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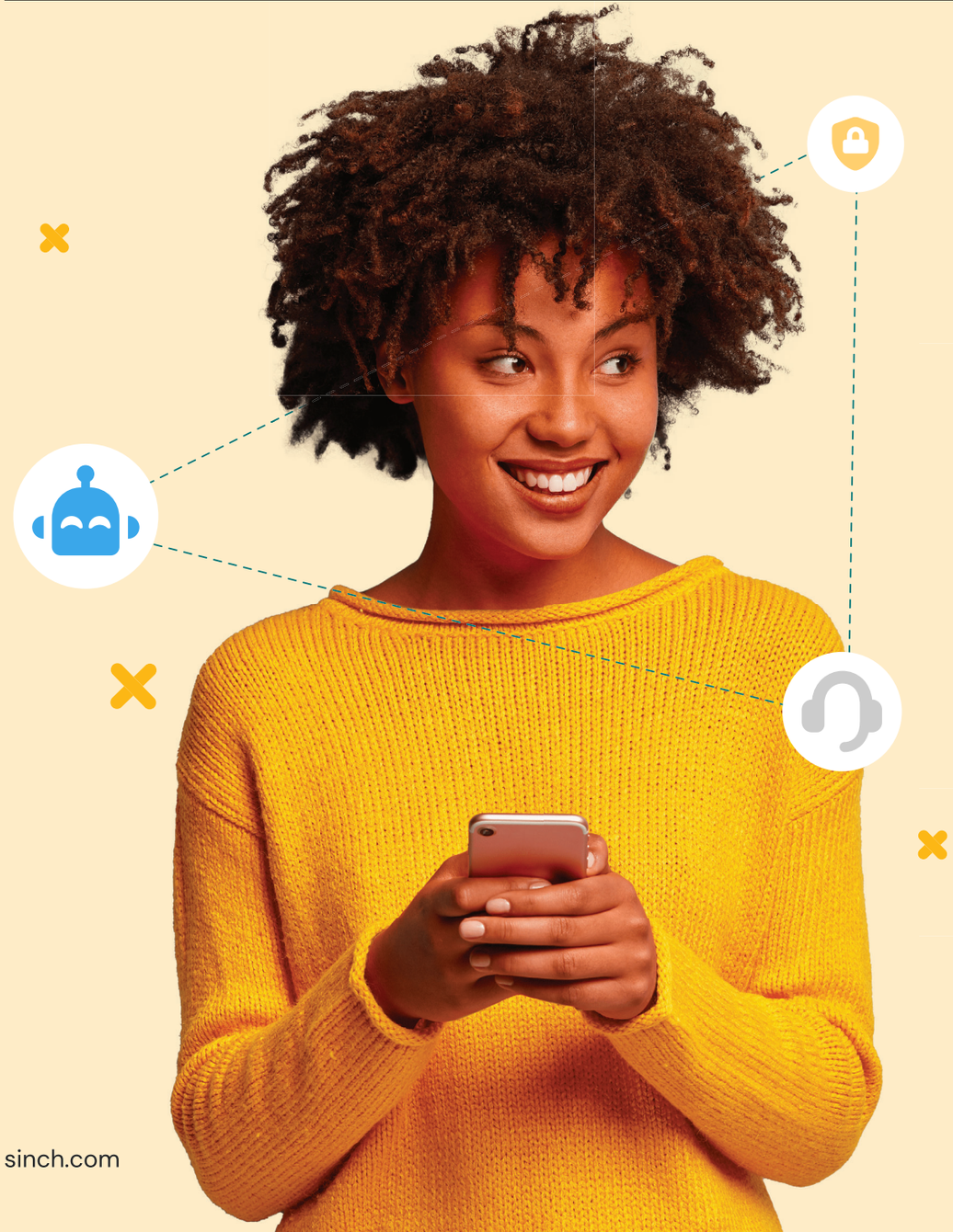
GUIDE

Customer connections, simplified

The complete guide to financial services communications





In a world where in-person meetings are disappearing in favor of digital interactions, how can financial institutions keep delivering best-in-class experiences and maintain relationships — and do so securely, cost-effectively, at scale, and on the right channels?

We live in an increasingly complex world, where customers have countless financial partners and offers to choose from and want to engage on a growing number of digital touchpoints.

While making services accessible from anywhere in the world is a great advancement for customers, it also adds a great deal of complexity for financial services providers (and if you're reading this, you're probably all too familiar with these challenges). As a result, customer experience and relationships can suffer.

To build deeper connections, financial institutions must ensure digital experiences lead to valuable outcomes for their customers — which means more convenience and better control over their finances.

This simple guide breaks down everything you need to know to unlock meaningful, secure communications across the channels your customers use — without the hassle of juggling countless systems and solutions or navigating complex regulations.

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INTRODUCTION

A snapshot of today's financial services industry through the eyes of customers

How do you build close, personal relationships with financial services consumers that can stand the test of time in an increasingly competitive market?

What makes a great customer experience in financial services? Which channels do customers want to use to connect with financial partners? What makes them feel safe and secure? What earns their trust and loyalty?

We asked 3,000 financial services consumers worldwide about their needs and expectations, and the results show how complex it's become to deliver positive experiences that foster lasting connections.

Here are four trends transforming customer experience and communication in financial services:

TREND 1:

Customers expect better, more useful communication from their financial partners

Here's the scary truth: 1 in 3 customers under 40 have switched banks to get a better communication experience.

Consumers are craving seamless experiences that make it easy to stay on top of their finances, and that means being able to connect with financial partners on their preferred channels.

We also found that consumers want more valuable content:
89% want their bank to offer useful financial advice, but only 30% experience this.



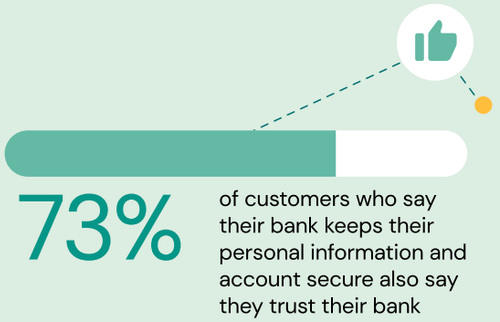
TREND 2:

Building meaningful customer connections is all about trust

When it comes to customer relationships and communication in financial services, trust is everything.

73% of customers who say their bank keeps their personal information and account secure also say they trust their bank.

Financial interactions, no matter the channel, should always start with data security — and to build trust without compromising on convenience, security should be a visible, frictionless element of every customer experience.



TREND 3:

Meet customers on their own terms

Providing a great omnichannel experience isn't about interacting with your customers on every available channel.

It's about truly seamless communication — that means giving them the power to choose the channels they want to be reached on and letting them jump from one channel to another effortlessly to meet their specific needs.

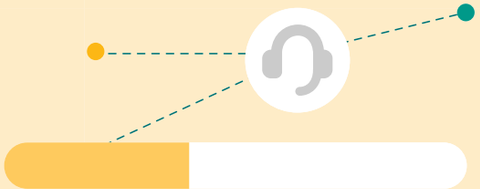


95% of customers want to be able to switch instantly from messaging chat to voice call

TREND 4:

Automation and AI are great — but customers still want human connections

We found that AI-driven interactions were increasingly popular, but while people love the speed and efficiency of chatbots, there's still an appetite and need for human-to-human conversations. Customers still want to feel a human connection, especially in moments of frustration: 40% of our respondents say they want to talk to a live agent when frustrated. Combining the best of AI and human interactions emerged as the most effective way to deliver a personal and satisfying experience.



40% of our respondents say they want to talk to a live agent when frustrated

What are the key takeaways?

There have never been more opportunities to deliver better communication experiences in financial services. So, how can you seize upon them to deepen customer relationships?

Give customers more control over their finances through better communication. That means offering valuable insights and solutions on their preferred channels while building trust at every step of their journey and removing needless friction.

Use the right blend of digital communication channels, automation, and human interactions — and remember that despite the digital revolution, face-to-face contact isn't doomed to complete extinction. Some customer segments still need in-person meetings, especially to discuss sensitive financial matters and complex decisions. In this case, use digital channels to enhance the in-person experience, rather than replacing it altogether.

By enabling value-adding, convenient experiences across touchpoints, financial institutions will ultimately create deeper, more secure, and more profitable connections with customers.

But let's face it:
it's all easier said than done.

