yalo + AMERICAN + Meta

# American Express

Marzo 8, 2023

### DON'T live life WITHOUT IT"



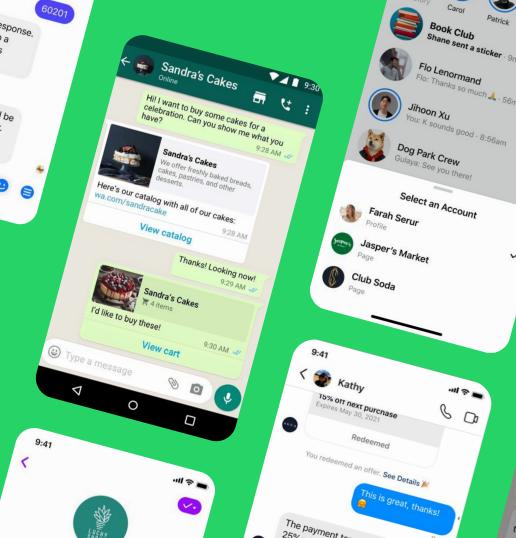




Messaging and the new era of customer engagement

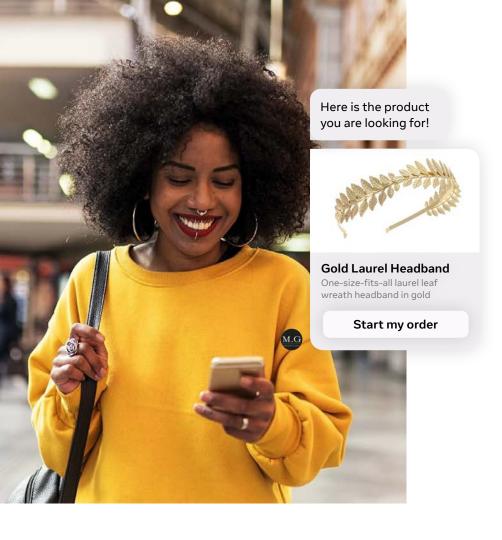
### **Financial Services**

Luisa Garcia Zapata Global Business Messaging Leader luisagz@fb.com



### Agenda

- Industry Trends
- Customer Journey for Financial Services
- Customer Case Studies
- How to get started on WA
- Click to WA Campaigns



Messaging creates a personal, immediate connection—a real relationship.

**75%** 

global consumers want to message businesses.

66%

consumers more likely to shop with a business they can message.

Source: Meta-commissioned global study of 8,214 adults ages 18 and older, Sept 2020

#### **Consumers prefer messaging**

over other communication methods

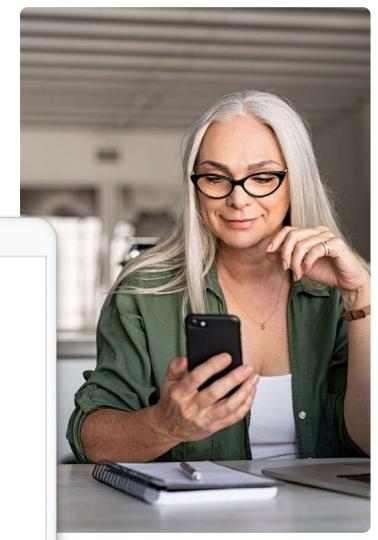
They don't want to call (and get stuck on hold)

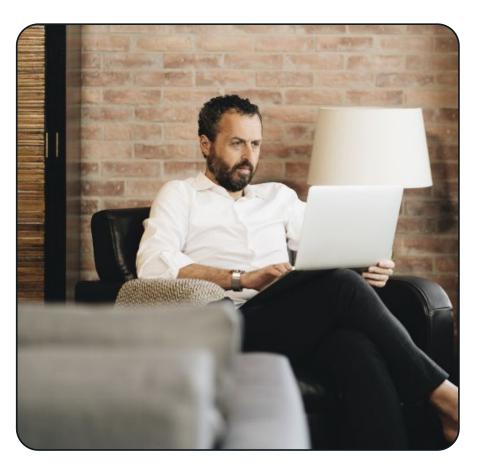
61% choose messaging a business over picking up the phone.

