



Breakout | 1:1 Customer Engagement

Community Forum

How NatWest creates significant
Customer Lifetime Value with Hyper-
personalized Messaging





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Group

How NatWest creates significant Customer Lifetime Value with Hyper-personalised Messaging

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Introduction to NatWest

Our Decisioning Journey

Data driven: past, present and future





NatWest Group





A traditional bank, founded in 1720s; almost 300 years old

Formerly known as The Royal Bank of Scotland Group

19 million customers

Main business lines of personal banking, small business banking, and commercial and private wealth customers

Our priorities

- Supporting customers at every stage of their lives
- Simple to deal with
- Powered by innovation and partnerships
- Sharpened capital allocation

We champion potential, helping people, families, and businesses to thrive

Key growth area:

Delivering personalised solutions throughout customers' lifecycles - every customer is an individual



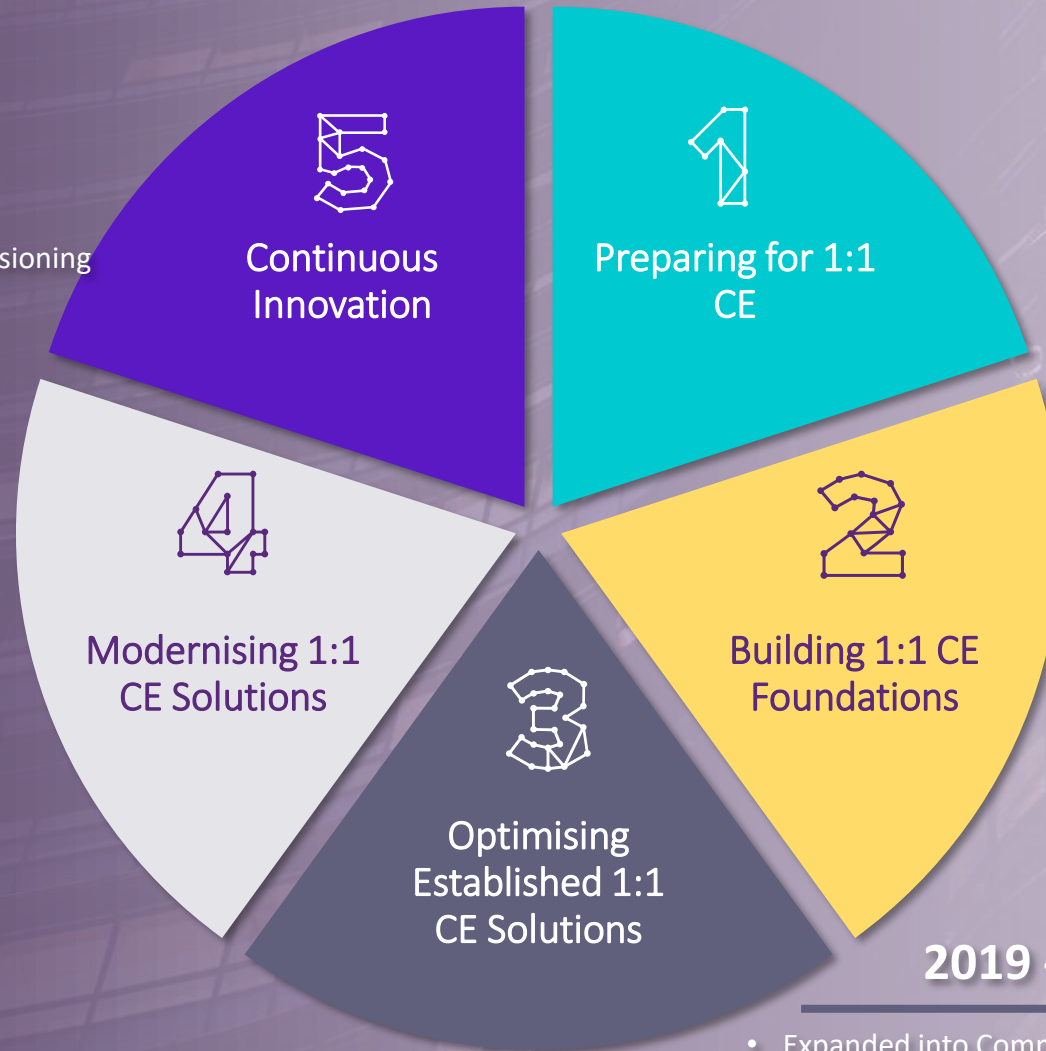
The Customer Decisioning Lifecycle

What's next

- Customer experience
- Pega Cloud
- One bank data capability
- Adoption of additional Pega decisioning features

