



HOW CAN BANKS BE GOOD AT PERSONALIZATION IF WE DON'T KNOW WHAT IT REALLY MEANS?

THE THREE PERSONALIZATION DILEMMAS



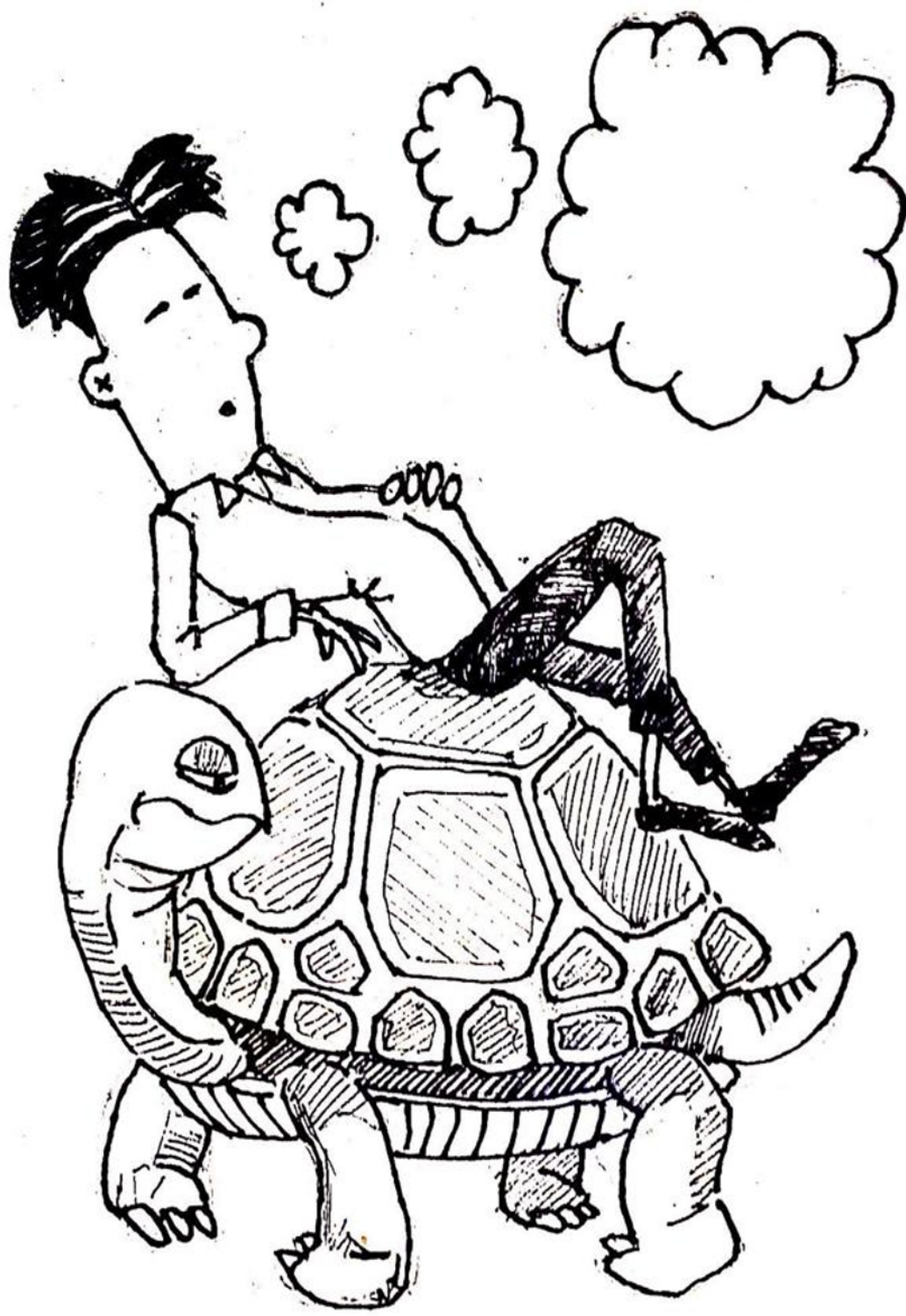
DILEMMA #1:

There is no commonly accepted **definition** of what personalization is or entails



DILEMMA #2:

Most banks are **lousy** at personalization... and they know it.



DILEMMA #3:

Banks may be personalizing interactions for which their customers don't think personalization is **needed**



94%



Of Banks can't deliver on the personalization promise



Only **1 of 4 Banks** have advanced capabilities to just personalize alerts about unusual account activity in real time



THE BARRIERS TO PERSONALIZATION

- A. **Lack of clarity** as to what personalization is
- B. **Insufficient commitment** to personalization
- C. **Ineffective roadmap**

Source: "The Financial Brand"



Source: "The Roadmap to Personalization in Banking"

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