They don't want to email (and wonder if anyone's at the other end)

59% choose messaging over email.







## WhatsApp Reach

- Expanded reach to 2B active monthly users in 180 countries + = access new markets and consumers
- 3 X more conversations happening compared to legacy channels = more new clients
- Re-engage 70% of WhatsApp customers who check daily+ = higher conversion rates
- Provide assistance to 175 million people who message businesses daily+
  - = increased customer satisfaction

66

"Messaging is quickly going from delighting customers to becoming an expectation. The first piece of advice I have to other businesses is... hurry up."

DARA KHOSROWSHAHI



# Customer Journey More educated and empowered customers with enhanced self-service options

|       | Awareness                   | Onboarding                                 | Transacting  | Management                                | Customer Care                       |
|-------|-----------------------------|--|--|---|-------------------------------------|
|       | Lead generation             | Signing up for a new account and Credit or | <ul><li>Using bank products and services</li></ul> | Receiving and managing banking statements | Resolving issues with your account  |
|       | Brand engagement            | Debit                                      |  |   | □ 4 <b>T</b> 14 (D                  |
|       | Promotions                  | Obtain rate /fee                           | Adding a new product or account                    | Making changes to your accounts           | ATM / Branch Info                   |
|       | Telemarketing               | quotes                                     | Receive updates                                    | ☐ Fraud prevention                        | Card activation /<br>blocking cards |
|       |                             | ☐ Research the right loan                  | <br>   | ☐ Check account balance                   |                                     |
|       |                             | r .  | ı  |   |                                     |
| KPI's |                             | Physical or virtual account openings       | Cross selling of products                          | Savings on claims and fraud               | Improve Client Survey Score         |
| KPI's | # Of Accounts               | •  | -  | fraud  Support savings due to             | Score  Improve customer             |
| KPI's | # Of Accounts New customers | account openings                           | products  Debt deferral                            | fraud                                     | Score                               |
| KPI's |                             | account openings  Credit applications      | products   | fraud  Support savings due to             | Score  Improve customer             |

# Customer Journey More educated and empowered customers with enhanced self-service options

|                | Awareness  | Onboarding   | Transacting   | Management  | Customer Care  |  |
|----------------|--|--|---|---|--|--|
| WhastApp Value | 40% more lead qualification compared to other channels +50% usage compared to 20% Google, 12% Web Chat  90% read notifications | 5X Lower acquisition costs  +30% New accounts opened  10 - 15% new customer conversations vs 3 - 5% of SMS | 10% Increase in loan conversion rates  13% Increase in loan payment   | 20 - 30 % conversion rate (retargeting)  24% offer acceptance  8% new product acquisition | 2X CS agent efficiency  90% cost reduction replacing voice and field force |  |
|                |  | 370 01 31413   | 93% Customer Satisfaction with virtual assistant 25% more acquired products with the bank 32% higher Lifetime value |   |  |  |

#### Sources:

https://www.mckinsey.com/industries/financial-services/our-insights/managing-a-customer-experience-transformation-in-banking

<sup>2-</sup> https://www.salesforce.com/resources/articles/top-financial-services-customer-experience-trends/

<sup>3-</sup> https://www3.weforum.org/docs/WEF The future of financial services.pdf

<sup>4-</sup> https://brandfolder.com/whatsappbusinessapi/bsp

## What other customers are doing

# Largest bank<sup>1</sup> in Indonesia has achieved:

- 42% increase in net margin.
- 56% more credit card applications.
- 37% of all conversions via WhatsApp.
- #1 channel for conversions over SMS, telesales, call centre, website and mobile app.

1 Bank Mandiri

# Financial services company<sup>2</sup> EMEA has achieved:

- \$1m+ savings in reduced USSD and SMS costs.
- 42% of customers initiating money transfers on WhatsApp.
- 15% increase in overall CSAT scores.

2 Mukuru Success Story

#### Largest private bank<sup>3</sup> in Eastern Europe has achieved:

- 95% customers' requests processed in WhatsApp.
- 15% decrease in requests processed by operators.
- 30% decrease in call centre costs.

3 Alfa-Bank Kazakhstan case study

#### Largest credit card and voucher provider<sup>4</sup> in Europe has achieved:

- 42% more qualified leads through WhatsApp.
- 25% more conversions compared to other channels.
- 5-point lift in ad recall.