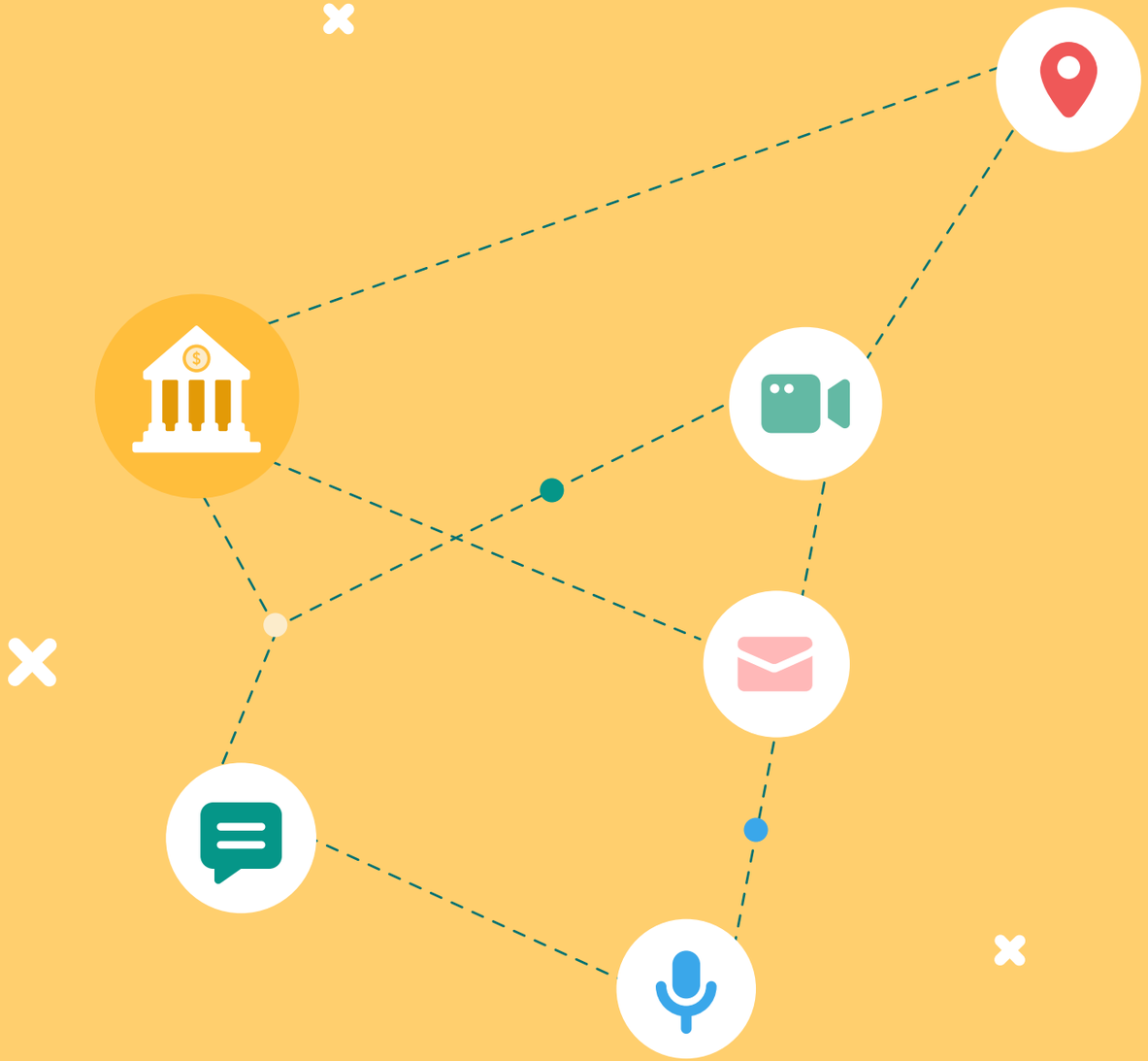
01

The challenge of connecting with FinServ customers in an omnichannel world — and how to manage that complexity

The growing complexity of today's digital communications ecosystem, combined with fast-changing customer expectations, can hinder your ability to create meaningful customer relationships.

The good news is you're not alone, and solutions are available on the market to help you overcome this challenge.

Let's review some of the top communication and digital transformation challenges financial institutions face and how to address them.



Meeting customers on their own terms, at the right time, across a growing number of channels

Today's consumers demand more flexibility and convenience than ever before when it comes to the channels they use to manage their finances and communicate with businesses.

Along their journey, they might visit a branch, use your website or mobile app, talk to a representative over the phone or a messaging app, chat with a virtual assistant, or email customer support — and they expect their experience to be seamless, whether they're checking their account, making a bank transfer, or applying for a loan.

With such a huge variety of channels and individual preferences, there's no one-size-fits-all solution to provide everything to everyone. Creating positive customer experiences requires:

- Listening to your customers and meeting them in the places and moments they find most convenient.
- Allowing them to switch devices and channels seamlessly and securely.
- Empowering them to make better decisions and stay up to date with anything that might impact their finances.

This growing need for omnichannel communication and valuable experiences, combined with ever-increasing security risks, means financial institutions need to address more communication use cases than ever before, including real-time conversations, multi-factor authentication, automation, and more.

But engaging with customers when and where it matters while ensuring end-to-end security is challenging, and you'll need a partner who'll make it easy for you to connect securely and reliably with your customers.



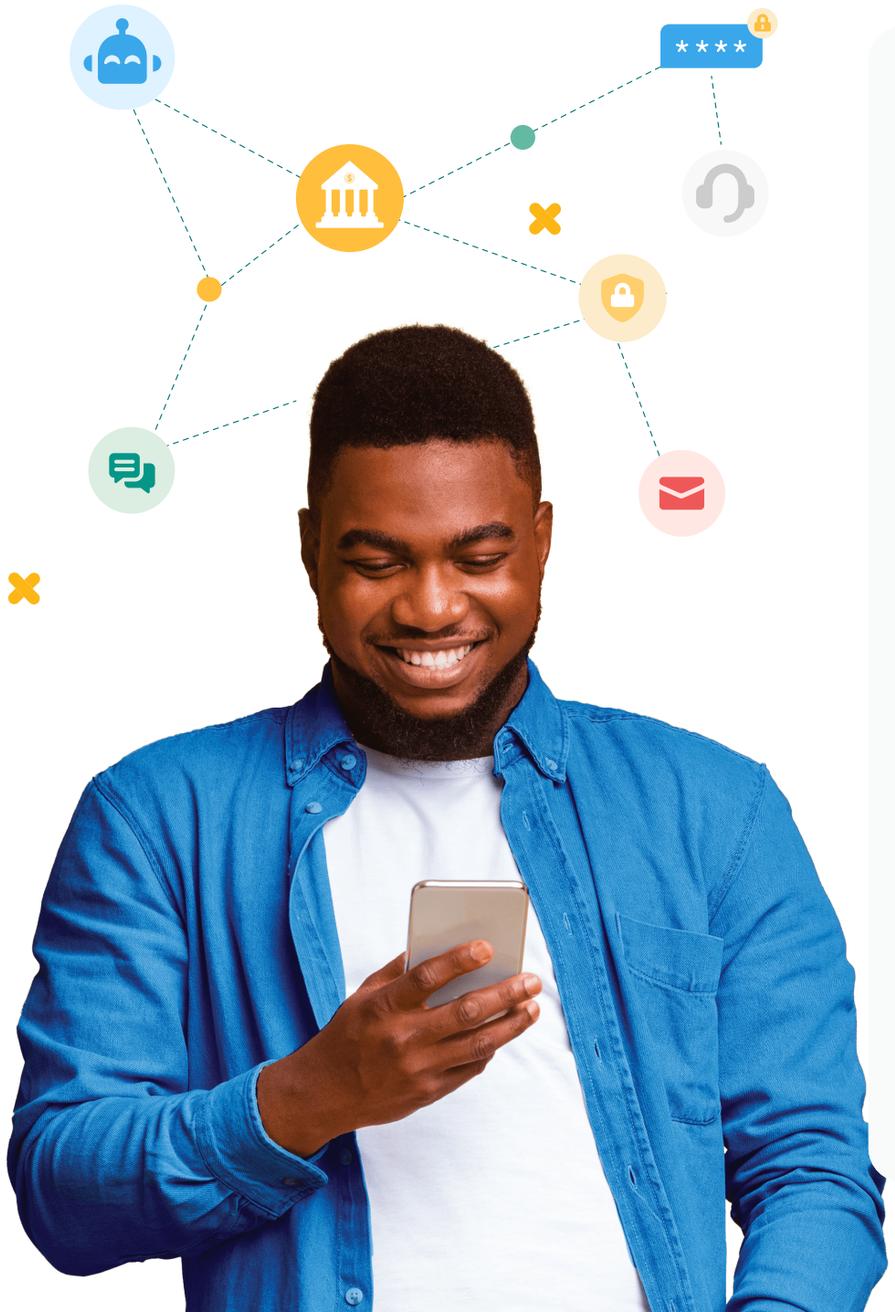
Deliverability: the cornerstone of reliable customer communications

It doesn't matter how engaging or personalized your communications are if they don't get delivered.

