5 Key Facets of a New Data-driven Accountholder Digital Experience

Being a data-driven organization means treating data as an internal strategic asset and then building capabilities to put that asset to work creating relevant experiences for accountholders.

Financial institutions (FIs) struggle with a cross-functional dilemma, competing priorities, fueled by organizational silos and systems. Marketers need to generate demand, build brand value, drive loyalty, and share of wallet.

Operations, account services, product, IT, and other support teams strive to streamline online transactions, wrestle with new technologies and manage compliance complexity.

A data-driven accountholder experience solution encourages all departments to focus on creating personal digital experiences that move the needle for the FI.

The rapid acceleration of technology, the value of data, and increasing data insights redefine what it means to be "data-driven". FIs that embrace data-supported capabilities and dynamic technology have a much better chance

of growing their balance sheets and providing exceptional experiences for accountholders.

Top-performing FIs build and support a data-driven philosophy with the requisite tools, processes and culture. And they **enjoy nearly 2.5X better business outcomes** than those that don't.[1]

Think your accountholders are satisfied? **Only 15% would agree.**

One of the most significant discrepancies is "Online Self-service": **53% of FIs believe their accountholders are very satisfied** with their self-service offerings, but **only 15% agree** with the FI's opinion.[2]

65% of accountholders say most companies they do business with need to improve their total online experience. If executive leadership doesn't agree, they're underserving their customers and members.[3]

Here's what executives need to understand about data-driven technology and capabilities to drive experiences.[4]

1. Data is embedded in every decision, interaction, and experience.

Automation based on data fosters continuous improvement to differentiate experiences for accountholders. Data must be leveraged throughout the organization to support every aspect of the process.

Rather than developing lengthy road maps, data empowers people to ask how data insights can solve challenges today.

Use of real-time analytics to identify and deliver a relevant financial experience fosters loyalty for products and services accountholders needs at various life stages and touchpoints to reach their goals. The use of data streamlines the information gathering and research aspect of decision making for accountholders by aggregating content and functionality that helps them learn, calculate, view options, and complete application processes.

Through an automated process, loan and service managers receive in near real-time accountholder information, interactions, product/service intent, and a weighted product or service adoption range. This places a high value score on interactions by accountholders that begin a credit application, product enrollment, affordability calculator, etc., that enables lending or account services to provide personalized accountholder assistance. Lower weighted interactions such as reviewing rates or looking at educational content can be automatically retargeted with more relevant content on the topic of interest.

It's vital to reimagine workflows, journeys, and functionality to best leverage all the data that are available and tapped for insights.

2. Individual accountholder interaction data is processed and delivered in real time.

Today advanced analytics are available to all FIs. A vast network of open data can connect you to your accountholders. Use your core data, then supplement with

third-party data resources to aggregate and deliver a deeper and fuller understanding of each accountholder.

This type of analysis can lead to powerful insights and create breakouts for segmentation, propensity, personas, journeys, and household financial profiles to create more valuable relationships with accountholders – for them as well as the FI.

It's essential to take advantage of third-party technology and data that enables modularity automation, dynamic capabilities, and scalability needed to support all the opportunities real-time data can deliver.

3. Daily data feeds, along with flexible data stores, enable ready-to-use data.

Data pioneers increasingly leverage an array of data connections for a more flexible way of organizing vast and growing data.

Combining flexible data with advanced technology delivers personalized, relevant content and functionality for each accountholder. Today, FIs are viewed as processors of financial transactions rather than trusted financial partners. They must work hard to build a digital relationship with accountholders for long-term revenue growth and account base sustainability.

4. Treat data like a product.

Data assets must be organized and supported as products, regardless of whether internal teams or external vendors use them. These data products have dedicated teams aligned against them to embed data security, evolve data engineering to integrate new data sources, and implement analytical tools. Data products must be agile to meet users' needs, employ data-governance to ensure quality, and support continuous integration. It's not unrealistic to expect a data solution to meet business challenges, reduce time and costs, and deliver new capabilities.
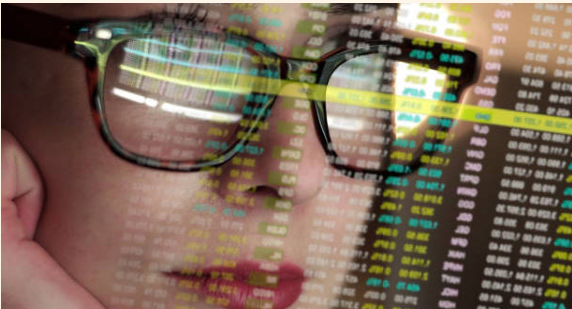
5. Data need not be siloed.

Data-sharing will continue to be critical for financial institutions to facilitate collaboration on data-driven projects. Pooling information within the data ecosystem works to create more valuable insights by seeing the entire picture of an accountholder's financial lifestyle.

Working with a complete data view enables the exchange and sharing of data and ultimately empowers an organization to build a personalized hyper-targeted experience.

It's crucial the entire experience be data-inspired and insight-driven.

Data-driven experiences leverage insights from data for financial services organizations to tap and identify new business opportunities, better serve accountholders, grow sales, improve operations, and more.

They allow FIs to use evidence-based data to make decisions, plan smartly to pursue business objectives, and treat accountholders as important parts of their growth opportunities.

How to get started

- Elevate the importance of adopting a data-centric framework to gather, understand, and evaluate potential opportunities.

- Learn to use data to help with real-time decisions.

- Leverage third-party tools to manage, secure, and facilitate a holistic data-driven personalization strategy.

- Gain insights from each accountholder's interaction, gain accountholder's trust, and create experiences that are relevant to their touchpoints, life events, and financial goals.

- Have a road map for migrating to new automated capabilities regularly.

Sources:
1) IDC/Digital Product Analytics Maturity Study, 2022   2) nice.com/digital cx, 2022   3) Broadridge, CX & Communications Insights, 2022   4) McKinsey Digital Report, 2022