Customer Intelligence & Predictive Personalization: how to structure Customer Data to enable FinTech Investments?

Pauline Blanckaert Boarin, Sales Development

November 2017

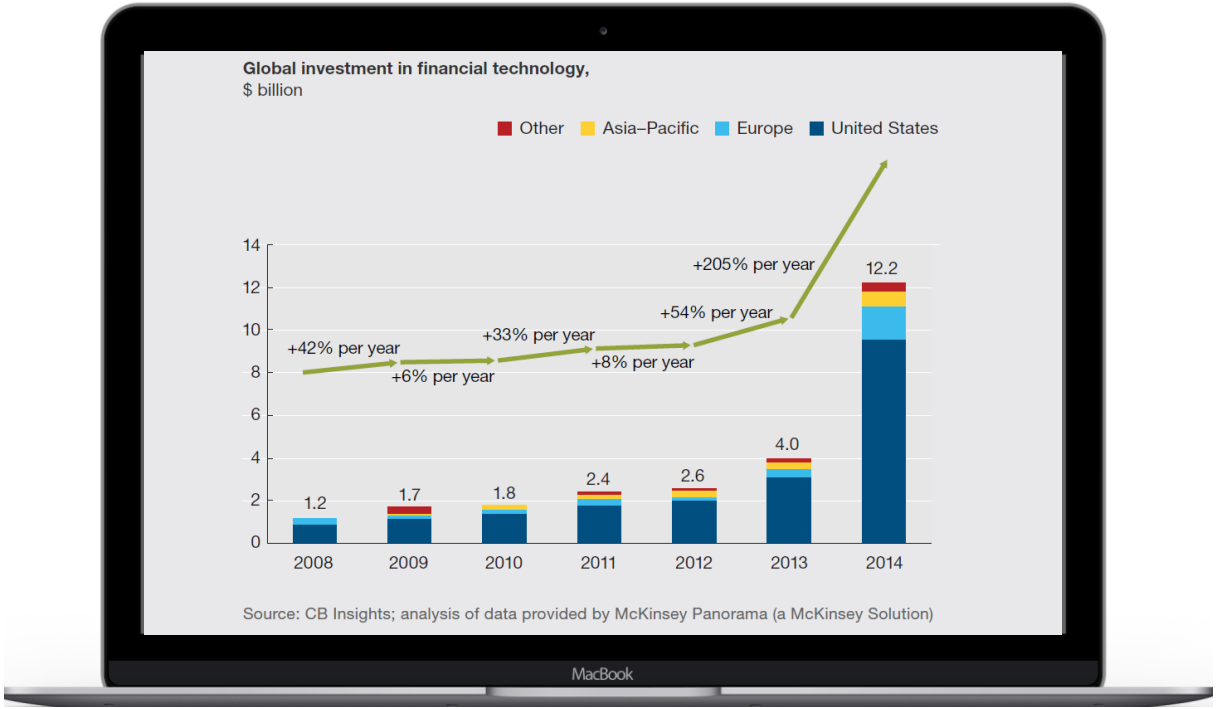
Baden

netcomm suisse ecommerce association

TINEXT

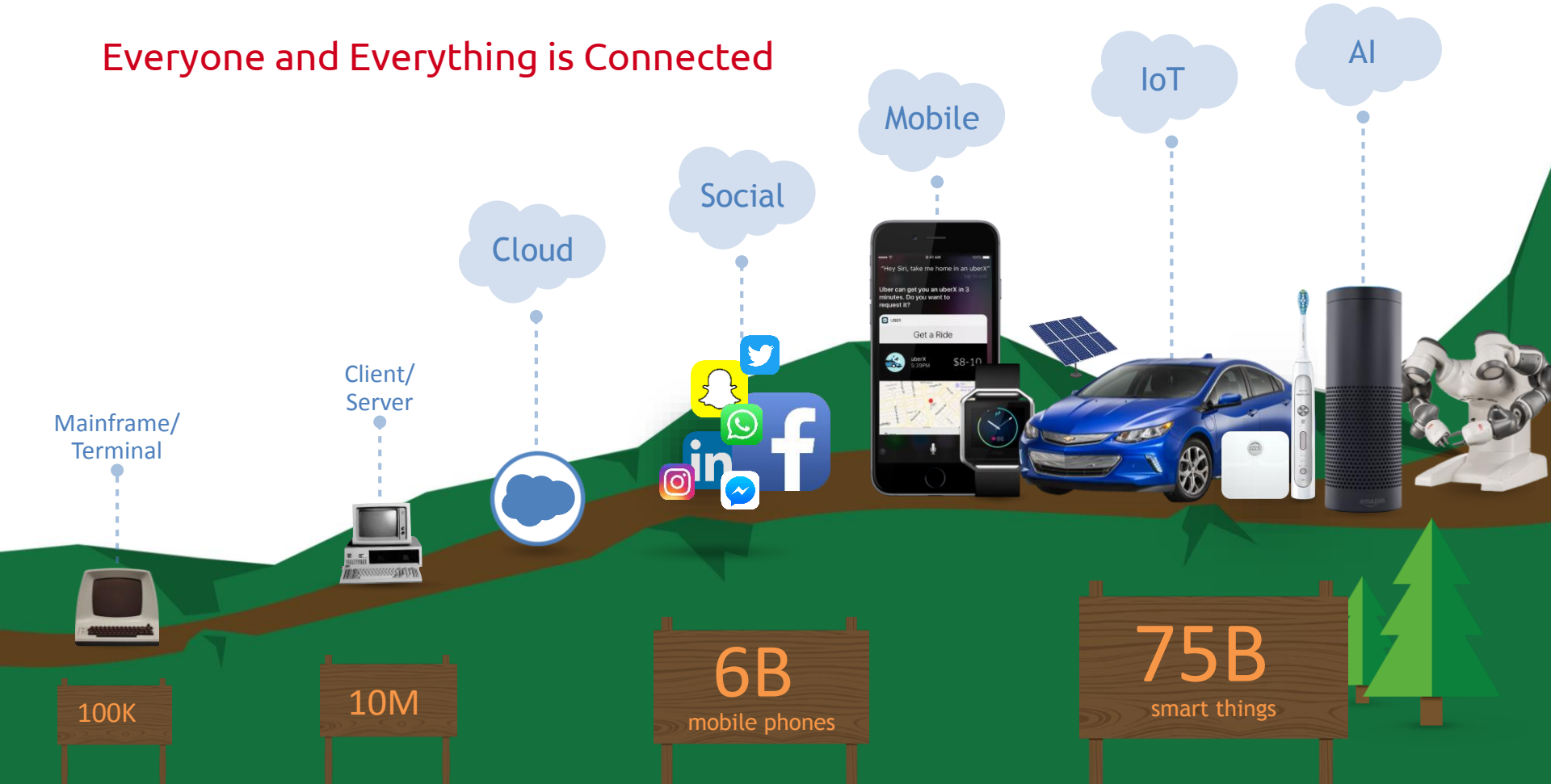
Customer Intelligence & Predictive Personalization

Accelerated venture-capital Investment in Financial Technology



A Wealth of Data

Everyone and Everything is Connected



Context mapping

The world has already being turned upside-down

From Company Centric,
Product Centric to…

Consumer Centric
Approach

What’s the situation like for FinTech companies?

Trust Gap

Industry Respect

Consumer Trust

Stricter Regulation

Innovation Gap