No matter the channel you choose, working with a provider who offers strong deliverability is crucial in ensuring communications reach users when they need to.

Poor deliverability can have a big impact on customer trust, satisfaction, and loyalty — and ultimately, on your bottom line.

But deliverability is a complex topic. Take email, for instance. Recent research from Sinch Mailgun interviewed over 1,900 email senders and found that:



44.4%

of respondents weren't confident in their knowledge of deliverability

<50%

of businesses are missing out on email deliverability due to the complexity of the topic

40%

of senders who prioritize deliverability say the biggest benefit is improved customer satisfaction

33.5%

of senders who've been blocklisted said delays for important messages had the biggest negative impact

Every communication that doesn't make it to the main inbox folder is potentially a missed opportunity for your company, leaving ROI on the table.

The same goes for deliverability on mobile messaging channels: It's complicated. Carrier connections, latency, platform uptime — with the right messaging partner, you won't ever have to worry about any of this; they'll ensure your messages get delivered instantly and consistently. Period. So, when looking into messaging providers, make sure to choose one with a robust network infrastructure — one that can handle any volume of traffic without a hitch, with direct connections to mobile operators worldwide and end-to-end control and visibility over its network.

And, you guessed it, it's no different for voice communications: It's complicated, and again, network infrastructure is what will ensure reliable, high-quality communications. We recommend choosing a provider with an independent, extensive, geo-redundant network to guarantee maximum reach and service quality.



> Email is a channel that is often celebrated for its high return on investment. However, that ROI decreases as email deliverability issues increase. Email is a great source for revenue generation, but when messages end up in spam, people are extremely unlikely to take action. It doesn't matter how cost-effective email is; if your campaigns aren't reaching people, your ROI is zero.
>
> Kate Nowrouzi
> VP, Deliverability and Product Strategy, Sinch Mailgun

Making every interaction secure and compliant

The shift toward digital touchpoints exposes financial services providers to increased data security and privacy challenges.

Mitigating the risks associated with digital finances without harming customer experience requires using the right blend of channels and mobile identity verification methods to let customers move through their journey securely and with minimal friction.

Blending multiple channels for mobile identity verification is a great way to increase security and instil trust in your brand, all while optimizing UX and costs.

It might sound complicated, but luckily, game-changing tools exist to help financial institutions create smooth and secure experiences effortlessly. The Sinch Verification API, for instance, can make smart verification choices for you, helping you leverage the right method in the right situation based on your specific needs and audiences.

Another key consideration is the importance of making security visible to customers in every interaction. Customers want to know and see their data is secure — so, show them, for instance by displaying digital badges to confirm your identity in messaging interactions and calls or by using channels with encrypted conversations.

Many global banks are now using the Sinch WhatsApp Business API, for instance; its encrypted, rich messaging features help deliver secure, convenient, and immersive experiences.

No matter the communication channels and verification methods you choose, make sure to partner with providers with high security standards and the right governance in place to effectively safeguard customer data. Look out for certifications like SOC I and II, GDPR, HIPAA, and ISO 27001.



Moving away from legacy systems

The nature of the financial services industry poses specific technology challenges on the path to digital acceleration.

Many companies in the space still rely on complex legacy platforms, making it challenging to keep up with technology developments and shifting business and customer needs.

This means maintenance, upgrades, and new integrations might require time and heavy IT and developer resources.

So, how can financial services providers create the secure, flexible communications ecosystem they need to enable meaningful connections across channels, deliver better, safer experiences, and stay competitive — without having to stitch together multiple solutions and providers?



02

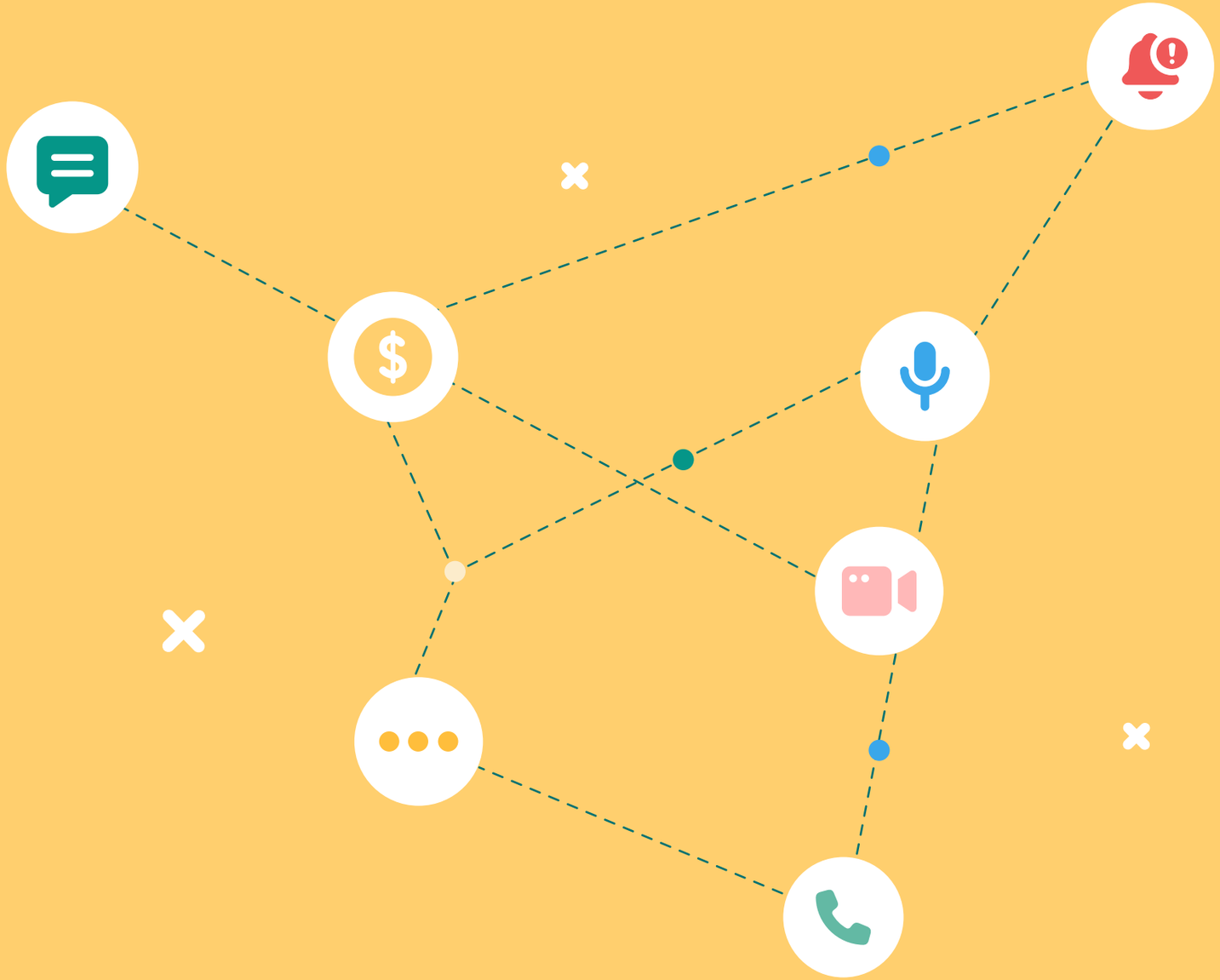
The role of CPaaS in simplifying customer connections

What if you could get access to robust, flexible tools that allow you to adapt to fast changes in customer communication preferences without having to do all the technical heavy lifting or worry about compliance and security?

With CPaaS, you can.

CPaaS, short for Communications Platform as a Service, is a cloud-based service that gives businesses the ability to easily upgrade their communication strategies by expanding their existing capabilities.

In the September 2022 Gartner Market Guide for Communications Platform as a Service*, Gartner predicts that “by 2026, 90% of global enterprises will leverage CPaaS as a strategic IT skill set to maintain digital competency, up from 30% in 2022” — and it’s no wonder why, considering the benefits CPaaS brings to the table.



* Source: Gartner Market Guide for Communications Platform as a Service by Lisa Unden-Farboud, Brian Doherty, Daniel O’Connell, and Ajit Patankar, published September 19, 2022.

