that can make onboarding truly digital will have a significant competitive advantage.



Using our platform enables financial services providers to give consumers a smoother onboarding experience.

## How can we help?

Verizon's Identity Verification Service enables providers to verify customers' identities online. New customers could apply for bank accounts remotely, with no need to go into a branch and present their ID documents in person.

## Our solution

Our Identity Assurance Platform (IdAP) automatically calculates the level of assurance you require, depending on the service your customer wants to access. It does this by carrying out the five identity checks adopted as the gold standard of identity verification by many governments, and defined by the UK government as:

- Capture customer-provided evidence – these include passports, driving licenses and utility bills to prove a customer's ID and address.
- Validation of evidence – the customer's ID documents are checked.
- Knowledge-based verification – using trusted third-party data sources, including credit reference agencies and government services.
- Counter fraud checks – including mortality checks and identity theft checks.
- Activity history – check 180 days of financial history.

Using our IdAP enables financial services providers to give consumers a smoother onboarding experience. It can also increase engagement by enabling them to access government services via their bank.

Case study:

## Developing a new digital identity platform.

Our partnership with one of the largest banks in Europe enabled it to deploy a new best-in-class online verification service.

### Customer challenge

Our client was looking to complement its digital strategy and increase customer engagement by enabling customers to access government services through the bank. To do this, the company decided to become a provider of identity assurance services as part of the UK Government Verify Programme.



Verizon built an engine using open-source software to prove a citizen's identity and to broker that identity between the bank and the government.

### How Verizon helped

We built the client a new platform using open-source software to verify a person's identity, and to allow them to access government services via the client. The platform:

- Is hosted in Verizon cloud, providing secure, reliable connections over any network protocol and the diversity needed to re-route traffic to help avoid any service issues.
- Offers a secure connection to data providers, the document checking service and the client's enterprise data via our Secure Cloud Interconnect.
- Contains a risk engine that collects identity data and automatically scores it against the UK government's assurance criteria to calculate an appropriate level of assurance for the client.

### Business outcomes

As a result of our help, the client has been able to increase customer engagement by offering customers seamless digital access to government services via a mobile app. This has provided an extra revenue stream for the client. The company now also has the capability to move customer onboarding entirely online.

### Company profile

The client is a UK-based top 10 global bank active in retail, wholesale and investment banking, as well as wealth management, mortgage lending and credit cards. The bank operates in over 50 countries and territories, and has almost 50 million customers around the world.

# Manage consent in the API economy.

Financial services organizations are looking to expand the services they can offer due to increased competition. We can help you provide seamless access to third-party services.

To increase customer engagement, financial services providers are increasingly looking to extend the range of services they offer. For example, if you already sell travel insurance you might also want to offer flights, hotel bookings or complete vacation packages.

And you can now do this by interfacing with travel providers via APIs. But you must make sure that you exchange customer data with third-party service providers in a way that's compliant with data protection legislation, doesn't undermine customers' trust in how their data is being managed and doesn't create unnecessary friction within the purchasing process.



You benefit from the increased “stickiness” of your services, leading to higher customer satisfaction and more sales.

## How can we help?

We can provide you with a comprehensive consent management service that allows your customers to easily determine what personal information they'll permit you to share, and with which third parties. The customer experience when accessing third-party services becomes seamless and swift. And you benefit from the increased “stickiness” of your expanded range of services, leading to higher customer satisfaction and sales.

## Our solution

Verizon's Authentication and Consent Management Service collects data from consumers' devices and passes it through a data access controller that automatically applies the users' consent preferences.

Using consent management allows you to:

- Manage the collection of data needed to access third-party services.
- Manage customer consent for how their data is used.
- Ensure that the data exchange between financial services providers and third parties is secure and compliant with data privacy laws.
- Make the customer journey as frictionless as possible by applying data preferences to pre-fill application forms.

Case study:

# Replacing the password in consent management.

As a founding member of the Open Information Exchange, Verizon is playing a central role in the development of the next standard in consent management.

## Customer challenge

The reliance on passwords to verify a user's identity during the website login process has lifted cybercrime to an everyday occurrence. In the 2016 Data Breach Investigations Report, Verizon found that 63% of data breaches involve the use of weak, stolen or default credentials<sup>3</sup>. And the consequences for the victim of suffering a cybercrime can be devastating – particularly as we place more and more of our lives online.

The Open Information Exchange (OIX) was founded to address the increasing challenges of building trust in online identity. It aims to establish a certified framework that both users and website owners can rely upon for identity authentication.

## How Verizon helped

As one of the pioneers in building trust frameworks, Verizon's leadership as an identity provider is at the heart of building this new identity ecosystem.

Working with OIX and its other members, we are developing an open framework that standardizes the security, privacy, and operation policies of identity service providers that people, businesses and governments can trust.