New standard in today’s Customer Expectation

Fast growing sector

Pressure for change

Changes in market conditions, new regulations

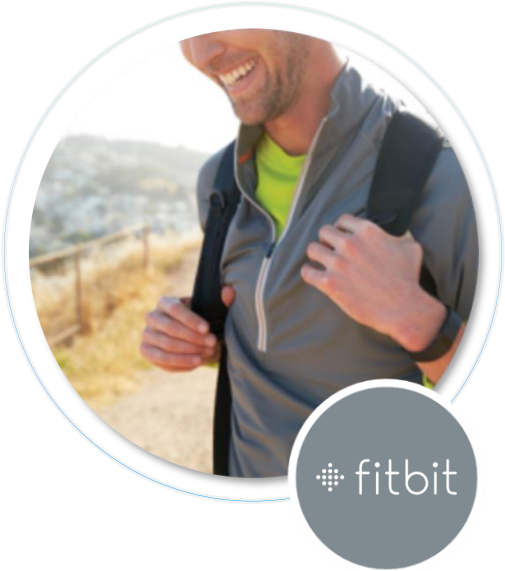
Shifts in consumer demands and behaviors

Increased demands from business

Burden of legacy

Data kept in siloes

Other industries have reset expectations



FinTech is driving Innovation

"Our ambition is to be a global disruptive financial services company"

Taavet Hinrikus & Kristo Käärmann
Founders & CEO
TransferWise

"We try to reimagine how a bank should work and we tried to build something that is like using Uber or Spotify"

Valentin Stalf
Founder & CEO
Number 26

"Hello bank! offers a fresh approach to banking aimed at all those who are living the mobile experience".