Simple, flexible, scalable

With CPaaS, there's no need to manage your own communications infrastructure — it's all in the cloud! No need for an entire IT department to get up and running either.

Communication APIs make it easy for businesses to customize, scale up, and upgrade their communication capabilities with messaging, voice, email, or video, and more without having to reinvent the wheel.

Many CPaaS vendors have also developed low- and no-code applications for conversational AI, customer service, marketing, and more, allowing non-technical users to add real-time communications capabilities into their workflows without any coding skills.



Designed for global reach and quality

Working with a CPaaS partner with global connectivity, businesses can easily expand to new markets with the peace of mind their communications will reach their audiences wherever they are.

At Sinch, we own and manage our connectivity infrastructure and have direct connections to mobile and telecom operators worldwide, meaning we ensure end-to-end delivery, quality, and security.

Omnichannel-ready

Communicating with customers on the channels they want can be overwhelming.

CPaaS solves the complexity of omnichannel with programmable APIs that unlock communication on any channel. Some solutions — like the Sinch Conversation API — bring multiple channels together for increased convenience and simplicity.

The result is an agile, simplified communications infrastructure that makes it easy to connect with your customers, no matter their communication preferences.

From the customer's perspective, this technology gives them a lot more options to stay on top of their finances and receive helpful support where it suits them, from virtual assistants or live human agents.

Secure and compliant

Most CPaaS providers offer smart, user-friendly multi-factor authentication solutions.

With these solutions, financial services providers can secure sign-ups and logins and protect customers from digital fraud, like smishing, without compromising on user experience.

A good CPaaS provider will ensure all your communications are secure and compliant with data privacy rules and regulations, wherever your audience is.

The best ones will go beyond the expected when it comes to data protection and compliance. As a CPaaS leader, Sinch actively advocates for best practices and better enforcement of the industry's regulatory framework to help build a safer ecosystem, maintain trust in business communications, and pave the way for a fraud-free future.



To sum it up:

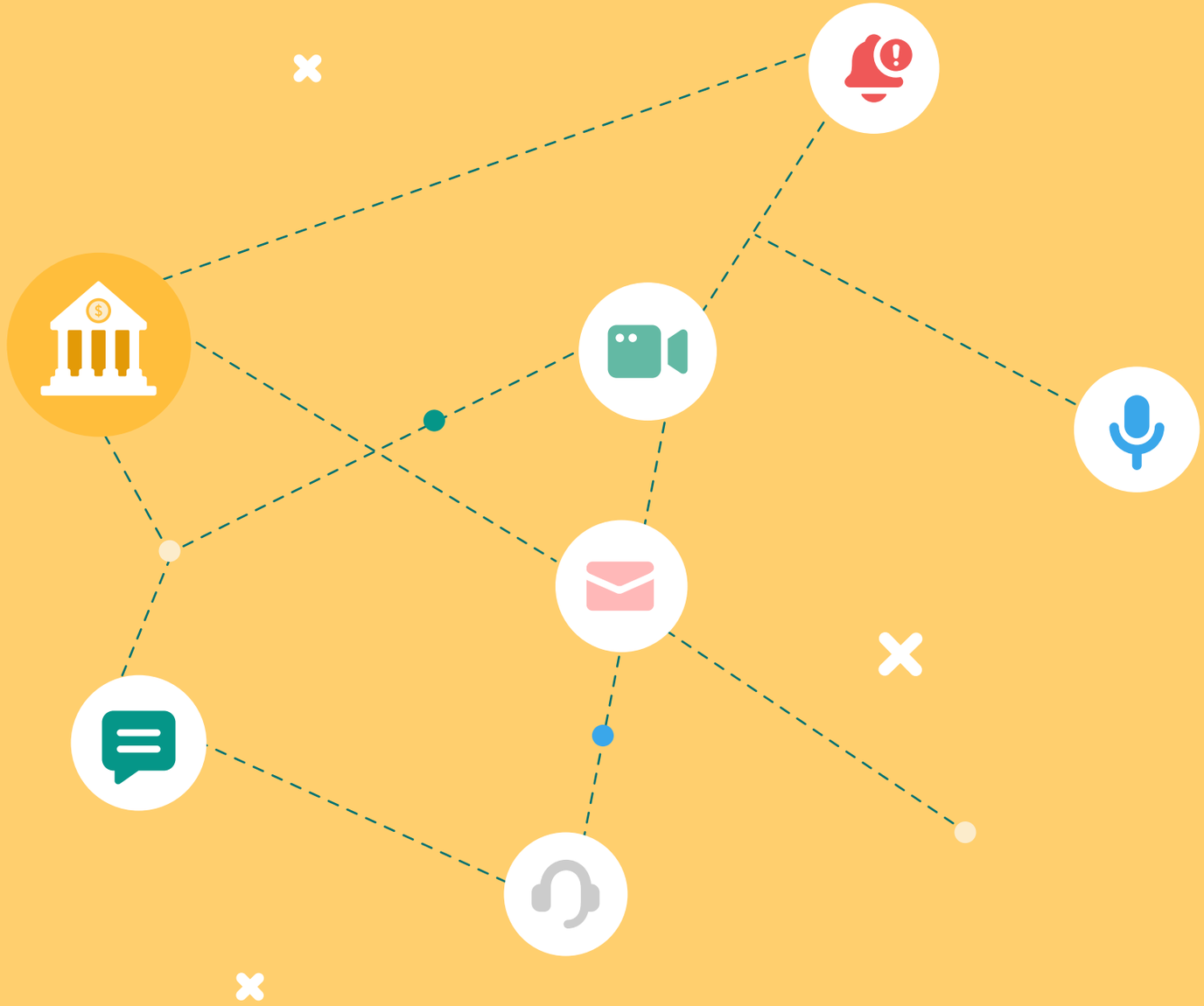
If you've been looking for a solution that makes customer connections simple and scalable across channels, you've just found it. Just make sure to select a partner with deep experience in the financial services industry to better help you navigate specific regulatory challenges.

Now, let's explore practical applications and real-life examples that show how financial institutions have used CPaaS solutions to meet customers' evolving needs and drive sustainable growth.

03

Next-level financial communications, simplified: actionable tips and strategies

We've rounded up our best tips and strategies for creating communication experiences that deepen connections with financial services customers. From fraud prevention to notifications and alerts, conversational engagement, customer care, or outbound campaigns, this section covers the most critical use cases.



Identity and verification: Prevent fraud and build trust

Addressing the risks associated with digital finances and communications is crucial to building strong connections with customers. But how can you prevent threats while delivering a seamless experience and keeping it simple internally?

Verifying mobile identity at login

Two-factor authentication (2FA) via SMS one-time password (OTP) is by far the most popular verification method to secure logins, sign-ups, and transactions due to its simplicity and universal availability. But remember: Deliverability and delivery speed are everything, so keep this in mind when selecting communications partners.

How Triodos Bank enables smooth user verification at scale with SMS

Triodos Bank

Triodos Bank, a world leader in sustainable banking, uses Sinch to verify customer identities and ensure they're transacting securely, all while keeping sign-ups and logins quick and easy.

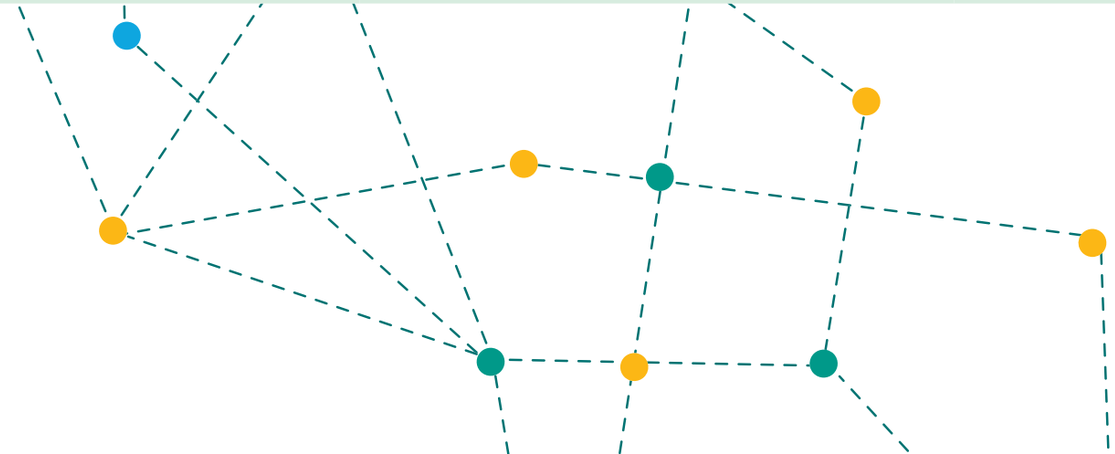
Using Sinch SMS Verification, Triodos Bank sends one-time passwords to users attempting to log in to their online account or mobile app.

