

reedy®

Loyalty, Analytics and Community Spirit - Enhancing Customer Experience

- Understanding customer behaviour
- Integrating everyday banking into community development
- Loyalty as a battleground?

- PLAY the PERSON, not the TECH

Understanding customer behaviour - Enhancing Customer Experience

- Leveraging the payments space to understand customer behaviour or;
- Understand customer behaviour to leverage payments
- Understand the customer first
- Analysing transactions to identify selling opportunities is often self serving, not customer serving

- Succeed through the success of others

Integrating everyday banking into community development - Enhancing Customer Experience

- Integrating community into everyday banking ; or
- Integrating everyday banking into community.
- Communities define themselves
- Crowd funding is an online manifestation of community
- Loyalty to the community is a strong force
- Use analytics to help your customers achieve success
- Succeed through the success of others

Loyalty as a battleground

- Enhancing Customer Experience

- Does loyalty exist?
- Loyalty does not equal trapped/enticed
- Loyalty does not mean making hard to leave
- Loyalty does not mean knowing what the customer wants before they do
- Loyalty as a battleground? Sure, just not necessarily the battleground currently being fought on

Play the PERSON, not the TECH

- Enhancing Customer Experience

- Technology (alone) \neq Innovation
 - Innovate to meet user need
 - “Need” is an very individual concept
 - Emotion is a powerful motivator
- ... so always start with the person

Loyalty, Analytics and Community Spirit - Enhancing Customer Experience

- Loyalty, Analytics and Community Spirit – Enhancing the Customer Experience; yes BUT...
- Try reversing the order:
 - Community Spirit
 - Analyse; and
 - Gain Loyalty

Enhance the Customer Experience

Questions?