SUNDAY SKY

A TOP U.S. RETAIL BANK

Driving Digital Engagement and
Increasing Customer Satisfaction

A BANKING CASE STUDY

A large retail bank offers a wide variety of products and services to their credit card members, including standard banking transactions, credit cards, insurance, and investment products. But after the 2008 financial crisis, the bank experienced a sharp decline in overall customer satisfaction, and also learned that its customers were more empowered than before.

To reinvigorate its relationships with card members, the bank adopted a customer-centric approach by introducing:

- A new customer motto: "Know me, value me, make it easy for me, and protect me"
- A new core initiative: Always teach digital first
- A new understanding: Customers are serviced on the digital channels they prefer to use

SundaySky's video-powered experiences delivered at moments of consequence enable the bank to guide card members across their customer journeys. Delivering individualized videos to welcome new card members and provide education and guidance empowers the bank to assume a strategic approach during the onboarding process. For their part, card members are given the knowledge and resources to fully realize the benefits of their new financial products, and are motivated to use digital tools.

By utilizing video-powered experiences coinciding when new customers receive their credit cards, the bank successfully drove breakthrough outcomes in early digital adoption and increased customer understanding and satisfaction.
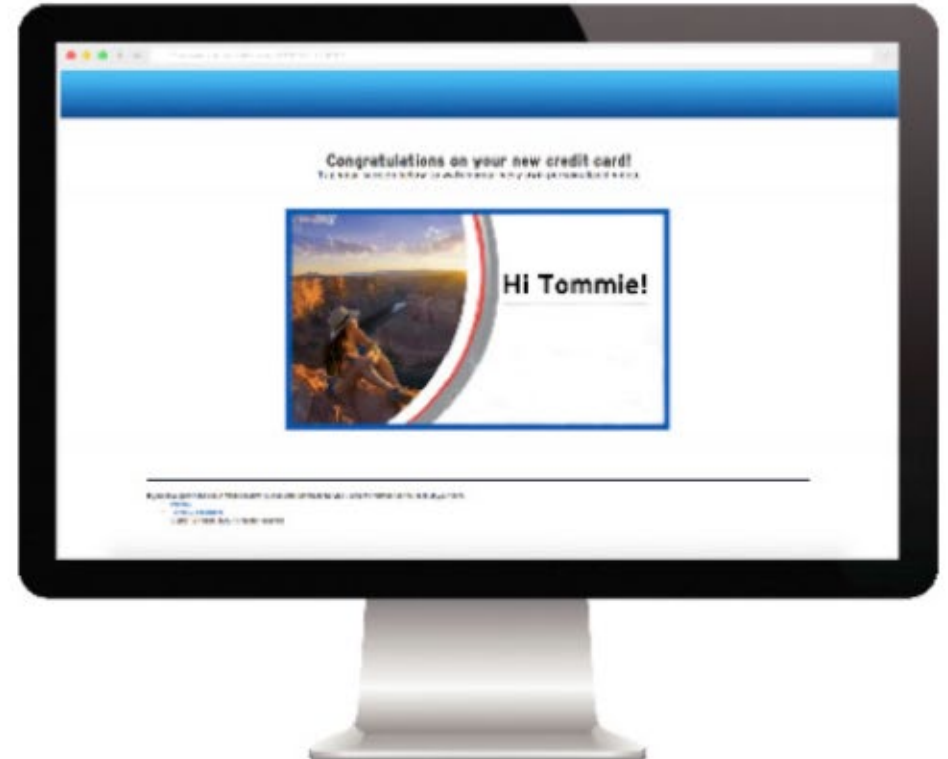
SOLUTION

Video-Powered Experiences Delivered at Moments of Frustration

The bank discovered that customers were often frustrated because they had difficulties understanding the terms, features, and benefits of their new credit card. The bank employed SundaySky's Video Experience Platform to help streamline the onboarding process and increase customer satisfaction.

By providing individualized videos to welcome new card members and provide essential information on their card's value, customers can immediately take advantage of its benefits, and are more likely to prefer that card above others.

Prompting Next-Best Actions

SundaySky's video-powered experiences put each customer at the center of his or her own story by presenting the relevant benefits and rewards, and prompting the next-best action for that specific individual.

Video-powered experiences help the bank fulfill its new customer-first focus, and create stronger relationships with its card members from the very first moment of choice.

SOLUTION

Below is a visual representation of the Video-Powered Experience Framework with the details of this specific program input. This modular approach is how SundaySky builds the strategy for each and every individualized video-powered experience. The first three modules, starting with Audience, dictate and inform which details are needed for the other three.

AUDIENCE

New card members who have recently received their new product.

CREATIVE

The video's look and feel matches one of 20 card products.

