



Banking, Made Personal

*Illustrating the Transformative Role of
AI in 10 Financial Services Scenarios*



The Situation:

Many financial institutions are taking a narrow approach to personalizing the customer experience. Yet, today's digitally savvy customers expect relevant, meaningful, and timely interactions across their entire banking experience—from guidance about money management, proactive advice, to pertinent information that will make their life easier. **How can a financial institution deliver 1:1 personalization at every interaction?**

In this eBook, we illustrate 10 financial services use cases and demonstrate how the ZineOne Intelligent Customer Engagement (ICE) platform empowers financial institutions to use predictive insights to identify visitor or customer intent and provide them relevant, timely, and helpful information and offers so they feel understood and valued.

Let's get started.

Estimates predict that for every \$100 billion in assets a bank has, it can achieve up to \$300 million in revenue growth **by personalizing its customer interactions.**¹





A picture is worth 1,000 words. Each of the following scenarios analyzes a common banking situation, breaking down how AI was utilized to understand customer intent and trigger personalized intervention across channels to accomplish the financial institution's goals.

01 Early Intent Prediction

02 Personalized Homepage

03 Offer-Driven Personalization

04 Form Completion Reminder

05 Cross-Channel Interaction

06 Event-Triggered Outreach

07 Location-Based Offers

08 Credit Card Limit Enhancements

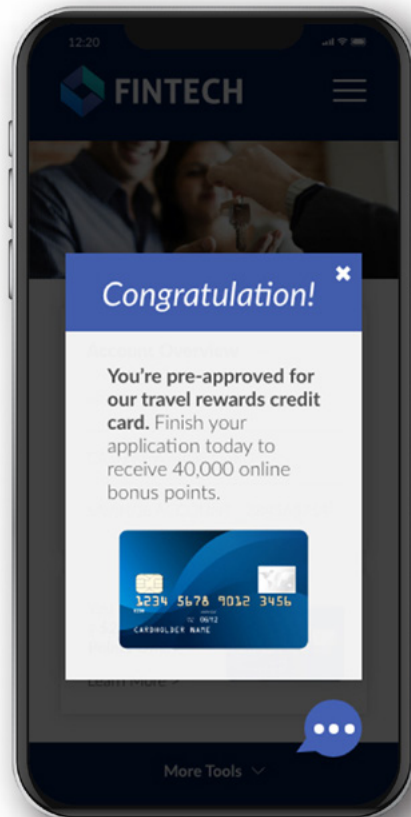
09 International Account Enhancements

10 Clienteling

01 Early Intent Prediction

Scenario

A customer begins to fill in an application for a travel rewards credit card, but switches to view their account balance before submitting the form. The Early Purchase Prediction model indicates the customer is unlikely to complete the transaction this session.



68%
of survey respondents deepened ties with an existing bank as a result of the **bank's data-driven personalized approach.**²

Response

The bank sends an in-app notification offering 40,000 points on the travel rewards credit card that is available for a limited time period.

TRIGGER

Customer unlikely to complete transaction

CHANNEL

Mobile
Web

EXPERIENCE TYPE

In-app message through overlays

GOAL

Increase conversion rate

AI Breakdown

Through Early Purchase Prediction models, financial institutions can determine the likelihood that a customer will complete a transaction in-session, and intervene with a real-time incentive if conversion is unlikely.

02 Personalized Homepage

Scenario

A customer with a checking account but no credit card visits the homepage of their bank.

HOMEPAGE OPTIONS



Customized for pre-approved customers without an existing credit card

Encourages virtual assistant usage

Presents credit card offer

Response

To encourage a specific, pre-approved customer to apply for a credit card, the bank personalizes the homepage with offers for pre-approved credit cards.

A top global bank reported a **25x revenue return** on a new product with **personalized information**.

TRIGGER

Customer visits website homepage

CHANNEL

Web

EXPERIENCE TYPE

Overlay or inline
Hero image

GOAL

Higher engagement rate
Increased cross selling
Better customer experiences

AI Breakdown

All offers are not equal for all customers. By utilizing customer data, financial institutions can determine the Next Best Action for each customer based on business priorities, business rules, and highest ML model scores.