With industry-leading SMS delivery rates, Sinch ensures one-time passwords reach Triodos' customers in seconds to enable quick and safe access to their accounts.

With this streamlined sign-up process, Triodos Bank not only improved security and user experience, but also maximized the number of new customers creating digital accounts. It's a win, win, win.

> Sinch has simplified our operations with OTP functionality. Customers receive a password quickly and easily, and then they can readily perform secure transactions in their accounts.

David Barreales
IT Manager, Triodos Bank



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By adopting the right blend of verification methods, you can enhance security while optimizing costs and providing a smooth user experience. Data verification and flash call verification, for instance, can also be used as a "proof of possession" element in the user authentication process:

Flash call verification is unique to Sinch and allows businesses to verify users quickly and easily through a missed call to their mobile phone.

Data verification offers the most seamless experience for app users and can significantly mitigate man-in-the-middle threats when compared to solutions that rely on an OTP.

Both methods are very user-friendly and ensure little to no disruption to the customer experience. (Plus, flash call is significantly cheaper than SMS OTPs.)

Using a solution which combines multiple verification options and helps you to determine what works best is a smart, simple way to build secure experiences effortlessly. At Sinch, we've brought the best multi-factor authentication solutions on the market under one roof — and they're all available through a single API.

And because we know accurate routing is critical for effective mobile verification, we help you check if you have the correct customer details. This ensures vital verification communications get delivered to the correct recipients and sparing you costly delivery errors. Ask us about our number lookup solution!





Enhancing security through proactive communication with customers

Enabling proactive, two-way communication can help you prevent fraudulent transactions while maintaining a satisfying user experience.

Thanks to two-way SMS from Sinch, Nets, a leading payment processor in Europe, handles the transaction validation directly with cardholders, ensuring simplicity, speed, and a smooth customer experience.

Instead of automatically blocking cards in the event of suspicious account activity, the company instantly verifies transactions through two-way SMS communication, saving their team and customers time and effort, especially in the event of false alarms.

nets

> The two-way communication solution allows us to react instantly towards cardholders while ensuring the best user experience and a high level of security at the same time.

Majken Bech Thanning
Product Manager, Nets

Providing branded and verified channels for conversations

Rich messaging channels like WhatsApp, Viber, RCS messaging, or Apple Messages for Business aren't only great for creating engaging conversational experiences. They also offer better security with branded messages and verified sender IDs.

While traditional SMS can be sent via unreliable routes, WhatsApp, Viber, RCS, and Apple messages are sent using internet data.

Plus, businesses using these channels also need to go through a strict verification process, which significantly reduces the risks of spam or smishing.

The same goes for voice calls when it comes to branded sender IDs. With the rise of voice phishing (or vishing), best-in-class financial institutions are now displaying branded caller IDs to ensure customers know they're interacting with a legit representative.

Notifications and alerts: Delivering critical information and updates on customers' preferred channels

Is a payment deadline coming up? Need to share account updates or send a transfer confirmation?

Help your customers stay on top of their finances with useful, timely notifications. The key to ensuring a positive experience is to deliver the information on the channel that best suits your customers and use case.

For many financial institutions, email remains the go-to choice for many different types of notifications and alerts, and for good reason: it's a trusted channel for sending trackable and secure communications. Compliance and authentication standards, such as SPF, DKIM, or DMARC, ensure your business is protected and critical emails are delivered reliably and in a timely fashion. (That's if you choose an email partner with a strong deliverability game.)

We recommend working with a provider who makes it easy for you to hit customers' inboxes consistently — like Sinch Mailgun did for SIGNiX.



Delivering millions of transactional emails with unmatched reliability

SIGNiX, a software provider in the e-signature space, is a great example of the importance of email deliverability in heavily regulated industries.

With many of its customers operating in wealth management, financial services, banking, healthcare, pharmaceuticals, government, and real estate, SIGNiX needed a highly reliable solution to send large volumes (read: millions!) of transactional emails at scale and let recipients know in real-time their documents are ready for signature.

Sending over four million emails every month while maintaining a good sender reputation can be challenging.

With help from Sinch Mailgun, the company was able to improve their sender reputation, resulting in a staggering 99% increase in email delivery rates.

SIGNiX

> Email deliverability is huge for SIGNiX. Without these emails being delivered in a timely and reliable manner, we would struggle to keep our customers happy.

Anthony Sims
Marketing Director, SIGNiX

ZipBooks

Sinch Mailgun doesn't only make deliverability easier; it makes migration a breeze, too.

ZipBooks, a free accounting and invoicing software, sends thousands of transactional email notifications each day through Sinch Mailgun.

Not only does it offer all the features they need at a great value, but it's also ridiculously easy to use and migrate to — the team at Zipbooks completed their migration over a single weekend! The secret? Sinch Mailgun's integration with Laravel, a PHP framework that helps make the process smooth and painless.

Email is always a safe bet, but sometimes, businesses and customers need the convenience and immediacy of messaging-based communications. Mobile messaging is a great channel for everyday notifications, but also for critical, time-sensitive alerts — for instance when fraud is suspected on a customer's account.

Here's a great real-life example of messaging notifications in action powered by the robust Sinch SMS API:

FirstBank keeps customers up to date with personalized SMS notifications

FirstBank is one of the largest privately held banks in the U.S. and has maintained its position as a leader in digital banking for many years.

The company chose to leverage the reach, reliability, and simplicity of the Sinch SMS API to enhance user experience and inform customers about everything they need to know, when they need it.

Using personalized SMS messages, FirstBank keeps customers up to date with notifications and alerts about daily balance, deposits, withdrawals, purchases, suspicious activity, and more.

FirstBank now sends its customers nearly 3.5 million text and email alerts per month, and 60% of their online banking customers have signed up to receive monthly alerts.

3.5M

text and email alerts per month

60%

of FirstBank's online banking customers are signed up to receive monthly alerts

> We're really trying to do the best we can to meet customers where they want to be met, knowing there are a lot of different ways they want to bank or interact with us.

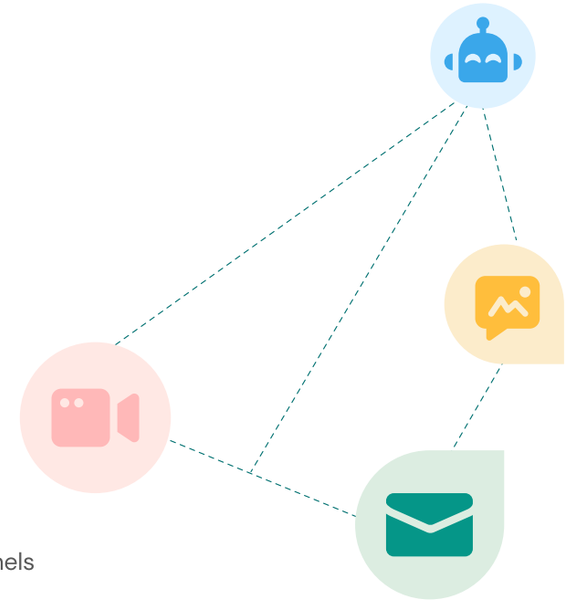
Josie Huelskamp
President of Retail and Digital Banking, FirstBank

You can also deliver alerts and notifications as voicemail in your own branded mobile app. The Sinch Voice API lets you make automated calls and send text-to-speech or pre-recorded files without the risk of the message being cut off. You'll even get a proof of message delivery!

One-way notifications are great when you don't need or expect a reply, but research shows more and more customers want the option to reply to notifications.

Conversational engagement: Enable real-time, value-adding conversations

Conversational channels like SMS, WhatsApp, Viber, or Line unlock a whole new range of possibilities for customer interactions and engagement.



Our research clearly shows the importance of two-way messaging conversations in financial services: 53% of banking consumers say they're frustrated when they can't reply to a mobile message.

Instead of only sending static notifications, imagine chatting with customers within the channels they use with family and friends to guide them through a loan application, introduce them to a new financial product, or allow them to reply to an SMS fraud alert.

By letting customers perform everyday financial tasks and reply to notifications on the channels they use daily, you can enable a powerful sales channel all while enhancing their experience.