DATA

- Customer first name
- Card type
- Payment due date
- Credit limit and APR
- Card benefits and available rewards
- Digital tool(s) to be activated, based on customer's behavior

GOALS

- Drive adoption of digital tools
- Increase awareness of card value and benefits
- Increase card utilization and activity
- Increase customer satisfaction

REACH

Videos are delivered to new card members via an email, corresponding with the date their new card is expected to arrive in the mail.

STORY

Provide a thorough education on a specific card product so members are empowered to use it to its full potential.

INDIVIDUALIZED VIDEO EXPERIENCES PROMPT ACTION

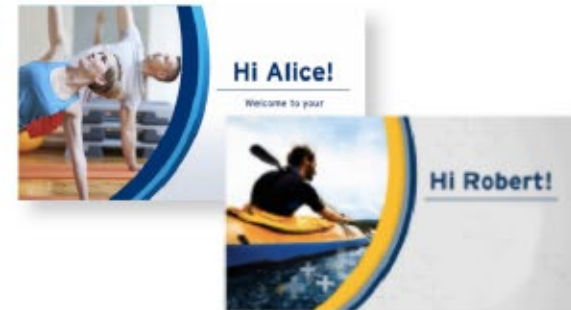## Unique data powers creation

Every customer's data determines the individualization of the video they are served. Each scene and creative treatment is included or excluded based on digital behavior, available customer data, card details, and benefits. The resulting video is individualized in both an overt and subtle way.

Always current with real-time generation

Each video is created in real-time, beginning at the moment the viewer clicks play. That means the video's content is always current. For example, a video for a high digital use customer will exclude reminders to enroll online, but include a next-best action prompt instead, like downloading the mobile app.
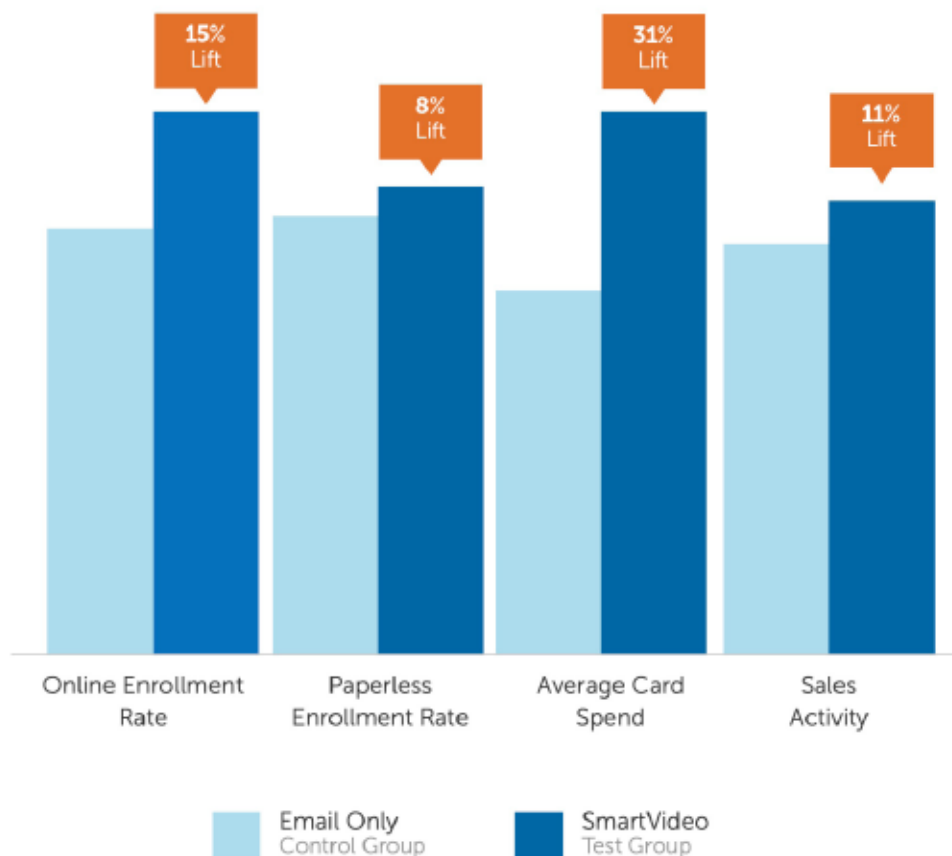
Individual relevance

The Video Experience Platform allows the bank to connect with its new card members in a highly relevant and relatable way that wasn't previously possible. This level of individualization means card members feel understood and valued, which drives the key desired actions of increased digital engagement, card utilization, and customer satisfaction.

RESULTS

LIFT IN DIGITAL ADOPTION AND SHARE OF WALLET

Bar chart legend:
- **Email Only** Control Group (light blue)
- **SmartVideo** Test Group (dark blue)

Categories: Online Enrollment Rate (15% Lift), Paperless Enrollment Rate (8% Lift), Average Card Spend (31% Lift), Sales Activity (11% Lift)

Established Digital Behavior Early

By delivering video-powered experiences at moments of choice and frustration throughout onboarding and the welcome process, the bank successfully drove higher adoption of digital tools.

