

Make Banking Personal Again ?

6261 high street bank branches closed over the last 10 years

A 62% reduction in national coverage.

Customers didn't stop needing personal service - they just stopped queuing for it.

But implementing personalisation without proper preparation isn't innovation—it's a costly misstep.

How are some banks thriving in personalisation whilst others stall?

**MAKE BANKING
PERSONAL AGAIN**

Customer Expectations Are Skyrocketing

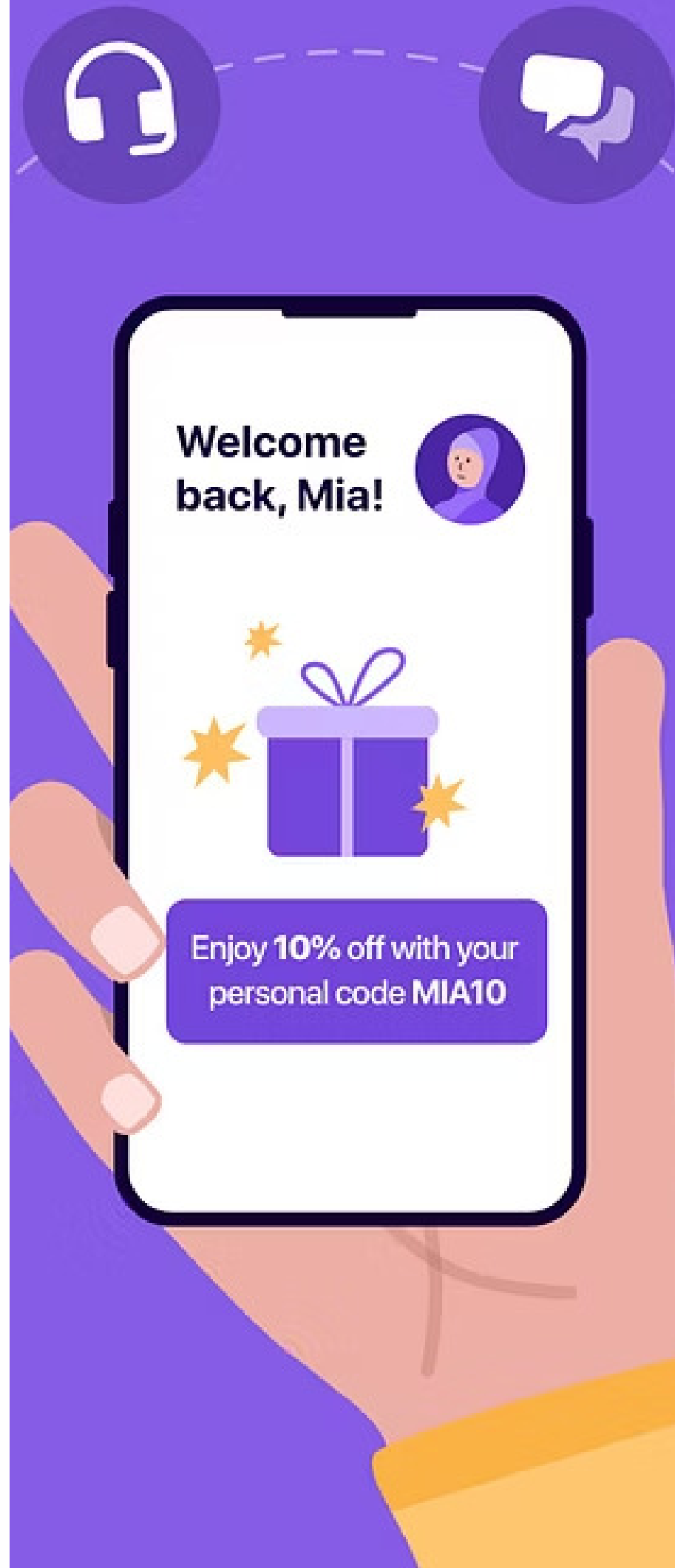
72%

of banking customers rate personalized experiences as highly important in their decision to remain with their financial institution

but only 34%

feel their primary bank adequately meets this expectation

This gap represents both a challenge and an opportunity for financial institutions.