Conversational channels can also be a smart choice to give customers the confidence to discuss sensitive issues. One Sinch customer, for instance, is providing AI-powered conversational messaging as an option for customers who need to discuss sensitive subjects, such as credit card collections, which they aren't comfortable discussing with a live agent.

Messaging channels are just one of the ways you can unlock valuable conversational experiences with financial services customers. Some banks have developed video banking services to easily connect customers with their bank representatives from anywhere in the world — a smart strategy to foster stronger relationships with digital-savvy customers and generate opportunities throughout the customer lifecycle.

You can also add in-app calling or click-to-call capabilities to your branded apps to give customers an easy way to start a conversation in a safe, familiar environment.

As you can tell, expanding your customer communication options to conversational channels can really take convenience to the next level — and, ultimately, customer satisfaction and lifetime value, too.

53% of banking consumers say they're frustrated when they can't reply to a mobile message

Customer care: Support customers on their own terms while streamlining internal workflows

Conversational AI offers a whole new level of convenience, simplicity, and efficiency. Allowing businesses to provide real-time, automated support at scale on customers' preferred channels, without breaking the bank or overloading internal teams.

That's the beauty of conversational AI — you can put it to work on virtually any messaging channel. And it works for voice calls, too.

One word of caution, though: Balancing digital and human capabilities is crucial to delivering a seamless experience. While automated FAQs and conversational chatbots are great ways to easily address basic queries, sensitive financial matters often require human assistance — and you need to make the transition between AI and live agents as seamless as possible.

Now, let's take a look at how forward-thinking financial institutions provide superior AI-driven support experiences.



How Argenta banked a 95% CSAT score with an AI chatbot

The Belgian banking sector doesn't have the best reputation when it comes to service quality. According to global data, Belgium has one of the lowest customer satisfaction (CSAT) rates for banking. At Argenta, however, excellent customer service runs in their DNA.

But how do you ensure high-quality service with a team of 23 agents and more than 20,000 monthly customer queries?

To relieve overloaded agents, Argenta turned to AI to automate answers for basic and repetitive questions and to complete transactions.

Sinch, along with integration partner Campfire AI, built a virtual assistant into the Argenta mobile banking app — and a new team member was born.

The Argenta conversational AI chatbot, Charlie, now handles about 20% of all incoming questions, which saved 24 hours of work for agents in the first one and a half months — talk about efficiency! And when Charlie doesn't know the answer to a customer question, the conversation is automatically handed over to a live agent.

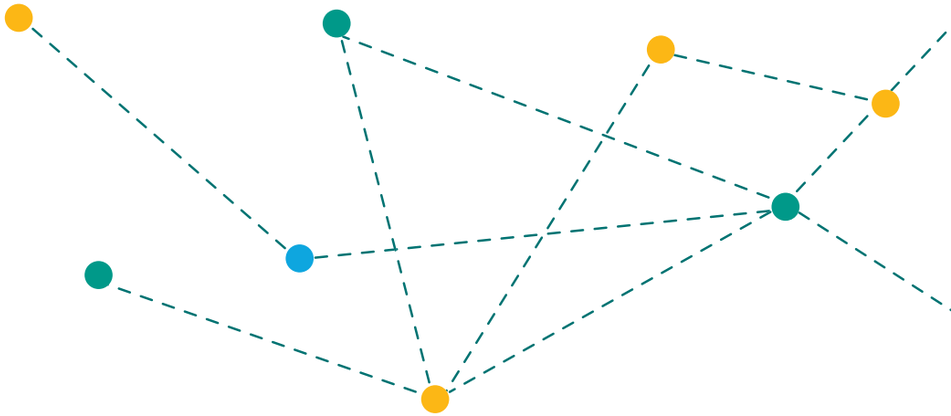
With Charlie in its ranks, Argenta increased its CSAT score to 80% on messaging channels and 95% at their contact center.

20K+

monthly customer queries

20%

of all incoming questions are now handled by the chatbot



If you already have a chatbot solution you love and want to expand AI-powered support to new channels with your existing platform, you can. Sinch lets you connect your virtual assistants to any channel to open additional support lanes for your customers, quickly and easily.

While customer care has made great strides through AI, let's not forget the crucial role of traditional support tools — like customer contact centers, operated by live human agents.

Contact centers and voice calls still have a key role to play in the customer service experience. Whether it's a good old toll-free number, smart in-app voice calling, or a handy click-to-call button on your website, many customers still prefer to call their financial services providers — and you need to make it easy. Hearing a human voice can help them feel safer and more comfortable discussing complex financial matters, like loans and mortgages.

And the best part is, modern call centers no longer have to be limited to voice communications.

> Many institutions out there have automated their customer service center as a cost-cutting measure. We currently have a 24-hour call center operated by real people who are always ready to assist.
>
> **Josie Huelskamp**
> President of Retail and Digital Banking, FirstBank

Contact centers reimagined

The numbers are clear: 38% of customers want service agents to know who they are and their past queries, according to research from Forrester.

The problem? Legacy customer contact centers often lack the technology necessary to provide a consistent experience across channels and can be difficult and costly to evolve.

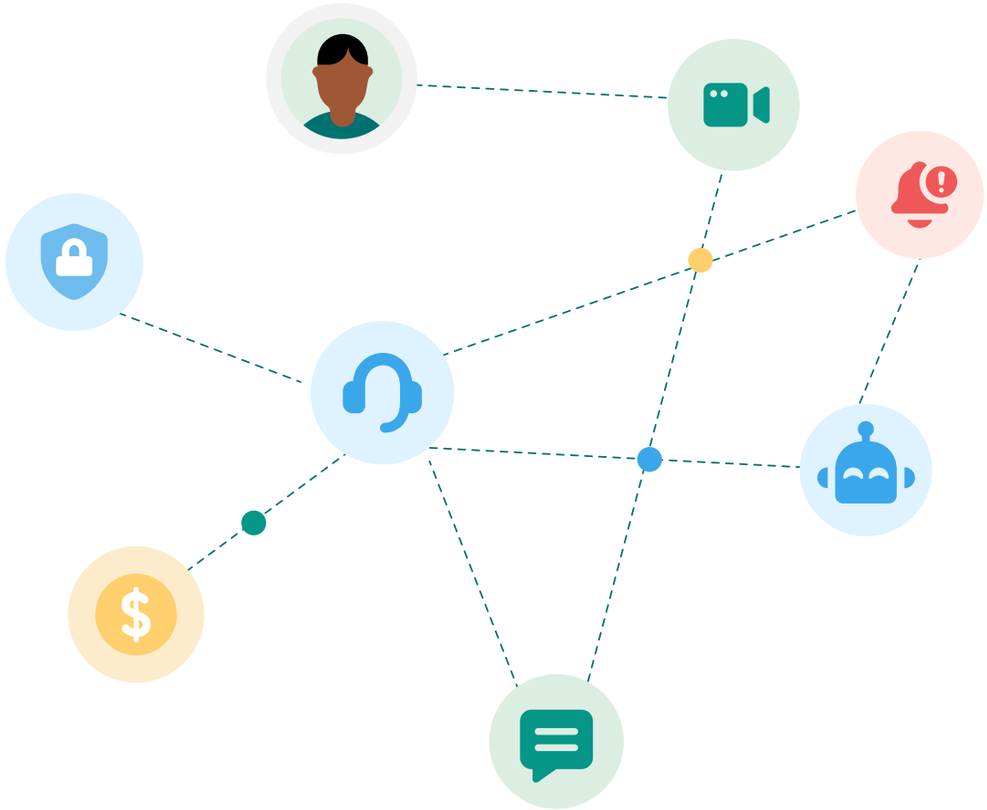
An omnichannel cloud contact center puts all customer interactions and channels at your agents' fingertips in a single interface, allowing you to provide seamless support across all your support channels — phone calls, SMS, messaging, social media apps, email, or video.

No need to sunset all your existing customer management tools — you can easily plug in into your existing CRM and workforce management platforms, or even a conversational AI app, if you want to go the extra mile and save your team countless hours by automating basic queries.

And the cherry on top? It's all compliant with data privacy regulations, including GDPR.

So, bid farewell to outdated customer contact centers as cloud-based omnichannel iterations take center stage in customer care.

No matter your customers' communication preferences, an omnichannel cloud contact center makes it easy to provide a comprehensive view of their journey and ensures every interaction is relevant and helpful.



One Sinch customer took their support operations to the cloud with our omnichannel contact center, Contact Pro. They now spend 32% less time on calls, which frees them up to handle 25% more calls, resulting in a 4% increase in revenue.

See? Delivering great customer service quality is easy if you're using the right tools.