4 Multinet Up case study

#### Small finance bank<sup>5</sup> based in India servicing more than 2 million customers has achieved:

- 25% lower cost per lead for ads that click to WhatsApp.
- 31% more leads for ads that click to WhatsApp.
- 2X more savings accounts opened from ads that click to WhatsApp.

5 AU Small Finance Bank case study

















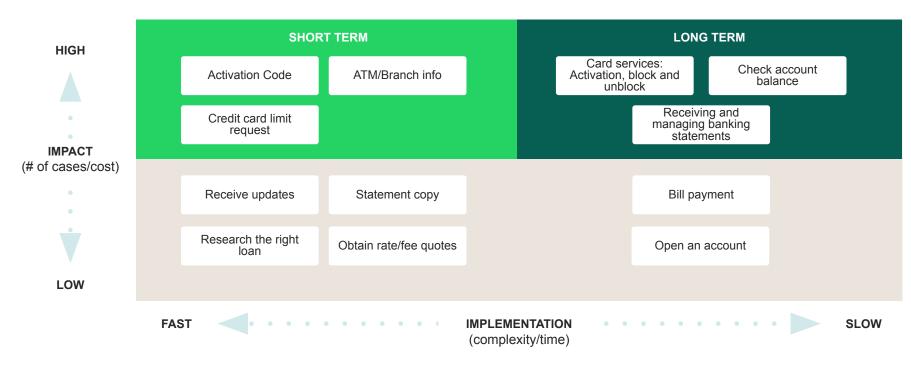








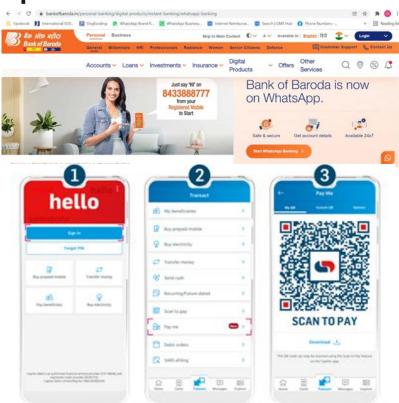
# Top Use-cases to Drive Value



# **Entry Points to Drive Adoption**

- App
- → Web Page
- → IVR Deflection
- QR Code
- Notifications
- → Marketing campaigns
- → Social Networks





# Advantages of using Click to Whatsapp messages

#### Success cases:

- → 10% increase in loan application conversion rates per month after WhatsApp integration
- $\rightarrow$  99% read rate for WhatsApp messages