The Growth of Personalisation in Finance



Business Priority

89% of marketing decision-makers consider Personalisation essential for their business's success over the next three years.



Market Expansion

The hyper-Personalisation market is projected to grow from \$18.49 billion in 2023 to \$42.14 billion by 2028, at a CAGR of 17.9%.



AI in Finance

The AI in Finance market is expected to grow from \$38.36 billion in 2024 to \$190.33 billion by 2030, at a CAGR of 30.6%.

SWIPE TO CONTINUE ----->>>>



The Temptation of Quick Wins

However, many banks, eager to meet rising customer expectations, rush into Personalisation initiatives.

Without a solid foundation, these efforts can often falter, leading to fragmented experiences and unmet goals.

This is about more than just building features. It's about building trust.

SWIPE TO CONTINUE ----->>>>

The Cost of Unpreparedness

70%

of digital transformation projects exceed their budgets

5x

longer for traditional banks than fintechs to roll out new
features

The lack of readiness can lead to delayed time-to-market,
increased operational costs, and diminished competitive
advantage.

SWIPE TO CONTINUE ----->>>>



Personalisation Readiness is not Optional—It's Essential

Personalisation should be viewed as a strategic capability, not a series of tactical initiatives.

Without aligning systems, data, processes, and people, Personalisation efforts are likely to fail.

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Common Pitfalls of Unprepared Personalisation Efforts in Finance

Fragmented Systems

Disconnected platforms lead to inconsistent customer experiences.

Data Silos

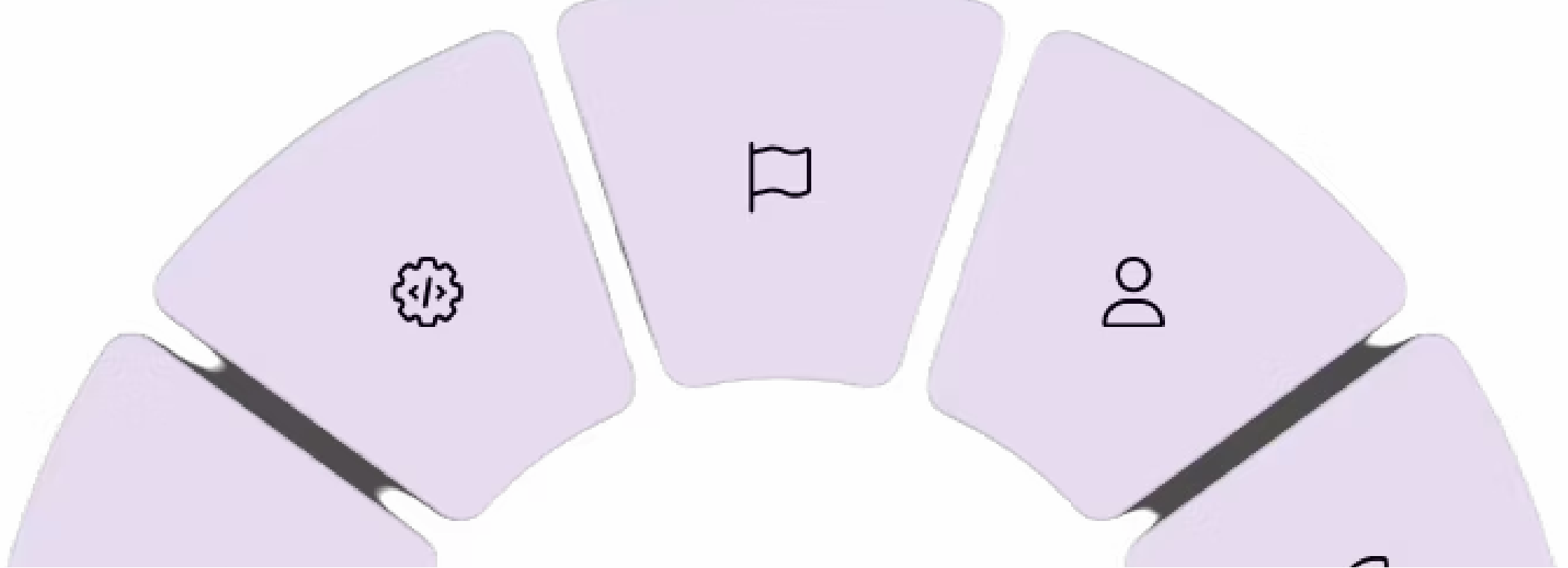
Inaccessible or poor-quality data hampers personalized interactions.