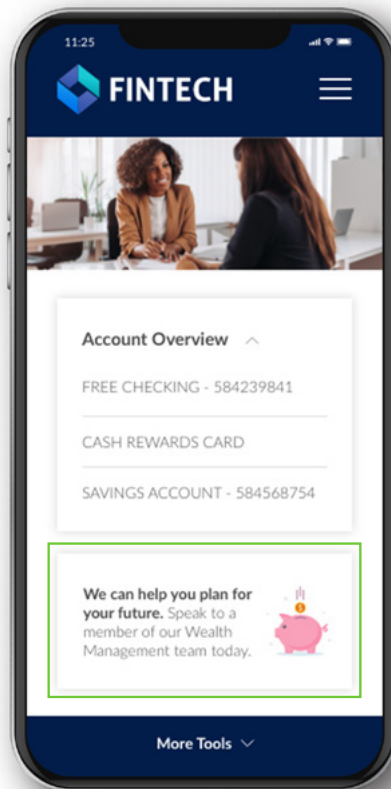
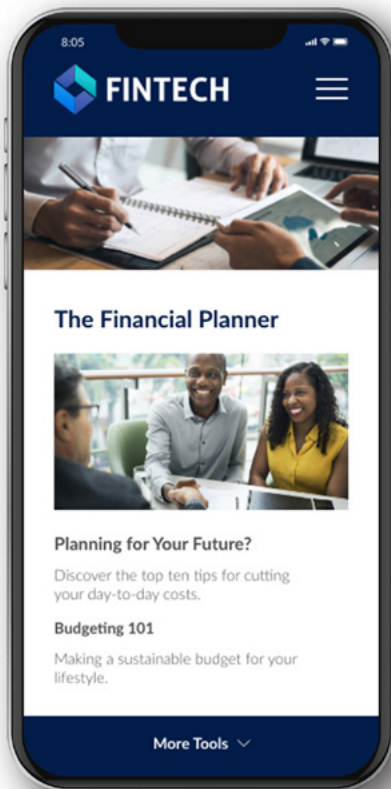
03 Offer-Driven Personalization

Scenario

A customer recently viewed a page on their bank's Wealth Management program.

Response

Across the site, promotional areas are populated with information focused on setting up an appointment with a wealth management expert.



TRIGGER

Customer opens mobile app

CHANNEL

Web
Mobile

EXPERIENCE TYPE

Widget
Hero image

GOAL

Better customer experiences
Increased cross selling

AI Breakdown

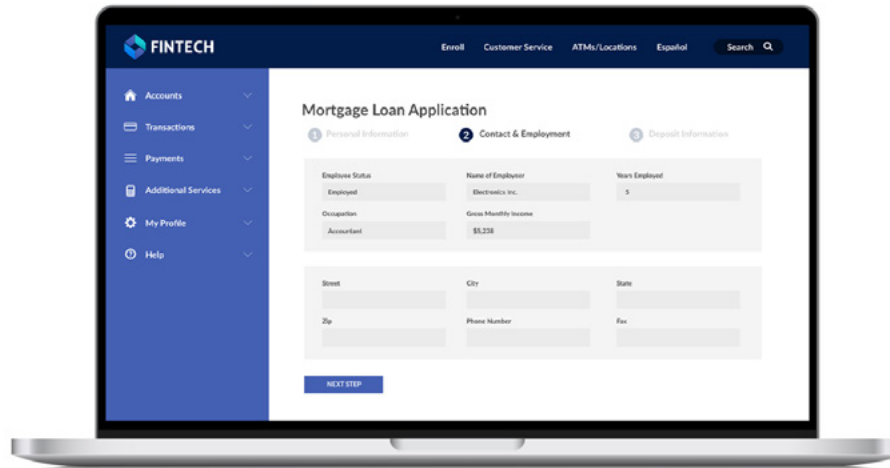
Banks can utilize ML models to analyze the pages customers have visited to personalize flexible promotional spaces with a timely, relevant, and useful offer.

