

How Business Texting Improves Customer Experience for Financial Institutions

Spurred by the ubiquity of smartphones and the seamless engagement already afforded by other e-commerce companies, consumer expectations of the customer experience provided by financial institutions are shifting rapidly.

[A recent Salesforce survey](#) found that 68% of consumers said the pandemic increased their expectations of a financial institution's digital capabilities. At the same time, customers also now expect a high degree of personalization: two-thirds expect their financial service provider to understand their unique needs, with over half (52%) expecting offers to always be personalized.

More troublesome, however, is that only 27% of consumers feel the financial services industry is customer-centric, a discouraging figure that also betrays a more sobering truth: clients expect a digitized, personalized customer experience at the exact time their financial institutions are struggling to provide it.

It stands to reason that a company can improve the customer experience by meeting clients where they already are – on their phones, via text – and talking to them in a way they want to be talked to, with personalized communications.

And as we'll see, blending personalized text messaging into an engagement strategy lays the foundations for a customer experience that builds trust and long-term loyalty.



Text messaging: providing the one-to-one experience

With open rates as high as 98% and conversions for interactive content reaching up to 70%, text messaging [far surpasses other marketing tools](#) like email, making it a crucial part of long-term engagement strategies.

And yet, despite the availability of business texting platforms, financial institutions are failing to leverage their advantages to bridge the critical divide between digital capabilities, customer communication, and a fantastic customer experience. For example, 98% of smartphone owners text regularly, yet [as little as only 14%](#) of businesses regularly use text messaging to communicate with their customers.

A business texting platform is specifically designed to personalize interactions and build targeted campaigns based on client lifecycle, all in a channel customers prefer. Engaging the customer with personalized communications at key touchpoints not just increases retention but improves their overall experience in a way that increases loyalty over time.

Benefits also manifest in-house, where pre-approved messaging templates ensure strict control over communications, allowing brand standards and regulatory compliance measures to always be maintained. This frees up advisors to spend more time on higher-value-added opportunities with better chances of success.





Building the bridge

As financial institutions face a new normal of consumer expectations, it is the perfect time to consider customer engagement platforms that leverage real-time, one-to-one text messaging.

To this end, here are 4 ways that financial institutions can use text messaging to personalize and streamline customer interactions and deliver the holistic, one-to-one experience customers now expect:



1

Provide a seamless onboarding experience for new clients

Cultivating healthy customer relationships is essential to financial institutions, and there is no stage in this process more important than customer onboarding, when first impressions matter most. Without an outstanding experience directly out of the gates, the customer will be long gone before you are even able to build that relationship.

Given its speed and adaptability, text messaging lets financial institutions deliver an onboarding experience that is not just efficient and scalable but also highly personalized. Whether sending a tailored welcome message to a potential customer or further documentation when a client purchases a new product, text messaging acts as the first responder for your customer experience strategy.

- **Benefits: improve NPS scores, increase acquisition efficiency**

2

Provide financial advice and enhance client engagement

After onboarding a client, financial service providers still need to maintain engagement, where reaching out to customers during the key stages of their lifecycle is critical. To do this, you need tools with versatility, and a business texting platform can apply a wide variety of CX tactics at different touchpoints of a customer journey.

For example, with simple and personalized text exchanges, financial institutions can: answer questions about their services and offerings; start a discussion about which products align with a customer's needs; set up portfolio reviews, follow-up calls, or in-branch appointments; offer support and advice before important annual deadlines (e.g. RRSP, taxes); or check in with a customer during significant financial events (e.g. purchasing a new home).

Efficient, targeted communication also means that campaigns created around the client lifecycle can continually open up sales opportunities that diversify and optimize revenue streams.

- **Benefits: improve customer engagement, increase cross-sell and up-sell opportunities**



Building the bridge

3

Improve operational efficiency and provide customer support

Today's hyper-connected clients demand efficient, real-time methods to resolve their concerns and service enquiries quickly. Failing to provide seamless support at the push of a button now competitively handicaps any business.

Traditional banking is not spared this expectation, especially as some of its legacy systems are failing to evolve: call centre volumes skyrocketed by **400% to 600%** during the pandemic, placing enormous pressure on a CX touchpoint that is already costly, understaffed and overworked – in other words, operationally inefficient.

When clients expect advice or support, text messaging platforms give financial institutions a quick, scalable, and efficient means to reach customers on their preferred channel. Knowing their concerns are being conveniently addressed creates a satisfying experience, so customers won't be looking elsewhere for answers - or for other financial services providers.

- **Benefits: increase customer satisfaction scores, reduce churn**



4

Amplify marketing activities

While the dispersal of traditional marketing through mass email and telephone campaigns is often inefficient, if not downright ineffective, an outreach strategy can be amplified by layering in one-to-one text messaging.

Business texting platforms leverage a wealth of customer data to tailor campaign messaging directly to a client and target a specific point in their journey, effectively supercharging a marketing strategy.

Whether sharing new product announcements to drive overall platform traffic or informing individual clients of new, personalized products, text messaging can widen or narrow the scope of your marketing campaigns, so they are always optimized for efficiency, executed at the perfect time, and poised to convert.

- **Benefits: increase effectiveness of campaigns, drive platform traffic**



Engaging the future

Business text messaging empowers financial institutions to implement a memorable and effective customer experience by engaging not just the customer, but also their expectations for personalized messages, reliable and efficient customer support, or information on the latest product offerings.

Leveraging customer data to personalize communications in a preferred channel - and across a spectrum of interactions, from offerings to advice, welcome notes to important documents - business texting has an inherent adaptability that lets financial institutions build a CX strategy to their own specific needs and goals.

Investing in customer engagement platforms is not just about investing in the efficiency and effectiveness of your marketing outreach. It is about investing in the relationship with your customer, one that needs the utmost attention in a changing environment where the customer experience is fast becoming your most important competitive edge.



Learn how Statflo's business texting platform can improve CX for financial institutions:
[Book a demo today.](#)

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