Lack of Clear Metrics

Without defined KPIs, it's challenging to measure success or ROI.

Insufficient Stakeholder Buy-In

Without organizational support, initiatives lack momentum.



The BSHURE Framework for optimising Personalisation

How financial services are achieving 40% improvement in conversion rates

Optimising Personalisation in finance requires ensuring your organisations readiness. Adopting the BSHURE framework for personalisation is a proven place to start with a 40% improvement in conversion rates for targeted product offerings.

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BSHURE

B — Buy-in

Secure Commitment from Key Stakeholders

In financial institutions, personalisation success starts at the top.



Align leadership, risk, compliance, marketing, and technology teams.



Build a strong business case showing the ROI of personalisation.



Turn passive support into active sponsorship to drive momentum.

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S — Set Up

Establish Governance and Success Metrics

Without structure, personalisation stalls.



Create a cross-functional personalisation steering committee.



Define clear KPIs: customer engagement, retention rates, and financial impact.



Build compliance frameworks upfront to align with regulations like GDPR and FCA standards.

H — How to Start

Audit Architecture and Data Foundations

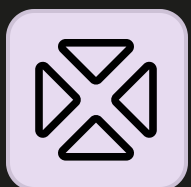
You can't personalise what you can't see or connect.



Conduct a full review of current tech stacks, data flows, and customer touchpoints.



Identify gaps in real-time data capture and cross-channel integration.



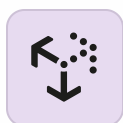
Prioritise quick wins that build towards a scalable personalisation platform.



R — Resources

Strategically Allocate Technology, Talent, and Budget

Great intentions without the right tools and teams go nowhere.



Invest in lightweight, flexible personalisation platforms.



Upskill teams in customer data analysis, journey orchestration, and experimentation.



Align budgets with personalisation maturity milestones — not just project phases.

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E — Execute

Move from Strategy to Action with Accountability

Execution is where readiness becomes results.



Launch pilot use cases

Prove value early



Track progress

Real-time dashboards



Set up feedback loops

Adapt, scale, optimise

Finance Sector Businesses Succeeding with Personalisation Readiness



Huntington Bank

Delivers over 14 million personalized insights monthly, maintaining a 4.7/5 customer satisfaction rating.



Bank of Hawaii

Leverages data-driven insights to provide actionable financial guidance, enhancing customer trust.



Synovus

Tailors communication styles to individual preferences, resulting in a 20% engagement rate and higher customer satisfaction.

Personalisation Optimisation is Your Competitive Advantage

The message is clear: personalisation is no longer optional—it's a strategic imperative.



Customers expect more



The market is growing fast



The cost of delay is high

The banks that win are not just those who personalise—but those who are optimise their ability to deliver remarkable customer experiences that drive loyalty.

With the right foundation, you can recreate the trust, relevance, and service customers once found on the high street—only now, delivered through every digital channel they use.

Personalisation isn't the finish line. Readiness is where it begins.

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The Openbox Guide to Digital Personalisation Readiness in Financial Services

Financial institutions face mounting pressure to deliver personalised digital experiences as customer expectations rise and competition from agile fin-techs intensifies. This case study examines the critical challenges and strategic imperatives for successful personalisation in banking and financial services.

Drawing on evidence from multiple transformation projects, including implementations at leading UK institutions like Virgin Money, Lloyds of London, Barclays, and Tesco Bank, we identify key approaches that deliver measurable improvements in customer engagement, operational efficiency, and competitive positioning.

openbox



Download the Framework

Gain Access to the Exact Framework used to deliver Personalisation for Banks and Insurance companies that is Solely Responsible for Generating a 40% improvement in conversion rates for targeted product offerings.

Don't let unpreparedness derail your Personalisation efforts.



Download the Framework:

Link in Description

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digital experiences that drive results

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