

RETAIL BANKING

Experience Led Banking

Personalized banking customer
experiences at scale



The 4 Building Blocks of Banking Customer Experience

Customer experience is more than just a buzzword - it's a battleground for financial institutions of all shapes and sizes. Disruptive digital start-ups and "super apps", that are masters of personalization, have moved into the retail banking space. They offer innovative, agile, personalized services and, in response, retail banks need to digitally transform to meet customer expectations.



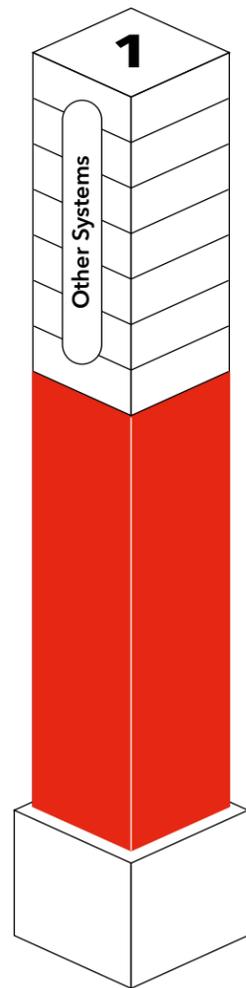
Systems of Record: Create an actionable experience profile that gives a holistic view of the banking consumer by bringing only the necessary data required for delivering omnichannel experiences.



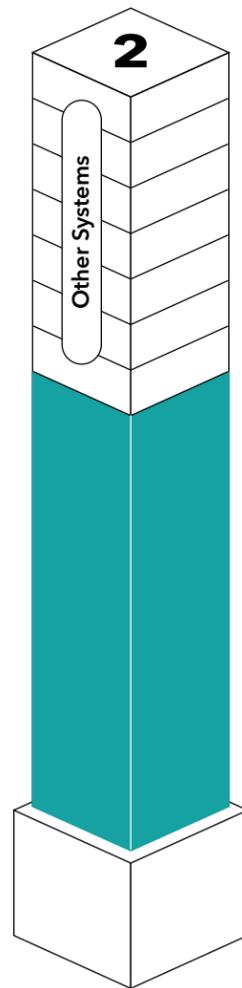
Systems of Intelligence: Build a System of Intelligence which gives you an understanding of who is buying what, as well as when and where.

Systems of Record

Systems of Intelligence



- Core Banking
- CRM & Loyalty
- Payments Systems
- Experience Database (xDB)



- Sitecore AI
- Optimization
- Analytics

Experience Data

Scale through Intelligence

How Sitecore Powers It All Up!

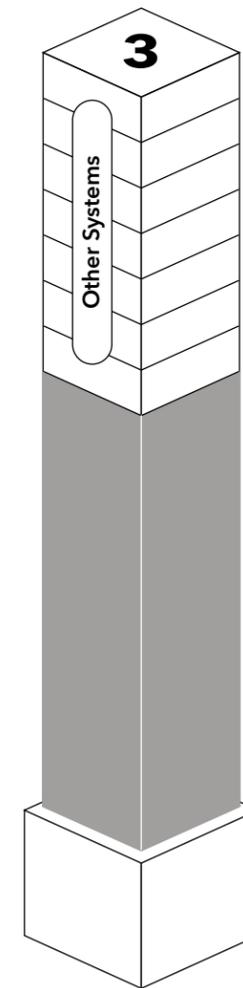
Sitecore brings all four components of a great customer experience together on one platform, allowing you to gather experience data and deliver personalized banking experiences to your customers.



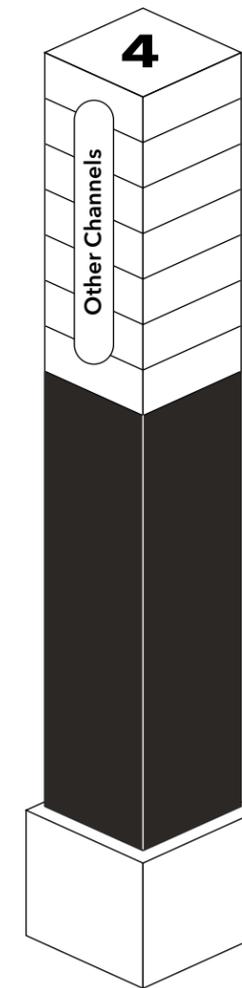
Systems of Engagement and Action: Determine how you deliver these memorable personalized experiences, powered by content, at speed to your customers to help them feel valued, understood, and pampered.

Deliver data driven, integrated omnichannel banking experiences that are driven by effectively managing customer information along with efficient sharing of content across the enterprise.

Systems of Engagement & Action



- Content Management
- Digital Asset Management
- Product Information Management
- Marketing Resource Management
- Content Marketing
- Commerce



- Web
- Mobile
- Social
- Branch
- Email
- Bots
- Wearables

Personalization

Omnichannel delivery



Discover more today

Find out more about how your organization can benefit.

Visit sitecore.com/solutions for more information.

ABOUT SITECORE

Sitecore is the global leader in experience management software that combines content management, commerce, and customer insights. The Sitecore Experience Cloud™ empowers marketers to deliver personalized content in real time and at scale across every channel—before, during, and after a sale. More than 5,200 brands—including American Express, Carnival Cruise Lines, Kimberly-Clark, and L’Oréal—have trusted Sitecore to deliver the personalized interactions that delight audiences, build loyalty, and drive revenue.



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