2021 - now

- Adopted NBA-Designer framework
- Adopted 1:1 operations manager
- Expanded our use of data streaming capability



2015

- Built the platform
- Started to source the data required
- Adopted an accelerator framework for decisioning data

2016 - 2018

- Connected the first channels for Retail banking
- Built up our new batch Pega data store
- Used data loads for event and model data

2019 - 2021

- Expanded into Commercial & Wealth
- Added more customer touch points
- Built new data streaming capability

Always on Pega Customer Decision Hub



Using
1:1
Operations Manager

3 Customer
Franchises

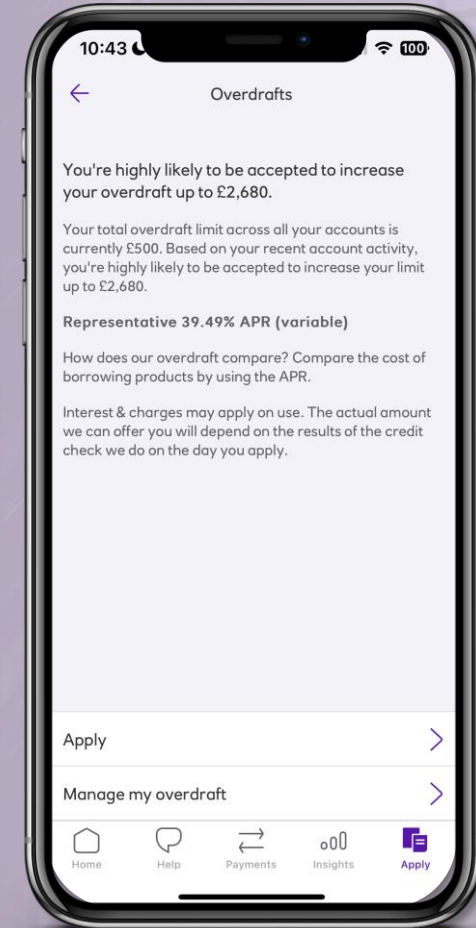
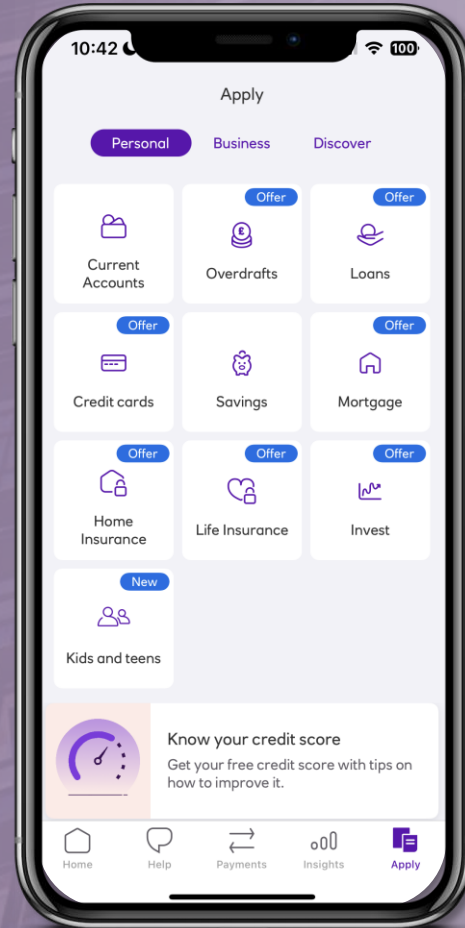
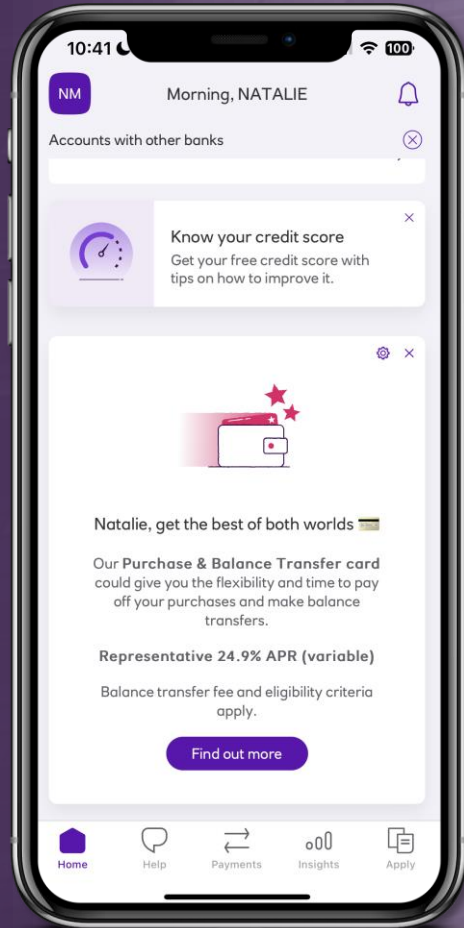
>4,500
NBAs for
19m Customers