38%

of customers want service agents to know who they are

32%

less time on calls

25%

more calls handled

4%

increase in revenue

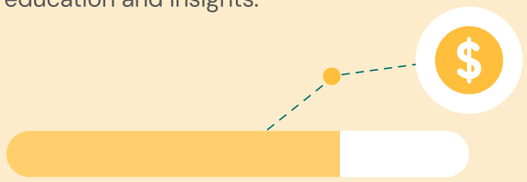
Outbound campaigns: Provide personalized solutions and information

Helping people make better decisions and meet their personal finance goals is a key aspect of a lasting customer relationship.

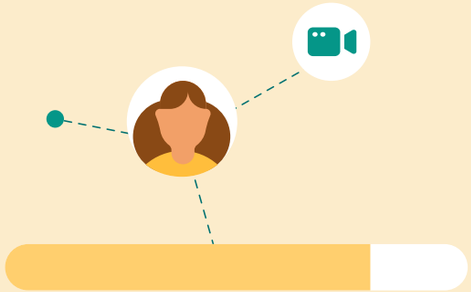
Nearly 90% of consumers want their financial partners to offer useful advice, but only 30% experience this.

Leveraging rich-media content in outbound messaging campaigns to educate customers is a simple way to do just that and stand out from the crowd.

Our research clearly shows financial services customers find value in interactive messaging experiences that provide education and insights:



76% would like a buying guide based on previous purchases and activity



81% would like a personalized video tour



83% would like a video tutorial based on a recent purchase

Here are a few examples of how you could put this strategy to work at your company through messaging channels or email:

- Offer a personalized video tutorial to banking customers about how to boost their credit score.
- Send a video to new credit card customers with details on what to expect on the first bill.
- Distribute an interactive buying guide for new home buyers applying for mortgage loans based on their financial maturity.
- Share interactive product recommendations based on their financial history and needs, like loan or credit card offers.
- Offer a personalized financial assessment via a chatbot experience.

Since we're not ones to dole out advice without leading by example, here's how we've helped one of our banking customers reap the benefits of rich, valuable messaging campaigns:

Deepening customer connections with rich messaging campaigns

Nationwide Building Society, a British bank, deployed a messaging-based service to proactively support customers during the COVID-19 pandemic.

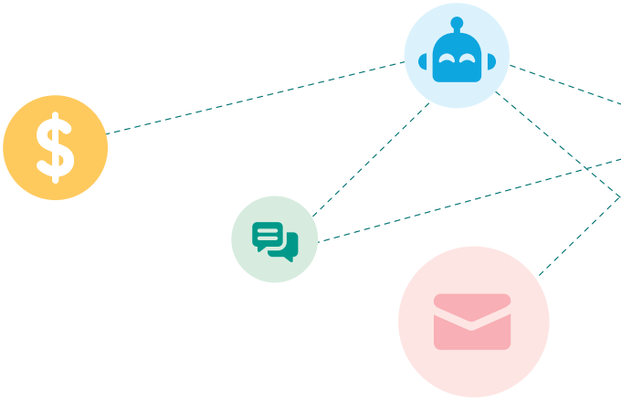
The company granted a payment holiday to bank customers in the early stage of COVID to support those economically affected by the pandemic. When that period ended, the bank used rich SMS to provide personalized information about next steps.

The campaign resulted in quadrupled engagement and click-through rates compared to industry average. Why did it work so well? Because Nationwide understood their customers' pain points and offered a valuable solution to support them — and delivered it in an interactive, convenient format.

nationwide

> We care, and at times of need, we will be there. That's what Nationwide is built on. In this already-challenging time, we wanted to offer the best experience possible.

Simon Dixon
Demand Manager in Communication Delivery and Logistics, Nationwide Building Society



While rich messaging is great for crafting helpful, immersive outbound campaigns, that doesn't mean you shouldn't do the same on traditional channels. Research by Braze showed the combination of SMS and email communications can lead to 6.6 times more purchases per user and increase repeat buyers by 46%.

And because email content is more durable by nature, it's a great channel for value-adding campaigns that customers might want to go back to — for instance, an email campaign providing education on how to spot scams.

X6.6

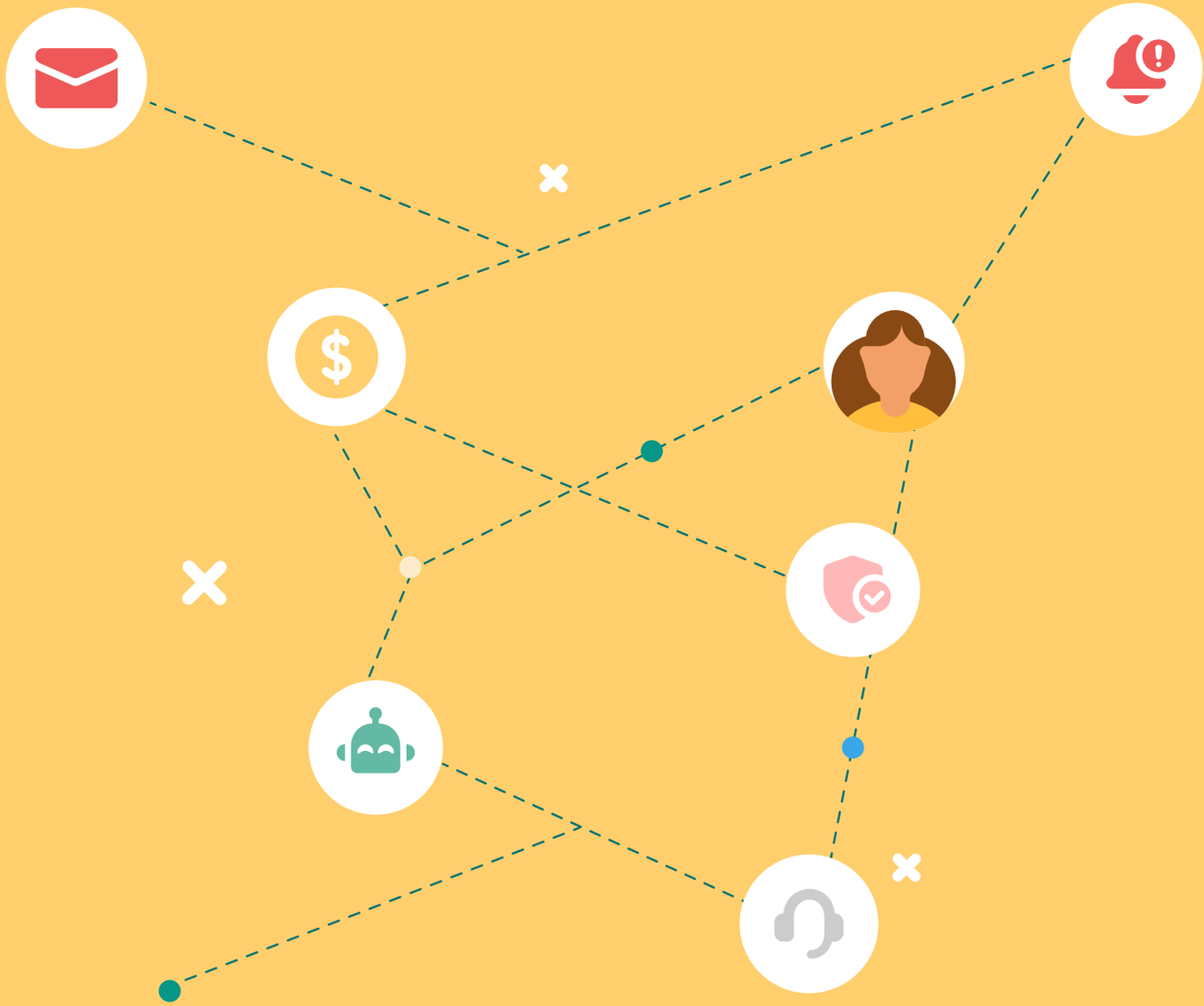
times more purchases per user when combining SMS and email