# Reach your audience at scale with Click to WhatsApp Ads



**Increase** awareness of your WhatsApp presence and products with new audiences



**Optimize** delivery to drive more conversations, leverage algorithms that enable better performing campaigns over time



**Drive discovery and demand** for your products and services with engaging content

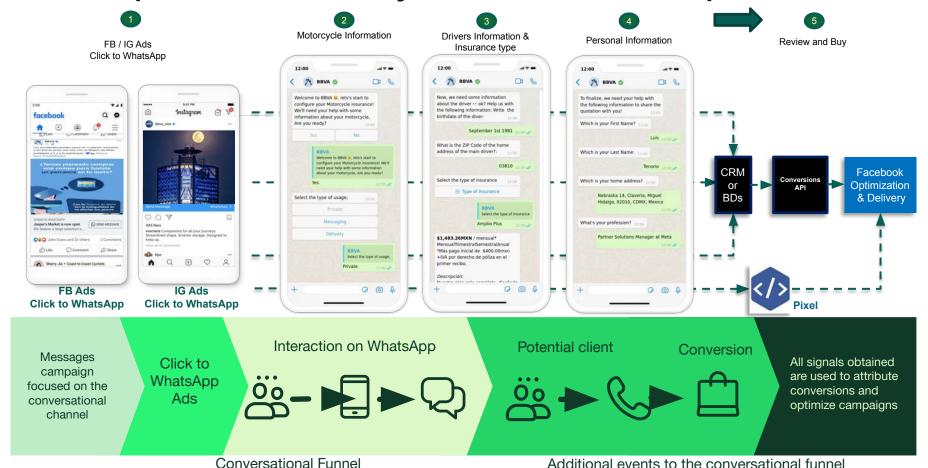


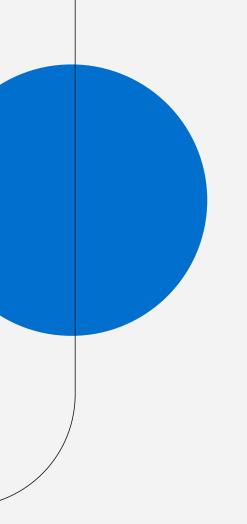
**Measure** results beyond the conversation\*





# Example of Motorcycle insurance quote flow

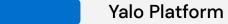




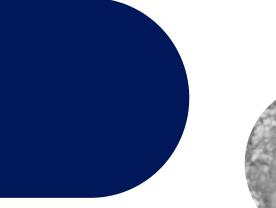
### Schedule







#### Meet the team



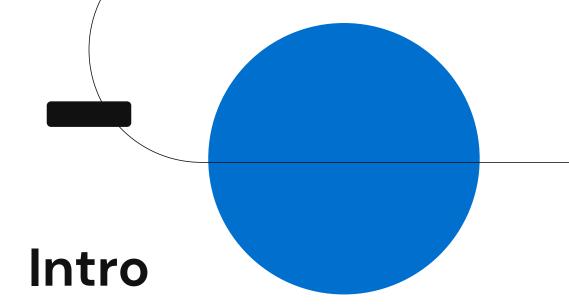


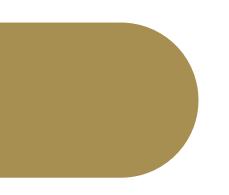
Stephan Berger Senior Account Manager

**WhatsApp** 



Guadalupe Bracamontes
Sales Engineer





Working together since

2019

Active WhatsApp Numbers



# Partnership American Express with Yalo



- Acquisitions onboarding process
- Credit American Express (collection notifications)
- Lending Defer your balance
- Fraud Prevention confirm transactions

META's BSP since

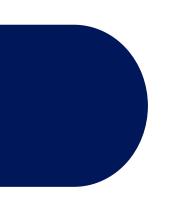
2018





yalo + AMERICAN + ∞ Meta

#### **HiPo Funds with META 2023**





#### Pre-Sales Engagement

Short-term engagements for lead development with a maximum funding of \$50K per project.

#### **Example:**

 Workshops with customers



#### Solution Implementations

Delivery and integration of customer's end-to-end solution with a maximum funding of \$200K per project.

#### Example:

 Implementation for new features within WhatsApp

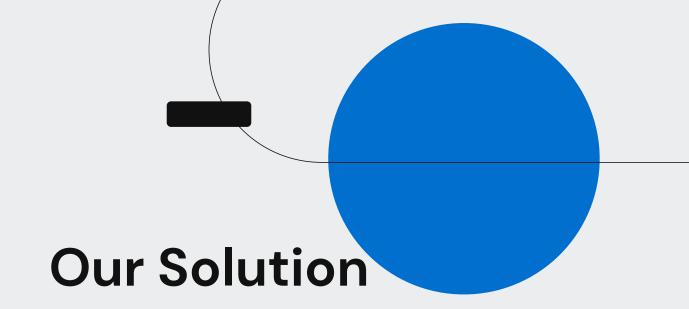


#### **Opt-in Campaigns**

Marketing campaigns for existing customer implementations, these projects will require a 50/50 funding match with a maximum of \$50k per campaign.

#### **Example:**

• QR Codes and/or awareness digital campaign



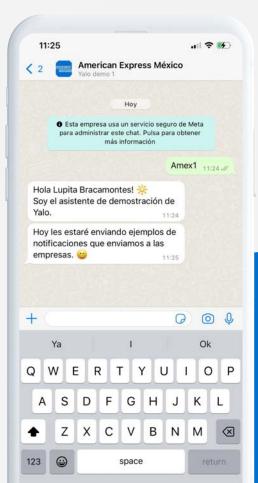


yalo + AMERICAN + Meta

### Live the experience

- 1. Scan the QR code
- 2. Send the text that appears pre-filled (Amex)