32% of U.S. adults are interested in a financial wellness scoring tool that **is calculated based on their financial situation.**³

04 Form Completion Reminders

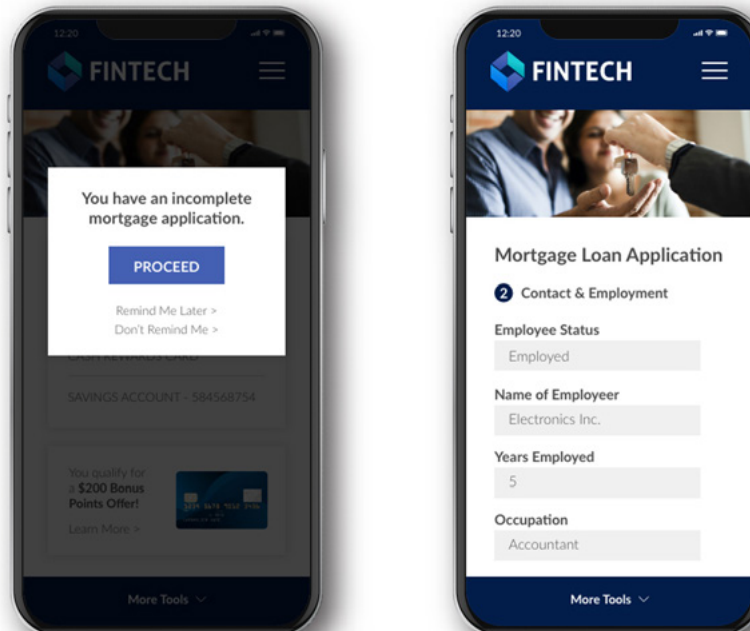
Scenario

A customer begins filling out a loan form, but does not complete the application.



Response

Later when the customer logs in on their mobile app, the bank reminds them to complete the form and provides a secure link to the form, already prefilled.



A top global bank reported a **33% increase** in personal loans on digital channels.

TRIGGER

Customer breaches bank's geofence
Customer opens app
Customer visits website

CHANNEL

Mobile
Website

EXPERIENCE TYPE

Push notification
In-app message (website)
In-app message (mobile)

GOAL

Higher form completion rate
Improve customer retention

AI Breakdown

Oftentimes, customers begin a form, but fail to submit. Frictionless form reminders across channels, with responses pre-filled based on progress, allows for convenient, seamless form and application completion.

05 Cross-Channel Interactions

Scenario

A customer interacts with a promotional message.

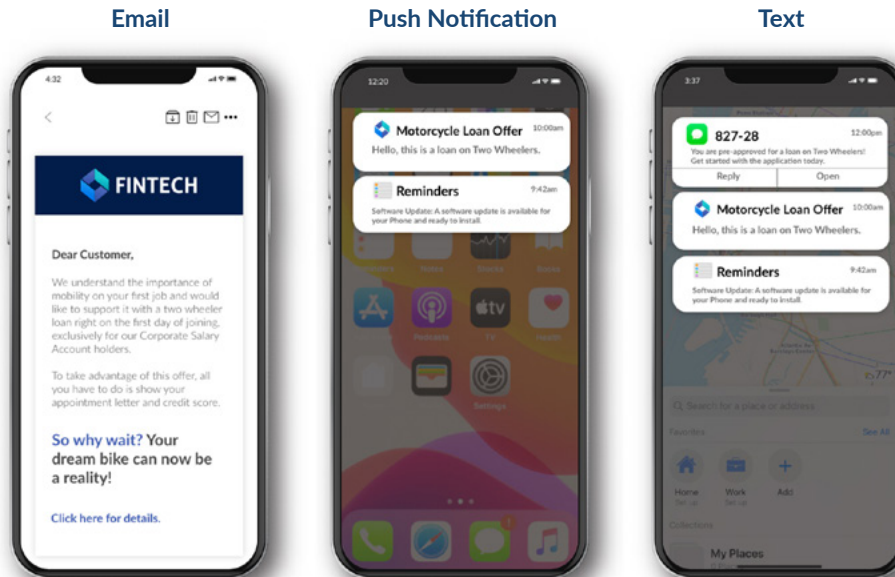


Response

The bank initiates reinforcement messaging across channels at set intervals.

37%

of customers feel **personalization is the most important** when deepening an existing relationship with a bank.⁴



Additional outreach triggered after pre-determined time periods without any action taken by the recipient.