François Villeroy de Galhau,
COO BNP Paribas Group

Goldman Sachs

$4.7T in revenue for traditional financial services at risk of being displaced by new technology-enabled entrants*

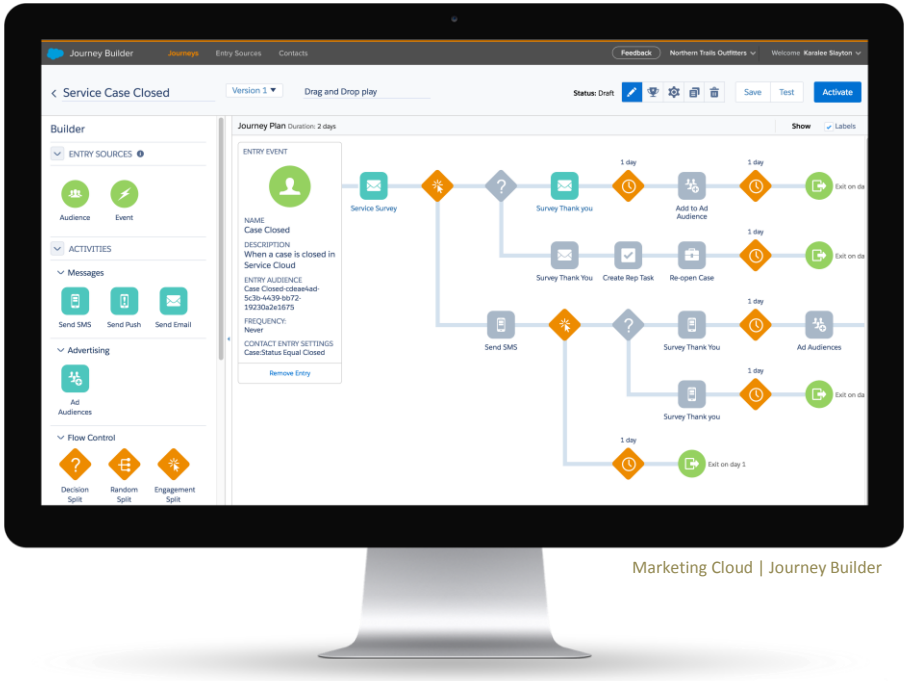
*http://www.businessinsider.com.au/wall-street-invests-in-fintech-startups-2015-3?r=US&IR=T

Cloud-Speed performance
Machine Learning
Innovation
Predictive Intelligence
Automation
Security

Customer Journey Management:

Build 1-to-1 Journeys

- Unify your Customer Data
- Create Predictive Journeys
- Drive Customer Acquisition
- Perform at Scale
- Infuse Trust



Marketing Cloud | Journey Builder

Salesforce powers 72% of Forbes' FinTech 50

Forbes

	ADDEPAR	adyen	affirm	ALGOMI	alphasense	AVANT	Betterment	Braintree	C2FO
chain.com	CircleUp	Credit Karma	digit	earnest	EQUITYZEN	estimize	FUNDBOX	fundera	FUNDRISE
HelloWallet	iex	KENSHO	LEARNVEST	Levelmoney	MONEY.NET	motifINVESTING	nav	PERSONAL CAPITAL	PLAID
PREMISE	PROSPER	Quantopian	R	ripple	riskalyze	robinhood	SIMPLE	SoFi	stripe
TransferWise	TrueAccord	trueEX	Vouch	wealthfront	worldremit	xapo	xignite	ZENEFITS	zestfinance

Driving Growth with Salesforce

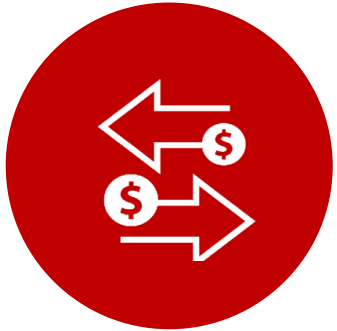
Customers of all sizes see results at every stage of the sales funnel

+38%

in prospect engagement

+37%

in campaign effectiveness



+34%

in marketing ROI

+34%

in sales revenue

Source: Salesforce Customer Relationship Survey conducted February 2015 – March 2015 on 460+ customers randomly selected

CITI
HSBC

Salesforce's Clients Who Are Experiencing Success

Fintech

Financial Services

Insurance

Asset Management

CEOs in Leading Banks Are Now Reacting

Financial Times: “Beyond Banking: Under Attack on All Sides”

“Silicon Valley is coming. There are 100s of startups with a lot of brains and money working on various alternatives to traditional banking.”

- Jamie Dimon, CEO

“Our customers are changing. Digital transformation is no longer an option – it is a must”

- Henri de Castries, CEO

Tinext is there to provide **skills, knowledge & technical support** to draft with you the most relevant Customer Journeys and **help you achieve your full digital potential**.

Come and Ask us.

TINEXT

Thanks for your attention

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