04

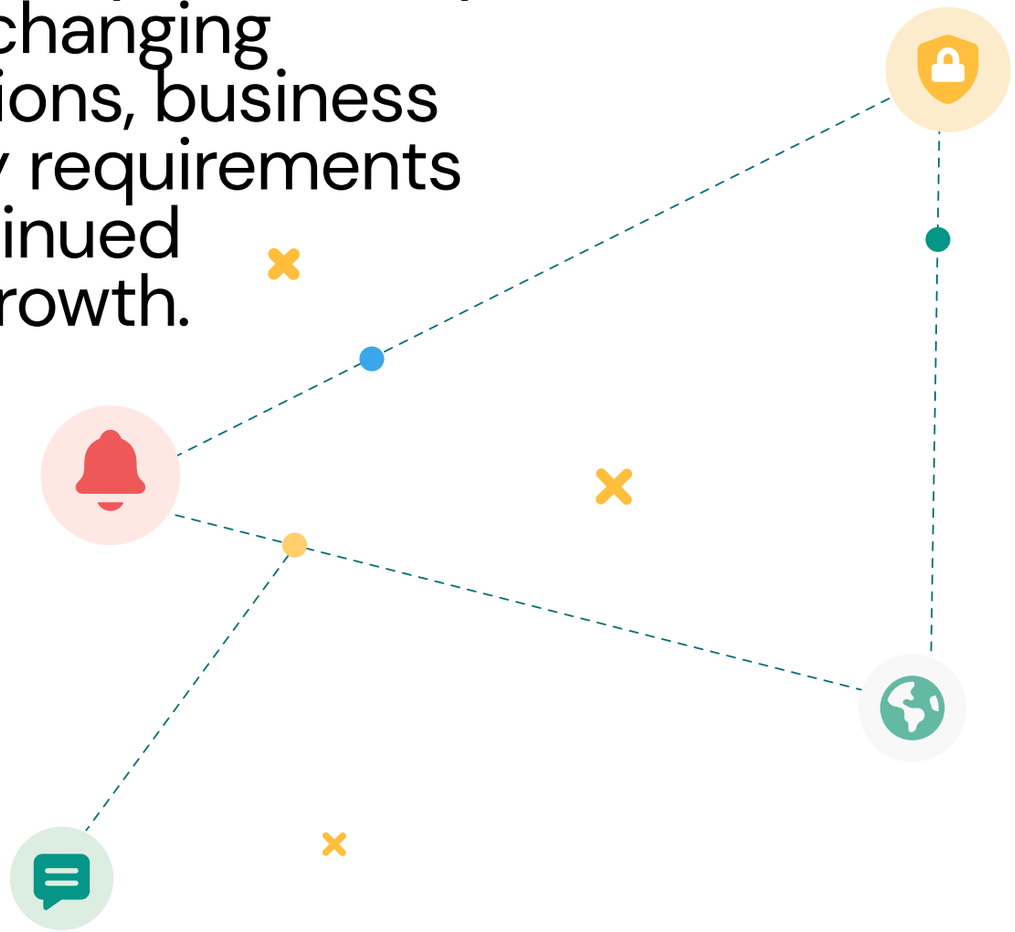
Meaningful, lasting customer connections — without the complexity

Financial communications involve a whole new range of challenges, and we expect this complexity to only grow.

To compete in today's hyper-competitive financial services industry, businesses need to embrace technology and tools that enable secure, seamless communication across channels, better experiences, more efficient processes, and in turn, lasting customer relationships.



Flexibility and simplicity will be key in addressing fast-changing customer expectations, business needs, and industry requirements while ensuring continued performance and growth.



Luckily, all the tools you need to create a secure, agile communications ecosystem already exist.

The right providers will offer solutions that go beyond technology, supporting you with best practices and processes that'll help you navigate specific communication challenges in the industry and achieve the best outcomes, no matter the channels you're on.

And what could be simpler than doing it all with a single partner?

Here at Sinch, we're big believers in keeping things simple — so much so we've made it one of our company values and our main mission.

From fraud prevention to compliance, meaningful conversations, or critical alerts, we're dedicated to simplifying financial communications for all your use cases, on any channel, so you can build meaningful customer connections.

All your communications

SMS, rich messaging, voice, email, verification, video — we've got all your needs covered, whether you need a single API or want to take the leap to omnichannel. Streamlining your comms stack by working with a single partner isn't only simpler. It can be a smart cost-saving move, too. Sinch lets you build the exact setup you need, allowing you to replace multiple solutions and avoid costly feature redundancies. You'll only pay for services you actually use.

Global Super Network

Connect with your audience anywhere in the world with unmatched scalability, deliverability, and cost-effectiveness. We have the most direct, secure, and reliable tier-1 network for messaging, voice, and email, powering over 700 billion engagements per year.
With that kind of volume come economies of scale — and we pass those savings on to our customers.

Your partner for success

Routing, deliverability, integrations, regulatory compliance, customer experience — we don't expect you to figure everything out on your own. That's where our experts come in, supporting you at every step from discovery to successful deployment to help you reach your business goals, whatever they may be.

How we make financial communications easy and safe

Backed by a global Super Network, Sinch, the Customer Communications Cloud, powers secure, scalable communications across messaging, voice, and email — simply and reliably.

No more juggling multiple complex solutions and partners.

The result? Meaningful customer connections, simplified.



Our solutions

Messaging

Build flawless mobile experiences with solutions for SMS, MMS, RCS, and all the leading messaging apps — and use the Sinch Conversation API to go omnichannel and connect them all! Our direct operator connections ensure your messages get delivered timely and securely, every time.

Voice

Give customers easy and reliable options to reach you with scalable toll-free numbers and service or a local presence in multiple markets. Ensure the right team receives the calls with intuitive programmable voice options for call routing, interactive voice responses, and more. Plus, deliver notifications as voicemail in your mobile app.

Email

Make transactional and marketing email comms a breeze with our powerful, intuitive email solutions, and build connected experiences in no time.

Verification tools

Enhance app security with a purpose-built verification solution designed to reduce costs, improve user experience, and increase conversions. Flash call, SMS, data, or phone call verification — they're all available through a single API!

Conversational AI

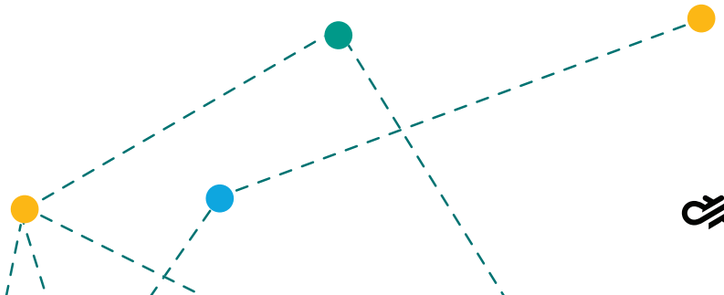
Scale your conversations using powerful AI chatbots and voicebots.

Omnichannel contact center

Deliver a unified customer service experience across voice, video, chat, messaging, and email with our all-in-one cloud contact center solution.

Conversation API

Keep things simple and connect multiple messaging channels with one integration for a seamless omnichannel conversational experience.



Sinch in numbers

100%

reach — engage any customer on the planet on any channel

600+

direct operator connections — scale communications globally with ease

8/10

of the largest U.S. tech companies are Sinch customers

700B+

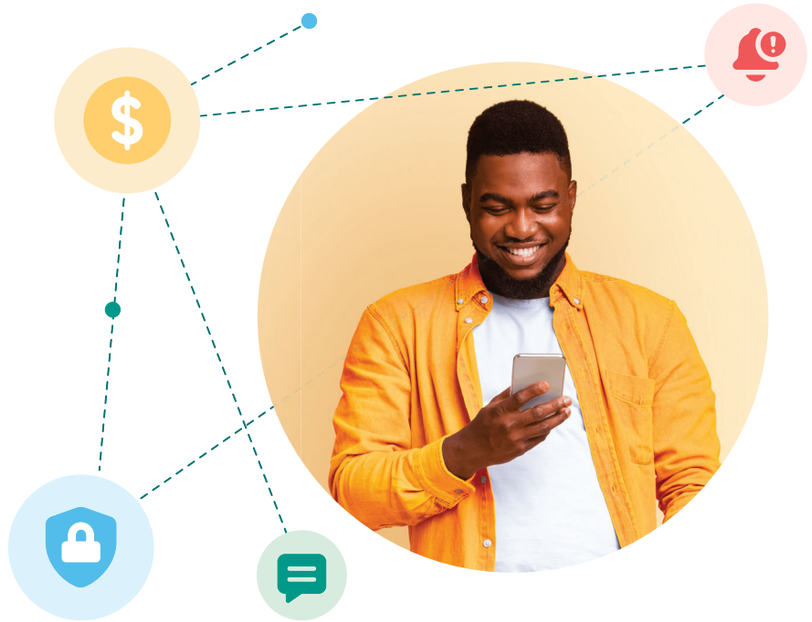
engagements delivered per year

200+

financial services customers

51B+

financial services interactions per year



15

- year track record in financial services

Let us help you succeed!
Talk to us or visit our website for more information.