TRIGGER

Promotion interactions

CHANNEL

Mobile
Email

EXPERIENCE TYPE

Email
Push notification
SMS

GOAL

Increased engagement while minimizing messaging and cost

AI Breakdown

Through cross-channel interactions based on user activity, banks can ensure outreach is relevant, personalized, and timely.

06 Event-Triggered Outreach

Scenario

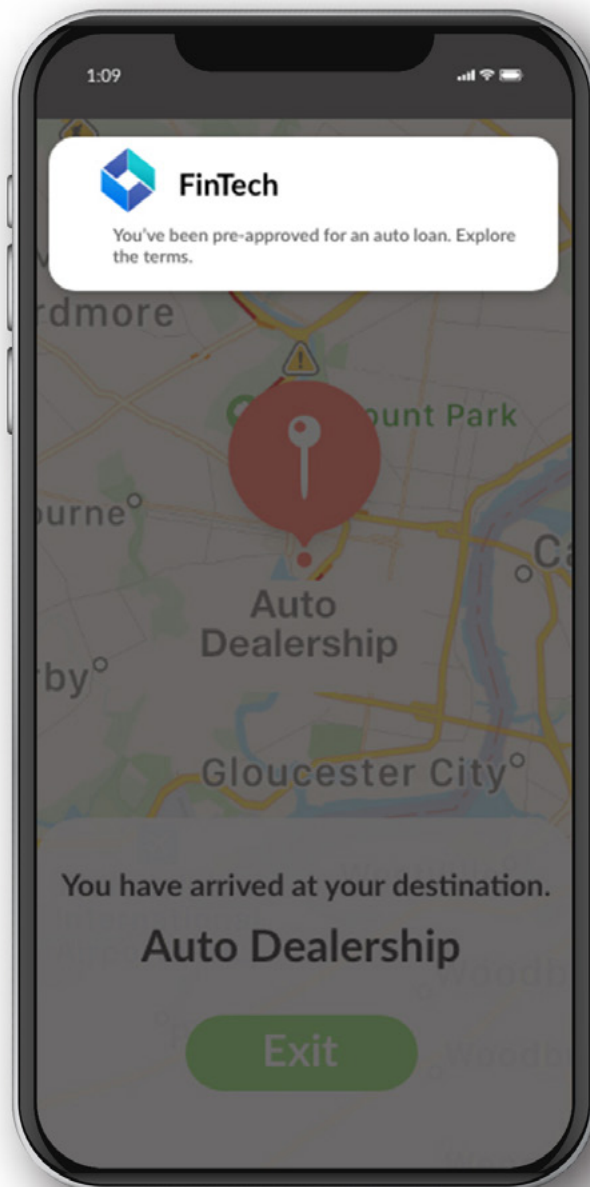
A customer enters an auto dealership, where they subsequently check their account balance numerous times.

Response

The bank deploys a push notification for a personalized auto loan.

43%

of U.S. customers believe their primary bank does **not understand their needs.**⁵