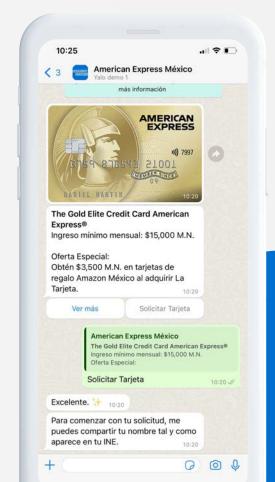




### Credit card application

Send and valid your information required from your phone





### Campaign

Be the first one to get exclusive promotions to your phone





#### **Account statement**

Consult and download your account statement from your phone





### Refer Program

Get the link to refer friends from your phone, share and earn





#### Credit extension

A making or renewal of any loan, a granting of a line of credit, or an extending of credit in any manner whatsoever





# Balance inquiry and movements

Consult your movements paid with your amex from your phone





### **Refinancing Option**

Get up to 3 months of additional credit on monthly payment

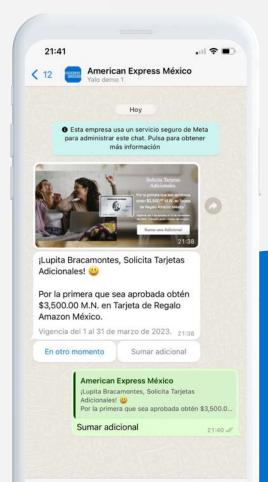




#### Additional card

Request an additional card and get the approval to your phone

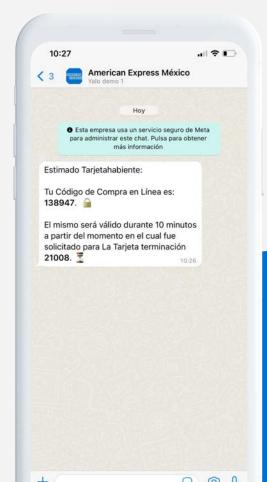




### **OTP**

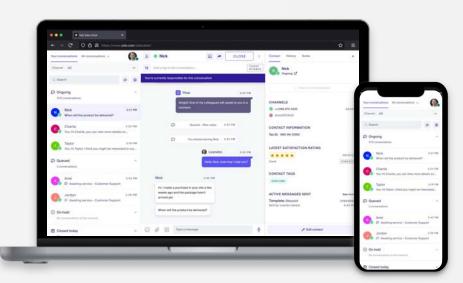
Get your otp code and make your transactions are safer





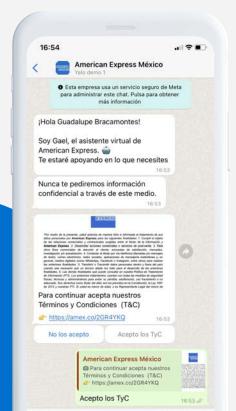
#### **Human Escalation**

Provides metrics that describe conversations handled by agents using integrated Helpdesks.





