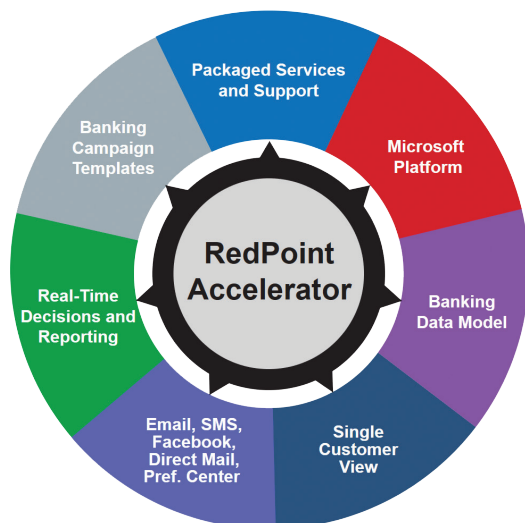# RedPoint Accelerator™ for Retail Banking

Empowering Retail Banks to Take Control of Customer Data and Deliver Effective Omnichannel Campaigns

Personalized and Relevant Marketing

As retail banking products become more commoditized and non-traditional competitors enter the market, banks are facing a strategic imperative to compete based on customer experience, not just on products or pricing. A recent study by McKinsey & Co. indicates that a retail bank's Operating Efficiency Ratio can be changed by seven full percentage points by focusing on more personalized customer journeys and leveraging data to better meet customers' emotional needs. *

RedPoint Accelerator™ for Retail Banking is a packaged solution that empowers growth-oriented marketers to take control of their customer data and deliver effective personalized omnichannel campaigns. RedPoint Accelerator unifies all customer data into a single view and orchestrates dynamic customer journeys across all touchpoints. With RedPoint Accelerator, marketers can optimize engagement with consumers and drive revenue higher while improving operating efficiency ratios. The solution is built on the Microsoft Azure platform, which helps marketers achieve higher value more rapidly with limited IT support required. RedPoint Accelerator is the only omnichannel marketing solution that can be implemented in weeks rather than months while providing robust data and customer engagement options, allowing financial services brands to more easily support ever evolving marketing strategies.

Single Customer View

With RedPoint Accelerator, retail banking marketers can now easily overcome silos to create a unified, accurate, and accessible view of the customer that is key to personalized omnichannel experiences. This view may be accessed in real time, on an automated basis by engagement systems, or by representatives in branches or contact centers. The most complete and up to date customer profiles can easily be visualized from a web user interface that displays key customer information (e.g., name, address, phone number, email), social profiles, key metrics such as behavior data including contact history, and detailed marketing and transaction history. This detailed view underpins a marketer's ability to gain the best insights about a customer and enables them to easily determine next best actions resulting in more optimal allocation of resources.

Turnkey Marketing Channels

RedPoint Accelerator empowers marketers to design, orchestrate, and measure integrated, contextually relevant marketing programs. With RedPoint Accelerator, marketers have turnkey access to email, SMS, social, website, and direct mail channels, making it quick and easy to deliver impactful omnichannel campaigns. The solution provides pre-configured channels so marketers can get up and running quickly, all built on the Microsoft Azure platform. RedPoint Accelerator includes the following turnkey channels:

- **Email**: Design and send targeted emails to customers, including triggered messages and multi-step email campaign templates that drive conversions and purchases.
- **Mobile**: Send SMS messages leveraging prebuilt SMS connectors with Twilio to engage customers on mobile devices.
- **Social**: Deliver targeted ads to Facebook and engage customers contextually within their feed around the topics that matter most to them.
- **Websites**: Create engaging web offers and landing pages that close the loop and drive revenue and conversions from channel specific campaigns.

- **Direct Mail**: Use RedPoint Accelerator to select targeted audiences and activate them to any direct mail house of choice.
- **Reporting**: Leverage embedded Power BI reports and dashboards to get the most timely and complete view of omnichannel campaign performance.

Real-Time Decisions

RedPoint Accelerator enables firms to easily manage strategies for delivering dynamic and contextual content to inbound channels such as web pages and landing pages. RedPoint's real-time decisioning capabilities empower marketers to conduct continuous A/B/n testing and goal-based optimization tactics. Marketers can capture customer preferences and determine how to react in real time based on anonymous and known customer profiles. Real-time decisioning capabilities include:

- **Real-time decisions canvas**: Create real-time strategies from one simple workspace and deploy business-rule-oriented decisions quickly.
- **Real-time triggered interactions**: Deliver timely and contextual event-based communications for customers to drive higher conversion rates.
- **Goal-driven assets**: Manage and deploy A/B/n tests and goal-driven digital assets to understand customer preferences and drive better decisions and offers.

Retail Banking Data Model and Templates

RedPoint Accelerator provides a comprehensive retail banking data model, which includes all the attributes needed for targeted campaign selections and segmentation for personalized engagement. With RedPoint Accelerator, implementing a customer data model and setting up marketing campaigns takes weeks, not months. The days of the labor intensive and time-consuming processes that historically impeded marketers' ability to quickly mobilize are now gone.

RedPoint Accelerator also includes out-of-the-box campaign templates such as retention campaigns that will increase opens, clicks, and conversions. With just a few clicks, marketers can be up and running and delivering personalized campaigns to customers that have a real impact.

*mckinsey.com/industries/financial-services/our-insights/the-future-of-us-retail-banking-distribution

Banking Industry Expertise

Leverage deep industry expertise with optional services and support to address all marketing needs from strategy to execution. RedPoint has the partner network, data sources, solutions, and expertise to enable marketers to be more efficient and effective with their marketing dollars.

- **Banking partner network**: RedPoint provides a global network of partners that provide strategic services to help accelerate marketing programs from strategy to execution.
- **Services and support**: RedPoint and our partners provide implementation services, support, and training to meet all marketing program objectives.
- **Analytics and attribution**: RedPoint partners provide value-added services such as analytics and attribution modeling to optimize targeting strategies.

Business Value Delivered

RedPoint Accelerator provides marketers with significant business benefits, including rapid speed to value, reduced cost and complexity, and the ability to impact revenue and customer retention. Key business benefits positively impact operating efficiency ratios, and include:

- **Accelerate speed to value**: Marketers can improve campaign deployment times by at least 75 percent, allowing for faster impact and more quick adaptation to changing markets.
- **Reduce cost and complexity**: Affordable on-demand pricing allows the marketing team to get the most value for their marketing technology investments. Decrease interaction costs by engaging in the right mix of channels and yielding higher responses through fewer touches.
- **Increase revenue and retention**: Communicating with relevant and timely campaigns improves offer conversions and revenue. Having the best understanding of customer interests, history, and preferences allows brands to maintain and optimize the conversation with customers and drive long term customer value and loyalty. ■

About RedPoint Global Inc.
RedPoint Global's software solutions empower brands to transform how customer experience is delivered. RedPoint Global's solutions provide a single point of control to connect all customer data, determine next best actions in real time, and orchestrate interactions across all enterprise touchpoints. Leading companies of all sizes trust RedPoint Global to deliver highly personalized and contextually relevant experiences that optimize customer engagement. For more information, visit www.redpointglobal.com/accelerator or email contact.us@redpointglobal.com.