TRIGGER

Nth bank account balance check in a single day

CHANNEL

Mobile
Web

EXPERIENCE TYPE

Push notification

GOAL

Increased number of loan applications

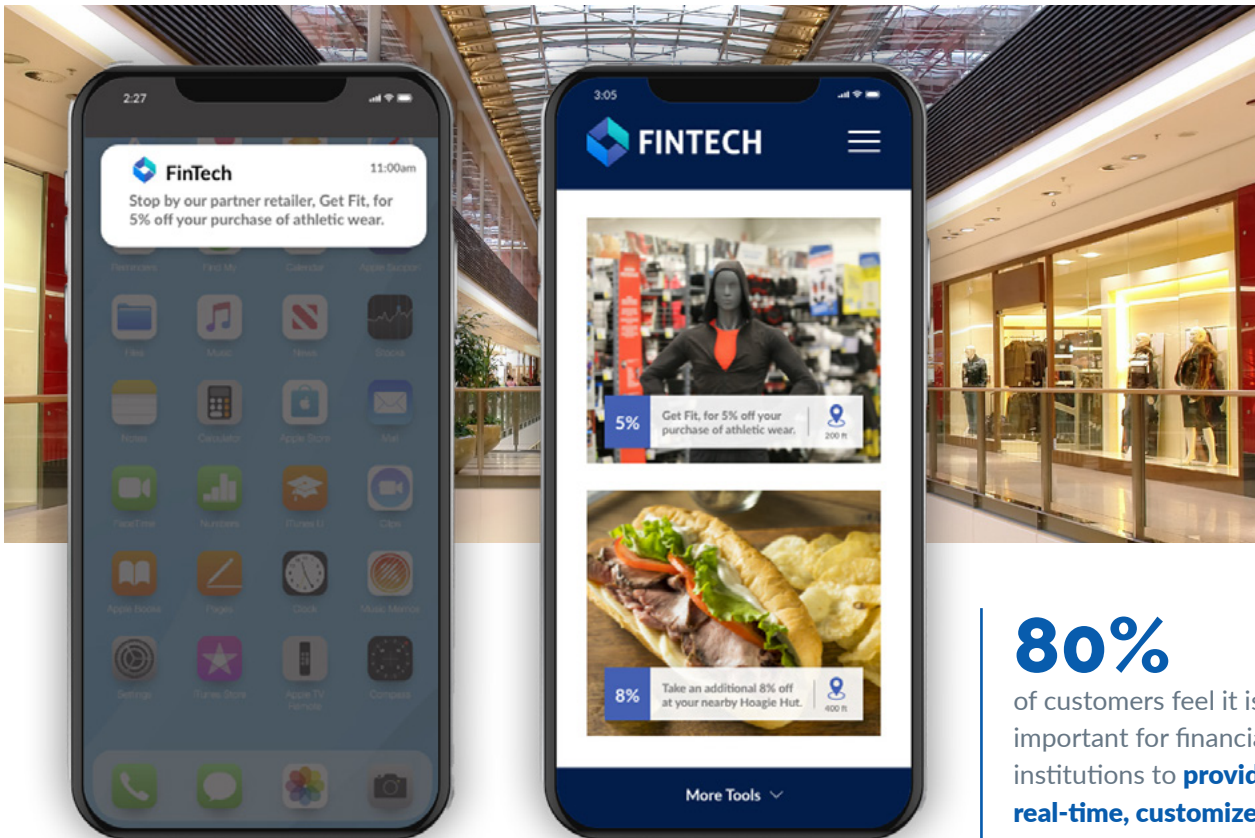
AI Breakdown

Frequent account balance checks in a single day often suggest a customer intends to make a large purchase. Paired with location data—such as a visit to a car dealership—ML models gain a greater sense of customer intent, and as such, can deploy 1:1 personalized push notifications.

07 Location-Based Offers

Scenario

A customer makes a credit card purchase at a shopping mall.



Response

The bank sends a message about a special discount at a partner retailer located in the same shopping center.

TRIGGER

Customer makes credit card transaction

CHANNEL

Mobile

EXPERIENCE TYPE

SMS
Push notification

GOAL

Increase card usage
Strengthen retail partnerships

AI Breakdown

80% of customers feel it is important for financial institutions to **provide real-time, customized financial guidance.**⁶

Location-based insight provides a powerful opportunity for financial institutions to provide in-the-moment value to customers.