## Business outcomes

Trials are already underway to establish the best technologies and mechanisms to underpin the new framework. These include investigating the roles that mobile devices, SIM cards, networks and the subscriber data attributes can play in authenticating identity.

## Company profile

The Open Identity Exchange is a non-profit trade organization that was formed in 2010 to address identity assurance on the internet.

OIX is formed of leading businesses in a variety of industries including internet, telco and data aggregation.

# Understand your customers.

You can provide a better customer experience if you know what your customers want — and when they want it.

Increasingly, customers expect you to offer a more personalized service. More targeted offers can increase customer satisfaction and lead to more effective cross selling and upselling. For that, you need real insight that allows you to view your customers in context.

## How can we help?

Do you want to cut the time it takes to process a customer inquiry at your call center? Do you want to know how your customers really feel about you? How about getting a comprehensive view of their transaction data so you can anticipate the services they're most likely to respond to? We can provide you with a machine learning platform that takes data from any source you choose. It pulls this data together and provides actionable insights you can use to tailor the right offers to your customers, at the time that best suits them.

“ Our machine learning platform provides actionable insights you can use to tailor the right offers to your customers. ”

## Our solution

Verizon's machine learning platform is a bespoke data analytics tool that enables you to enhance your services to better meet your customers' needs. You get a tailor-made solution that can include any of the following analytics options:

- **Better customer relationship management.** This analyzes your customers' data and transaction patterns to help you predict the best cross-sell or upsell offers to make.
- **Social sentiment analysis.** This allows you to monitor data from social media and cross reference it with customer segments to increase the chances they'll buy another product from you.
- **Call center services.** These provide speech recognition analysis to help predict a caller's emotional state, allowing your call center staff to modify their approach in response.
- **Anti-money-laundering compliance.** This uses pattern analytics to enable you to predict new forms of money laundering, so you can protect yourself and remain compliant.

We've implemented our machine learning platform in our own contact centers, which has led to an increase in upsell success rates to more than 50%.

Case study:

## Increasing customers' propensity to buy.

Our partnership with a major retail bank helped it to personalize its outbound marketing campaigns and gain 40,000 new customers.

### Customer challenge

Our client wanted to increase its number of customers and improve customer loyalty. But it also had the goal of making its outbound marketing campaigns more efficient by reducing costs and raising ROI. In particular, that meant cutting the number of unsuccessful outbound phone calls during telemarketing campaigns. To do this, the client needed to identify those customers and prospects that would be most likely to respond positively.

“ Verizon's machine learning platform aggregates customer and enterprise data to predict who is most likely to say yes to an offer before a call is made.

### How Verizon helped

We deployed our machine learning platform, which combined customer data from devices and social media with the bank's internal customer data to create a contextual analysis of prospective customers – including geographical location, emotional needs and transactional history. Our analysis engine was then able to identify the key features from the aggregated data and automatically calculate how likely it was that certain customers would respond to specific offers at particular times.

The platform now automatically aggregates and analyzes the results of the client's outbound campaigns at the end of each day. This data is used to decide which prospects to call the next day and inform any modifications to the campaign script issued to telemarketing agents.

### Business outcomes

By employing our machine learning platform, the client has improved the effectiveness its outbound campaigns. It is now able to better understand its customers and prospects, which has helped it to target the 2.36% of customers who were calculated as most likely to respond to its campaigns. As a result, our client has expanded its customer base by 40,000, increased revenues and boosted marketing ROI.

### Company profile

The client is a US-based bank offering a range of retail, wholesale, commercial and wealth management services online and at over 3,000 branches across the US and Canada. The bank has won several industry accolades, being named one of the best banks in America, the most trusted bank for consumer protection and one of the world's most ethical companies.

# Personalize your mobile marketing campaigns.

The more relevant your content, the higher your marketing ROI. Verizon can help you unlock the power of customer data to make your mobile campaigns more successful.

Financial services providers are increasingly focusing on mobile marketing. But unless you know your customers, you can waste countless man hours planning and executing a campaign, only to get disappointing results. Do you even have an effective means of measuring or quantifying the benefits?

## How can we help?

We can provide you with the ability to build a contextual profile of your customers. With this, you can segment your audience with almost surgical precision. Then you can use our mobile marketing platform to build digital campaigns quickly and efficiently, and view the results in near-real time, so you can improve campaign effectiveness as you go.



Get instant, actionable results and increase your marketing ROI with personalized content that really speaks to your customers.

## Our solution

Verizon MobileRQ is a software-as-a-service (SaaS) platform that enables you to deliver personalized content to your audience segments.

The platform combines data from customers' mobile apps with third-party data to build a detailed "context profile", based on:

- **Behaviors** – what customers have done, when they did it and what they're doing now, as well as what they haven't done.
- **Need states and emotions** – what they're interested in, what they want or need, what they're anticipating, their perceptions and responses.
- **Responses** – where they are, what's going on around them, where they've been, what they're near.

