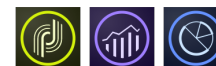




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**1:1 Customer
Relationships**

National Australia Bank (NAB) launches customer-centric vision for engagement that delivers sales and savings.

Challenges

- Create customer-centric experiences that anticipate what they want, regardless of channel
- Leverage audience data to develop a 1:1 relationship with clients
- Integrate data and campaign management solutions to streamline marketing
- Save marketing costs, both directly and indirectly

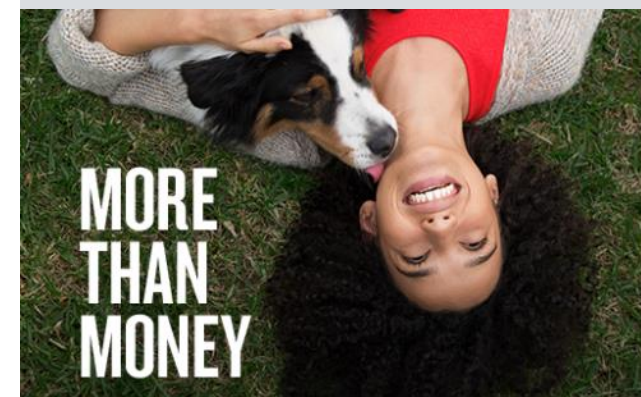
Key Results

- Achieved 25% uplift in customer engagement with personalized experiences
- Increased lead quality, winning 20% more sales opportunities
- Accelerated time-to-market for new campaigns from 2 weeks to 48 hours
- Grew digital communications by 8 times, connecting with more customers in a single quarter than the entire previous year
- Saved an estimated \$2.2M over two years by eliminating third-party fees and up to \$2M per year in telco charges for SMS messaging, PBOP, and call center authentication



BizTech's ability to problem solve and work in a large organization whose needs change daily. By providing forward-thinking approach in software deployment, they understand the vision of customer communication and the vision of the bank to deploy a customer experience.

Lisa Marchant
Head of Data Activation, NAB


[2019 Adobe Summit Talk](#)