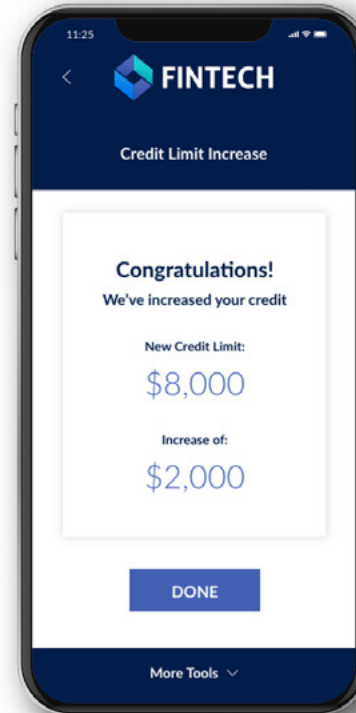
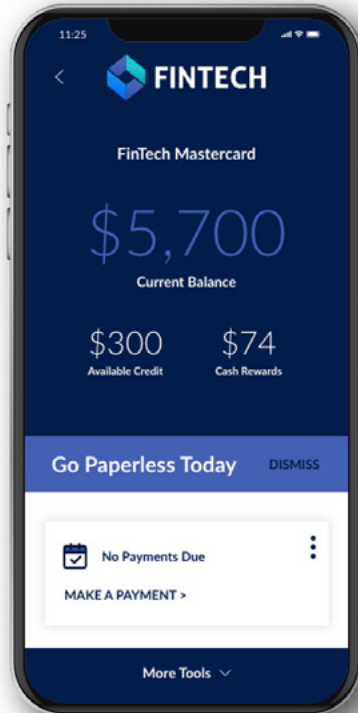
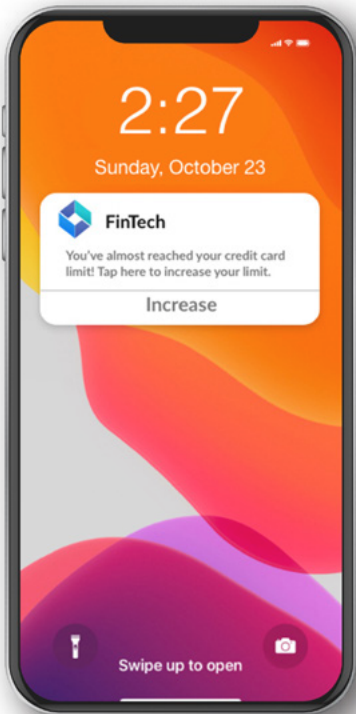
08 Credit Card Limit Enhancement

Scenario

A customer makes a purchase that approaches their credit card limit.

Response

The pre-approved customer is offered terms for an enhanced credit limit.



TRIGGER

Credit card purchase is made

CHANNEL

Mobile

EXPERIENCE TYPE

Push notification

GOAL

Reduce support inquiries
Increase card usage

AI Breakdown

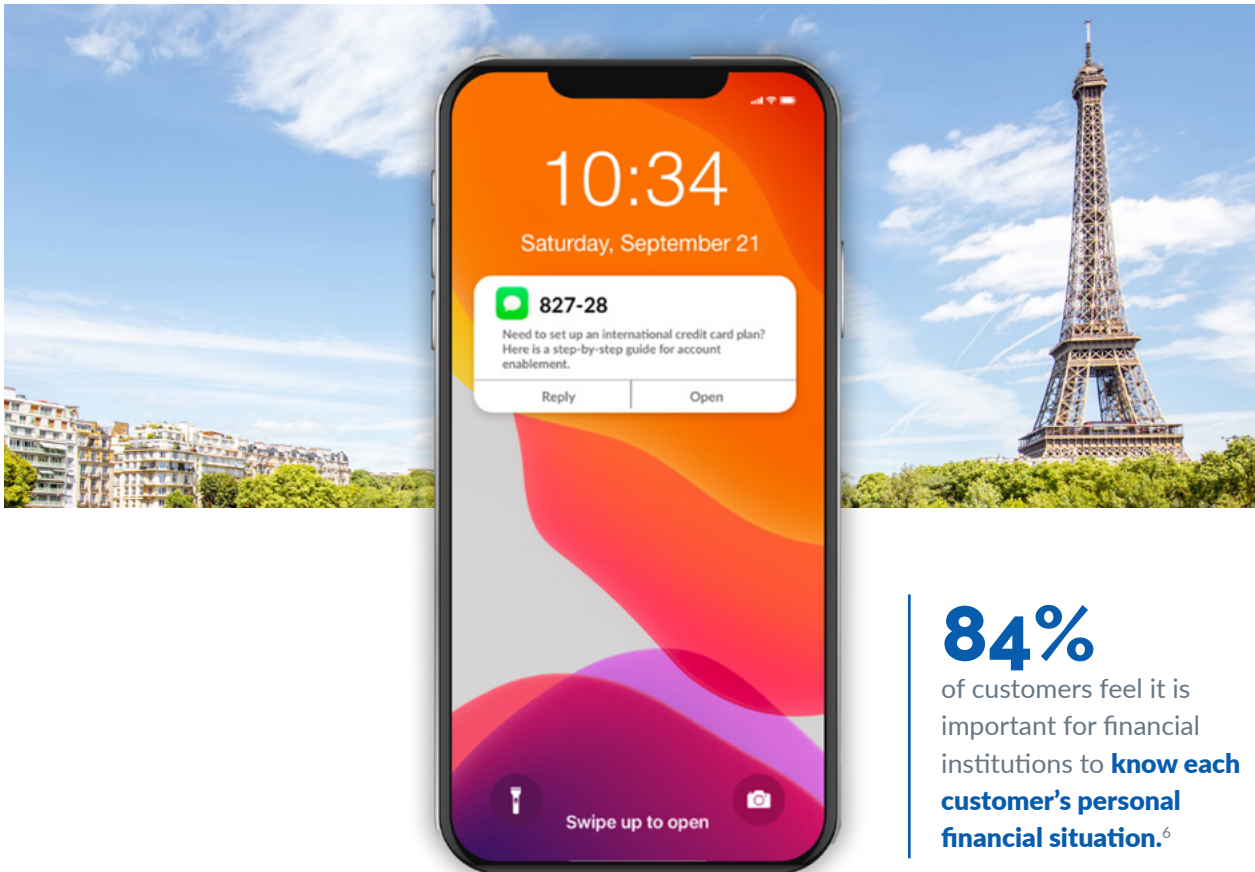
By preemptively intervening with relevant and timely information, banks can provide greater value to customers, decrease call center requests, and improve satisfaction.