15% Increase in account online enrollment rate

8% Increase in paperless enrollment rate

Educating card members on the benefits of adopting digital tools at important moments of consequence helps establish digital behavior early in the customer relationship, supporting the bank's customer-centric mantra to "make it easy" for card members.

Increased Share of Wallet

The bank saw higher card utilization among new members, demonstrating the customers' awareness of card value and benefits:

31% Increase in average card spend
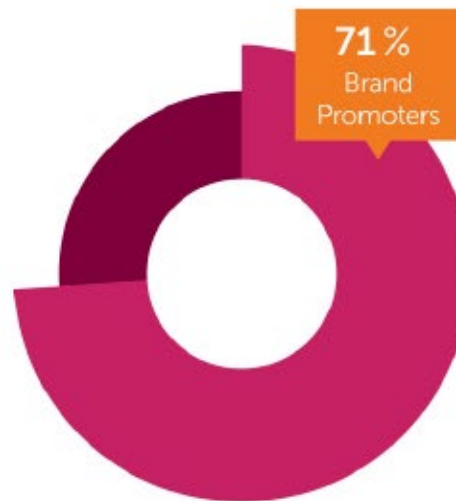
11% Increase in sales activity
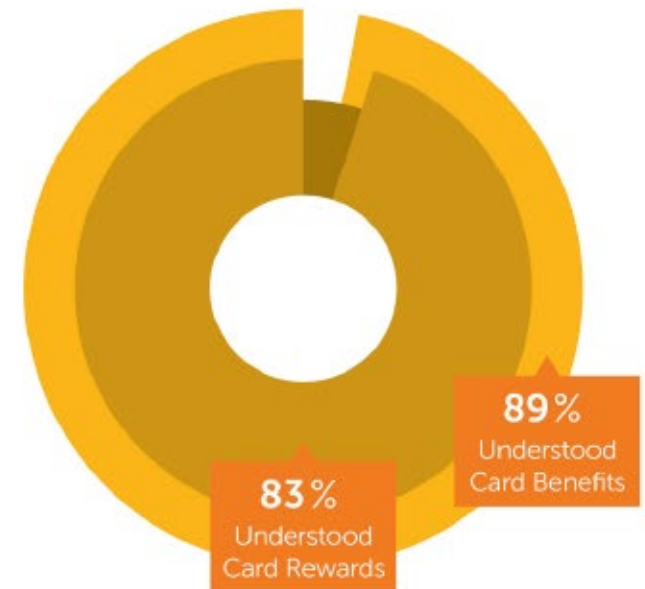
RESULTS

Improved Member Satisfaction

By providing education on the benefits and the value of using their new cards in sync with digital tools and services, the bank empowered its customers to utilize their products to the utmost. They were rewarded with greatly improved customer satisfaction.

10%
Lift

71%
Brand Promoters

89%
Understood Card Benefits

83%
Understood Card Rewards

NPS

The bank experienced a **10%** lift in Net Promoter Score (NPS)

71% of video viewers are brand promoters, and more likely to recommend the brand to a friend or colleague

After watching the video, **89%** of viewers better understood their card benefits and **83%** better understood how to earn and redeem their card-specific rewards

SUNDAYSKY

RESULTS

"I really felt welcomed and as if they cared about me as a new card member."

Anonymous Customer-A

"We now have a relationship. Using my name in the video brings me closer to the brand and makes me more likely to use the card more often."

Anonymous Customer-B

"The videos themselves have been a great asset to us, and I think we're excited to take them where they go and continue the storytelling. We're really pushing the envelope in the way we're interacting with our customers, and telling stories in a different way than any other medium."

former Vice President of Personalized Video, Customer and Digital Experience

"Was not expecting a customized video to be sent to welcome me to [the bank] and help me get the most of out of my Double Cash credit card. That was so nice! Thanks!"

Anonymous Customer-C

*Verbatim customer quotes, as captured by open-ended surveys from SmartVideo viewers.

ABOUT SUNDAYSKY

SundaySky is transforming customer experience for the world's most demanding brands, enabling them to deliver video-powered experiences that drive breakthrough outcomes at moments of consequence across customer journeys. With SundaySky's Video Experience Platform, brands generate millions of unique digital experiences annually that transform high-stakes moments of consumer frustration, confusion or indecision into moments of engagement that delight and inspire customers to action. Proven with companies like 1-800 Contacts, AT&T, Citi, Staples, UnitedHealthcare, Verizon, and many others, SundaySky's unparalleled platform and unmatched domain expertise equip brands to achieve step-change business results and quantifiable value from increased revenue, reduced costs, lower churn, and higher customer satisfaction.