It then combines these with your business data, including:

- **Business objectives** – current initiatives, promotional priorities and sales goals.
- **Relationship with customers** – loyalty program membership, brand affinities and social media activity.
- **Business realities** – channel effectiveness, local events, supplier relationships, seasonality and trends.

You can queue up the right targeted content for your audience, and the platform delivers it automatically when it fits with a customer's context profile.

Case study:

## Using push notifications to reach customers on the go.

A pioneer in simplifying the lending process uses MobileRQ to help banks be at the front of customers' minds when it matters most.

### Customer challenge

The client has a number of applications that allow banks to simplify the process of taking out finance – in many cases doing away with the application form completely. One of its applications is targeted at the auto finance segment. It analyzes a number of internal and external data points, so that banks and credit unions can offer pre-approved finance for car buyers – including loan amount, term and rate. The application was a first for the industry, but the client wanted a way to increase usage and remind users of the loan offers while they were in the process of looking for a new vehicle.

### How Verizon helped

To drive mobile engagement, Verizon MobileRQ's solution allowed the client to offer targeted and personalized messaging through tailored, location-aware notifications. As a customer browses a car lot, MobileRQ's solution recognizes the location and delivers a push notification to their device, reminding them of their pre-approved loan offers.

### Business outcomes

The MobileRQ solution allows users of the client's service to reach car buyers at the crucial moment before a purchase decision is made – when traditional methods are unlikely to succeed. The client is now able to offer data-driven customer interactions to its own customers, who in turn can deliver personalized services to their audience.

### Company profile

The client is a leader in helping banks deliver the omnichannel experience that their customers expect. Its platform automates the lending process, analyzing over 100 data points to simplify the process of taking out a loan. The client has been delivering lending solutions to banks and credit unions with asset sizes from \$150 million to \$10 billion for a number of years.

“Combining the client's lending platform with the MobileRQ solution allows banks to drive revenue growth and serve their customers better.”

# Choose the right marketing channels.

Do you know where to focus your marketing spend for the best results? Verizon can help you find out.

In recent years, the number of digital channels available to financial services companies has exploded, from pay-per-click advertising to display ads, retargeting, email and mobile. At the same time, providers still want to advertise via traditional channels such as TV, radio and direct mail. But with so many options available, do you know which ones are delivering the best results? Do you know your current cost of acquisition? And do you know how modifying your promotion strategy could improve those acquisition costs?

## How can we help?

Verizon can help you track your existing marketing spend through all your channels and tell you how much revenue each one is generating for you. Not only will you know where your marketing is actually working day by day, but we can also help you predict how external factors such as economic trends and the weather are likely to affect your ROI by channel – and how to react to optimize your marketing campaigns.

## Our solution

It's never been more important to measure your marketing spend. Our unified marketing activation platform, Verizon-AOL Convertro, gathers all your marketing data and feeds it into a unique cloud-based engine. The engine combines your information with hundreds of external data points about significant trends in the weather, the economy and other criteria that are likely to impact how and where your prospective customers are spending their money.

You get a daily audit of your performance, complete with actionable recommendations on which channels to focus on, and how to optimize performance on each of them.

Plus, by using its predictive tool, Convertro can accurately forecast where your marketing budget is best spent up to two weeks ahead. In an age of having to do more with less, this forecasting tool adds weight to budget discussions with the board because you can more actively forecast ROI.



Verizon can help you track your existing marketing spend through all your channels and tell you how much revenue each one generates for you.

Convertro is the only marketing platform that analyses results and generates recommendations on a daily basis. And it was named a leader in the Forrester Wave Cross-Channel Attribution Providers, coming top for:

- Data management.
- Attribution technology interface.
- Actionability of outputs.
- Product strategy and vision.
- Partnerships.

# Why Verizon?

Ranked 15th in the Fortune 500 with \$131.6 billion in annual revenue, we serve 96% of the Fortune 1000.

We cater to large businesses and government agencies, delivering complete communication, IT, cloud, security and network solutions around the world. We have reached our premier status by combining expertise, global reach and solutions with the right technologies to deliver what customers need. We're continually being recognized as a leader by numerous analysts and reports, including Gartner, IDC and Forrester.

## Expertise

Powered by investments in networking, cloud, mobility, IoT and security, our technology solutions comfortably meet the digital challenges shaping business today. They help our customers drive results, reach more customers and increase revenue.

Our private IP service securely connects more than 150 countries, 2,700 cities and 300,000 customer sites. We have more than 50 data centers in 20 countries. And we're the leading global provider of WAN and fixed telephony services.