41% of U.S. adults want their banks to **send an alert** if they can't cover an upcoming expense.³

09 International Account Enhancements

Scenario

A customer traveling out of the country has a purchase declined.



84%

of customers feel it is important for financial institutions to **know each customer's personal financial situation.**⁶

Response

The pre-approved customer is sent a push notification highlighting account enablement instructions for an international credit card plan, allowing them to continue their travels worry-free.

TRIGGER

Declined credit card purchase at international POS

CHANNEL

Mobile

EXPERIENCE TYPE

SMS

Push notification

GOAL

Better credit card adoption
Improve customer experience
Reduce support inquiries

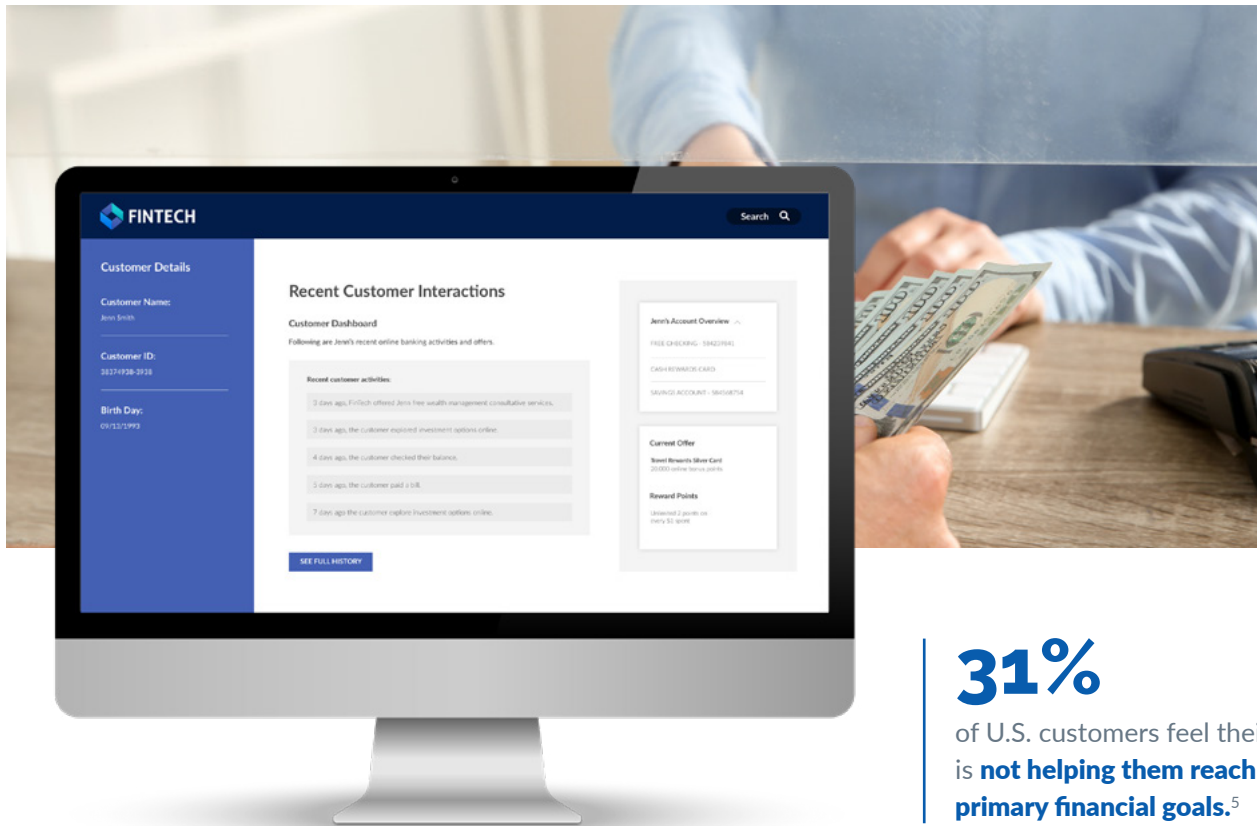
AI Breakdown

Financial institutions must ensure their products cater to their customer's lifestyle. By deploying push notifications or SMS messages in real time for pre-approved enhancements, banks can reduce support inquiries, improve experience, and increase credit card adoption.

10 Clienteling

Scenario

A customer who has had short term, recent interactions with online banking or has examined marketing offers walks into a bank.



31%

of U.S. customers feel their bank is **not helping them reach their primary financial goals**.⁵

Response

The bank's personalization engine sends the teller information on the customer's recent online activity, allowing the teller to engage the customer in a more personalized manner.

TRIGGER

Customer visits the branch

CHANNEL

Branch

EXPERIENCE TYPE

Teller interaction

GOAL

Increase cross-sell at the counter

AI Breakdown

The ZineOne Intelligent Customer Engagement (ICE) platform can inform bank tellers of recent online customer activity to ensure tellers are informed of customer's previous actions and interests and empowered to assist customers.

Bringing Intelligence to Every Banking Interaction

