

RETAIL BANKS

INCREASE PROFITABILITY
FROM YOUR CUSTOMER'S
BANKING RELATIONSHIP

TAKE LOYALTY TO THE NEXT LEVEL



In the last few years, retail banks have been facing intense competition from new entrants (pure players, non-financial organisations such as supermarkets ...) proposing alternatives for every aspect of the retail banking business, which has led to a decreasing trust and confidence from their customers.

Retail banks now face multiple challenges including:

- **Decreasing overall profitability of customer relationship:** Customers now have the opportunity to choose and compare the different banking services on the market. This is why retail banks have to streamline their operations and must build cost-effective banking channels, to cross-sell and up sell more products and services, boosting profitable banking operations.
- **Declining value of Bank's perceived image:** Retail banks face harsh criticisms from customers and must prove that their expectations have been heard in terms of recognition and trust.
- **Lack of synergies between business units:** Many retail banks have business units operating in silos with little synergy and communication. They must attempt to enhance the synergies between those business units in order to ultimately increase awareness of all products and services.
- **Extending value proposition from existing loyalty programmes:** Retail banks with an existing card-based loyalty programme have an opportunity to bring more value and recognition to customers by adding new earning rules based on usage and commitment of customers to banking products and services beyond the card product.

How can these challenges be addressed?

Retail banks need to approach customer relationships by acknowledging that customers want more from their banking relationships. This can be achieved by:

- Rewarding customers based on their banking activities to encourage change in customer behaviour towards more profitable and relevant channels, products, services, operations
- Hooking customers with rewards on everyday banking operations
- Adapting rewards to various customer segments
- Breaking the silos between individual business units with shared campaigns while also letting each business unit run campaigns at their own pace
- Developing brand equity or change brand image with better recognition of targeted customers
- Up-selling / cross-selling of banking products & services.

How we can help Retail banks

Retail banks need to regain trust and confidence from their clients by providing them with relevant and valuable offerings, adapted to their needs. With flexible, modular and cost-efficient solutions, retail banks and their business units can set up and run bank wide loyalty programmes, increasing clients stickiness and engagement, ultimately fighting competition from traditional and pure players.

Welcome Real Time provides such a powerful and future-proof solution with rich earning capabilities, relevant rewards, and efficient redemption channels: the market-leading XLS solution.

XLS ranges of capabilities are designed to help retail banks address their challenges. Business units within the retail banks, individually or collectively will benefit from the following:

- **Customer account management:** Ability to aggregate all customer information into a loyalty wallet containing profile data, transactions, rewards and offers

- **Bank wide campaigns management:** Set of configurable rewarding campaigns triggered by banking operations related to usage of the bank's channels, products and services
- **Segmentation campaign management:** Ability to import, create and/or manage various dynamic customer attributes in order to create multiple customer segments to be targeted
- **Redemption portals:** Online redemption web portals providing multiple options for customers to redeem their points against globally or locally sourced goods, gifts and travel offers
- **Bank wide reporting:** Reporting capabilities providing each business unit within the bank with visual indicators and key metrics about the impact of the loyalty programmes and of the rewarding campaigns on customers' banking behaviour.

How you will benefit from working with Welcome Real Time

By working with Welcome Real Time, retail banks are able to:

- Provide their customers with more options for multi-channel earning and redemption
- Regain trust and confidence from their customers with relevant offers and communications
- Enhance the synergies between banking business units and ease synergy and communication between them
- Match various business units' needs in terms of objectives (money transfer, uptake of insurance ...) and segmentation (senior customers, online customers ...)

To find out more, please visit our website welcome-rt.com to download more brochures or contact us at marketing@welcome-rt.com

Why Welcome Real Time?

At Welcome Real Time we provide the banking and payment industry with payment based loyalty solutions, helping them run real-time loyalty marketing programmes that drive change in customer behaviour leading to improved customer satisfaction, retention and profitability.

Our unique knowledge of payment based loyalty and real-time earn & burn at point of sale combined with our understanding of best practice delivers a powerful insight into customer behaviour helping clients understand more about their customers resulting in better informed decisions and more successful marketing campaigns.

We have the flexibility to provide the business model best suited to you, from a managed service to an on-site solution, and we have developed and implemented our unique and award winning payment based solutions for the banking and payment industry across the 5 continents, for over 20 clients, reaching over 100 million customers and over 1 million merchants.

Our proven experience in stimulating customer engagement has helped our clients maximise both the number of active customers and the level of commitment – resulting in more loyalty and increased revenues.

Welcome Real Time is a Collinson Group company.

The Collinson Group is a global leader in influencing customer behaviour to drive revenue and add value for clients.

The group offers a unique blend of industry and sector specialists who together provide market-leading experience in delivering products and services across four core capabilities: Loyalty, Lifestyle Benefits, Insurance and Assistance.

Welcome Real Time is able to draw from this expertise in developing the most suitable products and services for our clients and enables us to be an agile and trusted partner.

Office locations

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