## Drive

We believe that businesses and individuals empowered by technology can change the world. We create solutions with that belief in mind. We perpetually challenge ourselves to enable, advance and pave the way for new possibilities across a variety of industries. And we believe that, through the unique combination of our abilities, expertise and assets, there's no industry we can't help transform and no possibility we can't help realize – for our customers and our world.

## Security

Our Managed Security Services (MSS) platform processed over 61 billion security events in 2015. We operate nine security operations centers on four continents. And we were positioned as a leader in the 2015 Gartner Magic Quadrant for Managed Security Service, Worldwide.

We put our unique security insight to work every day in the solutions we provide. Our products and services can help you guard against any data security threats you face.

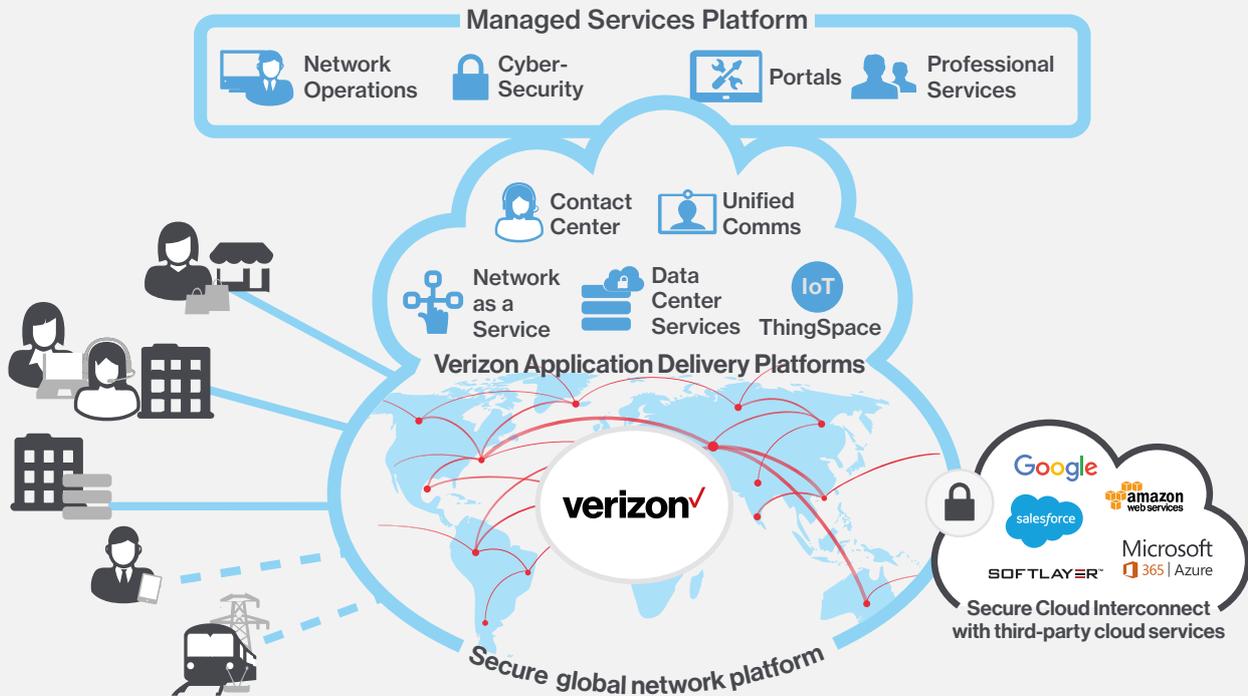
## Experience

Verizon Communications Inc, headquartered in New York, is a global leader in delivering broadband and other wireless and wireline communications services to mass market business, government and wholesale customers. In today's rapidly transforming environment, we design, build and operate the networks, information systems and mobile technologies that help businesses and governments around the globe expand reach, increase agility and maintain longevity.

## Trust

85% of the world's largest financial institutions trust us to enable their digital banking transformation, enhance their customer experience and make a sustainable shift to mobile. With this proven track record, we understand financial markets and how to address the key challenges that they present. That's why banks can rely on our services and solutions to optimize their IT infrastructure, strengthen data security and strip out unnecessary costs and complexity.

**Our integrated portfolio delivers the connected world.**



**Connecting people, places and things. Simply. Reliably.**



#### References

- 1 Harvard Business Review Analytics Services, Customer Experience in the Digital Age: The New Competitive Edge, 2015.
- 2 Signicat, The battle to on-board: Why 40% of consumers abandon banking applications, June 2016.
- 3 Verizon, 2016 Data Breach Investigations Report, April 2016

**VerizonEnterprise.com**

© 2016 Verizon. All Rights Reserved. The Verizon name and logo and all other names, logos, and slogans identifying Verizon's products and services are trademarks and service marks or registered trademarks and service marks of Verizon Trademark Services LLC or its affiliates in the United States and/or other countries. All other trademarks and service marks are the property of their respective owners. 07/16