To deliver meaningful customer experiences, banks are increasingly applying predictive insights to their customer data. By implementing the ZineOne Intelligent Customer Engagement (ICE) platform, financial institutions are delivering 1:1 personalization to every visitor and customer to increase engagement and conversions, reduce support inquiries, and enhance customer experience.

Are you ready to use predictive engagement at each stage of the customer lifecycle? Talk to the ZineOne team at info@zineone.com to learn how AI can be applied to elevate every customer's experience, at scale.

About

In the realm of digital transactions, predictive responses need to be immediate, relevant, and accurate. ZineOne's Intelligent Customer Engagement platform enables retail banks to understand and respond in-the-moment with relevant 1:1 customer engagements to influence desired outcomes. Recognized by Gartner as a "Magic Quadrant for Personalization Engines" provider, ZineOne has quickly positioned itself as a leading provider of AI-based predictive engagement that is delivering nearly \$1 billion dollars in new revenue while respecting and preserving margins for companies who seek to provide consumers with superior digital experiences. Its patent-pending platform and continuously learning models provide deep insights into each and every visitor across digital and physical channels while delivering intelligent customer experiences in key moments that delight customers, foster loyalty, and increase revenue.

Learn more at www.zineone.com.



1. <https://www.bcg.com/publications/2019/what-does-personalization-banking-really-mean> | 2. <https://m.bankingexchange.com/big-data/Item/7927-data-insights-drive-personalization>
3. Forrester, Financial Services Firms Need to Rethink Personalization | 4. <https://thefinancialbrand.com/74465/the-psychology-of-personalization-in-banking/>
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6. <https://thefinancialbrand.com/74986/banking-personalization-targeting-trends/>