**NEWS ON CRIF.COM**

**Strands report “Digital Banking and Beyond: The Value of Personalization”**

The Digital Banking context is changing. New players are entering the financial services arena and threatening the position of incumbents. Customer habits have changed considerably over the last year as new technologies have emerged to enable frictionless communication, and banks have significantly increased the amount of data they handle. Harvesting the full potential of this data will be a game changer for financial players, as it will unlock new opportunities to engage customers and deliver concrete outcomes. The benefits of fully exploited data include an expanded customer base, better profiling (e.g., credit scoring), as well as the creation of new revenue streams.

**Strands**, the CRIF company with distinctive expertise in Big Data, AI and Machine Learning, with the support of PwC Italy, has written the report “**Digital Banking and Beyond: the value of personalization”**, analyzing customer behavior in the evolving digital banking context to illustrate how banks and financial institutions can leverage Open Finance for data-driven interactions, offering unmatched personalization in the customer experience.

The study illustrates the engagement modalities that help banks build better relationships with their customers, and how they can build an effective journey to meet customers’ needs. These are:

* **Alert** customers based on triggers in their transactional space or on the detection of events set by you or themselves
* **Advise** customers on their spending behavior and financial habits through hyper-personalized visual insights and elements
* **Connect** with customers by providing personalized suggestions generated by AI and machine learning
* **Convert** customer engagement into value for your bank by offering targeted financial products tailored to customer needs.

**Ready to elevate customer engagement? Download the report** (https://strands.com/news/digital-banking-and-beyond-the-value-of-personalization/)

Moreover, on February 21 at 10 AM (CET time) Strands is hosting a **webinar** taking a deep dive into the different findings.

More specifically:

* The main factors changing the digital banking context
* The steps required to create customer centric engagement by leveraging multiple data sources (alert, advise, connect and convert)
* The solutions financial institutions are adopting to deliver insight-driven customer engagement, based on the results of our related survey
* Practical examples of the insight-driven customer engagement of our respondents, with market use cases and success stories.

To attend the webinar, **register now** <https://crif.webex.com/webappng/sites/crif/meeting/register/02850414523249a68c15df821f685ee8?ticket=4832534b000000057b8c6adbec9b5de1dea1167d14eed0d20e125b4c8b13694248a258ff0c14ecce&timestamp=1674818948753&RGID=r5d34a66027b9e1d08224fb1a89831dbf>

**Linkedin post –** on 01 Feb 2023

What is the key to elevating customer engagement and loyalty in today’s digital banking competitive arena?

@Strands, the CRIF company with distinctive expertise in Big Data, AI and Machine Learning, analyzed in its new report “Digital Banking and Beyond: the value of personalization”, written with the support of @PwC Italy, customer behavior in the current evolving digital banking context, to illustrate how to leverage Open Finance for data-driven interactions, offering unmatched personalization in the user experience.

And that’s not all: on February 21 at 10 AM CET, Strands will be holding a webinar to delve further into the value of personalization. Save the date!

👉Find out more and ask for the report (link to crif.com)

