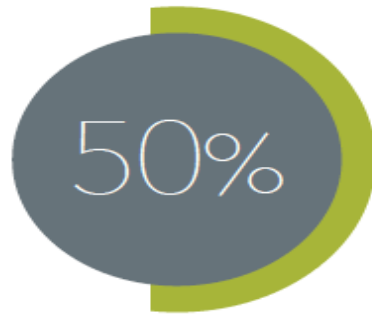


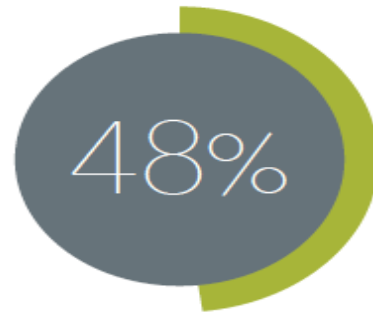
Personalization and Messaging Ideas

Elevate the Value of Bills and Statements

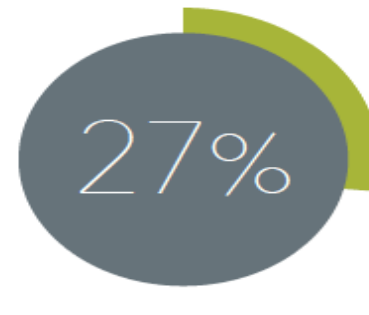
To really elevate the value of bills and statements, customers want to see:



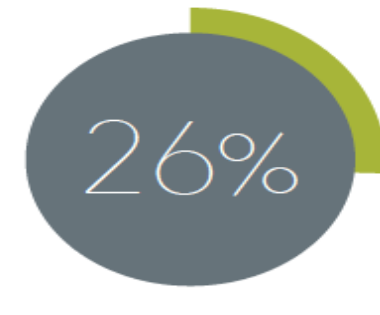
MONEY-
SAVING
TIPS



WAYS TO GET
MORE BENEFIT FROM
THEIR SERVICES



HISTORICAL/
COMPARATIVE
DATA



FICO
SCORE

Source: Gartner 2019.

Customer Segments for Personalization

Demographics

Age
Gender
Income



Psychographics

Personality
Values
Opinions
Attitudes
Interests
Lifestyles

Purchase Behavior

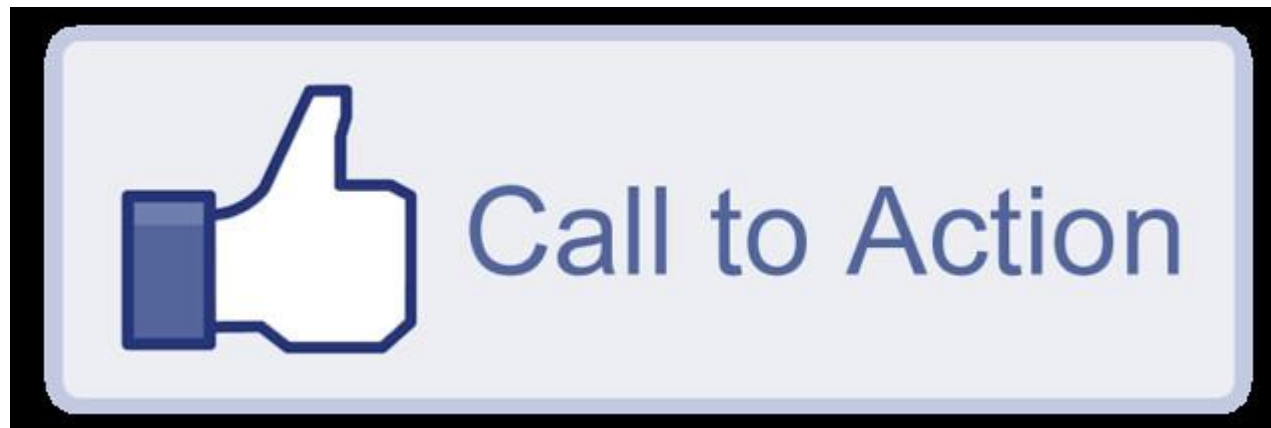
Personalization and Messaging Ideas

- Alerting customers on the arrival of a new card
- Sending a letter notifying when the card will arrive, what will and will not be different on the new card, and activation directions
- Introducing the benefit of a loyalty program



Personalization and Messaging Ideas

- Calls to action which drive the customers to the next steps
- Remind customer of value proposition and differentiators of that brand
- Rewards brands highlight bonus opportunities and streaming services highlight popular content and features



Personalization and Messaging Ideas

- Think of channels so you make the customer aware of all of the different avenues
- Various touchpoints
- Remind customers why they selected your product or service
- Position your organization as the supportive resource to navigate complex products
- Note of gratification



Personalization and Messaging Ideas

- Incorporate a personalized video
- Actionable reminders
- Position your company as a helpful advisor
- Tips for keeping your personal information safe
- Points or rewards program where you show the customer how they can maximize the points or rewards
 - What the benefits will be

REWARDS

