

Financial institutions: How to build your customer experience with trusted data

As a financial institution, you are responsible for your customers' livelihood—their savings, finances, and loans. Your customers' experience needs to be carefully constructed to gain their trust and loyalty, and in return, you invest in them and provide security.

Amplifying your customer experience takes your whole team—from marketers to customer reps to compliance managers—and trustworthy consumer insights to securely collaborate and make customer-forward decisions.

Build your customer experience from the ground up to make sure your customers feel safe at home with your brand.

Build a data-driven foundation.

Make sure your operation has a foundation of accurate customer data to drive decision-making. The opportunities are endless when you have a holistic view of your customers who signed up for a bank account and applied for loans; especially when your team knows how to effectively use the insights. Check these boxes when implementing data quality management into your organization:

- Get the support of your executives and team to lead and implement a data quality management program.
- Deep-clean your data by consolidating your databases, then validate and standardize that data.
- Embed user-friendly data quality tools into your tech stack that automatically monitors your data and provides shareable, secure workflows for cross-departmental collaboration.
- Implement standard data quality management practices, like monthly accuracy checks, to ensure all users are understanding and using data consistently and properly.
- Train your team on data literacy and data skills. Now, they have the tools to start constructing your business's customer experience.



Construct your customer experience.

Once your organization is equipped with accurate customer insights, you are ready to **build your customer experience initiative**. Start by building out your business plan:

- Determine what parts of your customer experience need maintenance.** Think: Is it your online banking platform? Is it a consistent user experience across all digital platforms?
- Add data quality checks into your online platforms** so when you collect customer contact data through account sign-ups or transactions, you are confident your data is always accurate.
- Connect with your customers at those most consumable touchpoints** while collecting deeper consumer insights. Do your customers engage more online, email, over the phone, or in person?



Maintain a personalized, unique customer experience.

To maintain your customer experience, **make sure you are constantly working toward a data-driven culture and analyzing how your customers are engaging with you.** These insights will drive further operational excellence, innovation, and bottom-line growth.



Customer experience is a top priority for financial institutions. Get a head start by validating your customer data today.

Get started