#### Menu

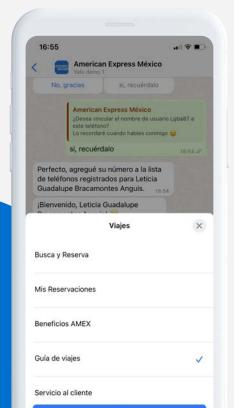






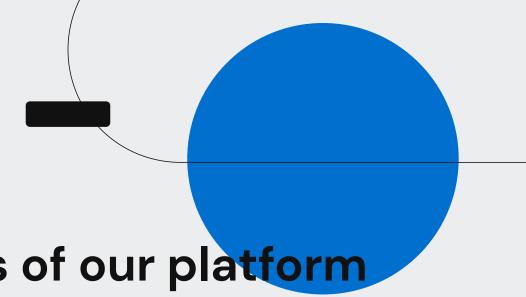


### Viajes





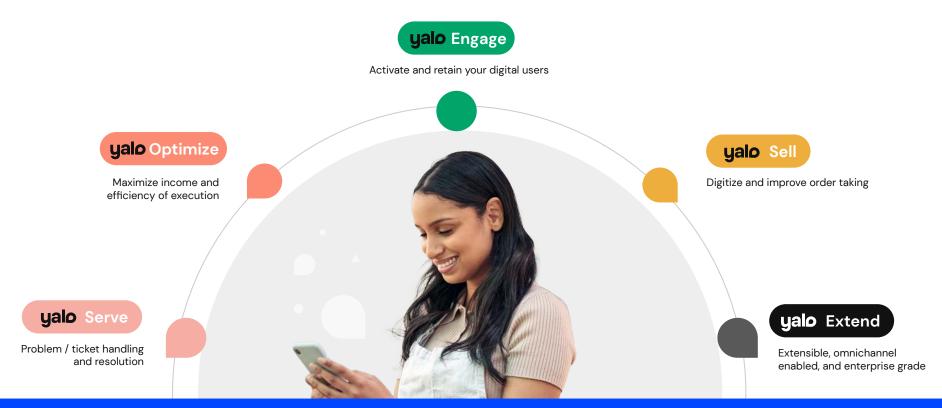




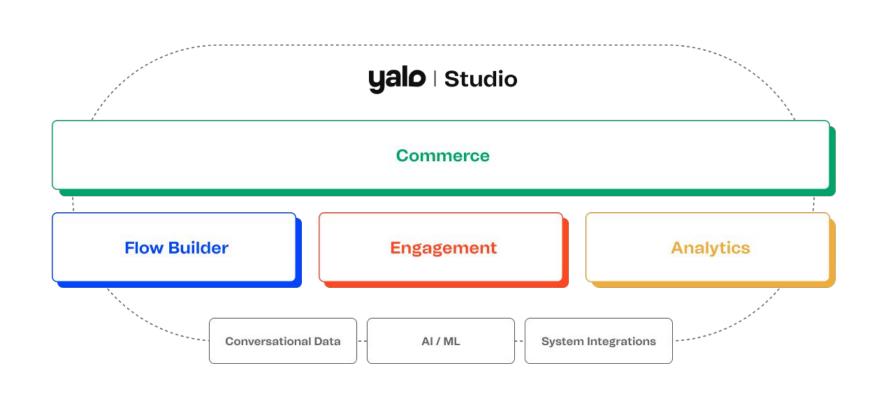
# Capabilities of our platform



#### The Yalo Conversational Commerce platform









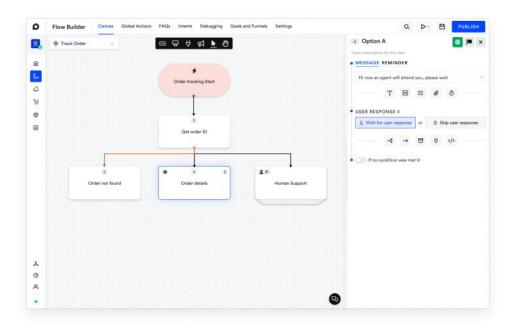


#### Flow Builder

# Build and automate customer journeys →

With Flow Builder, our customers can easily build and manage conversational commerce flows in WhatsApp and design the best experiences for your customers

- Self Service Canvas Flow
- Templates





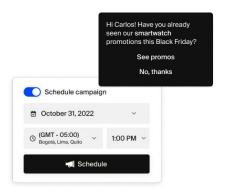
#### **Engagement Suite**

# Reach and engage customers on WhatsApp→

Thanks to Engagement, Yalo customers can send personalized, data-driven messages that customers actually want, on the channel where they already are and increase sales.

#### **Campaign Manager**

Easy campaign automation to run organized and planned marketing campaigns to targeted audiences.



#### Messaging templates

Conversational best practices packaged that maximize customer open rates and engagement





# yslo Studio

#### **Analytics**

# Grow sales with data driven insights →

Thanks to Analytics, Yalo customers can gain a holistic view of their customers and optimize engagement and sales with conversational analytics.

#### **Yalo Dashboards**

A self service easy to use platform to build and define end user buying experience.



#### **Conversational Analytics**

Summarizes overall channel performance and measures customers' engagement.

#### **B2B Specific Analytics**

Leverage on Yalo's proven practices and analyzes store adoption, ticket size, topline insurance, among others.

# ¡Gracias!

DON'T live life WITHOUT IT "