36
Customer
touchpoints

3.6 billion
interactions
annually



What our customer sees





Driven By Data.

**+1000
data attributes**

Personal - Product holdings - Transactions -
Contact - Portfolio - Channel

**Data
sourcing**

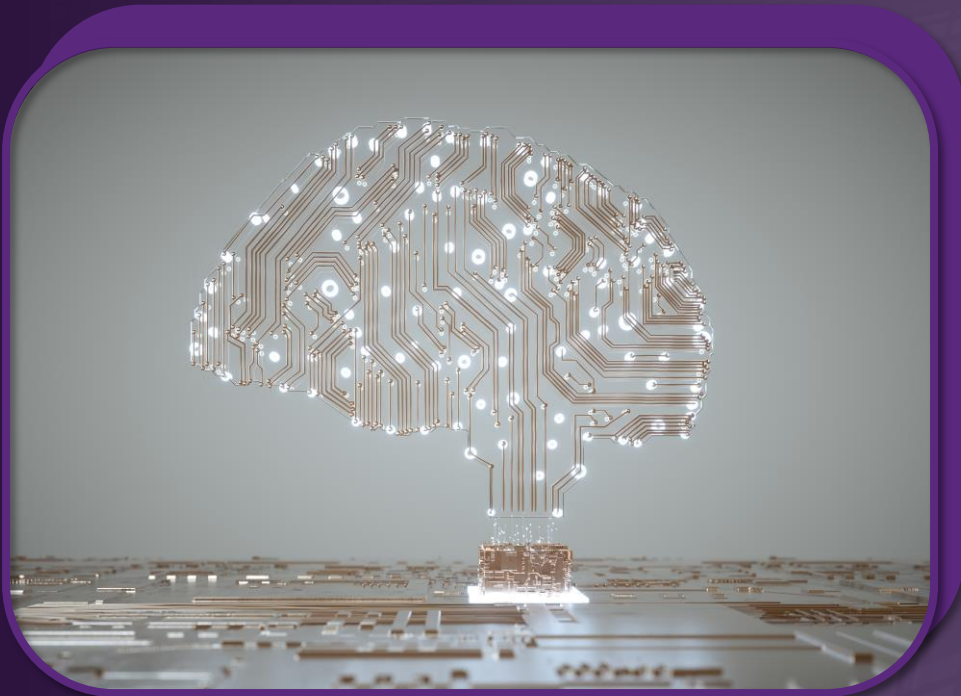
Automated batch
Semi-automated data loads
Real time data

**Power
of Pega**

Interaction history
Adaptive & predictive models

**Getting smarter
with data**

Insights
Customer Data Platform





Data Is Evolving.

Existing Data Estate

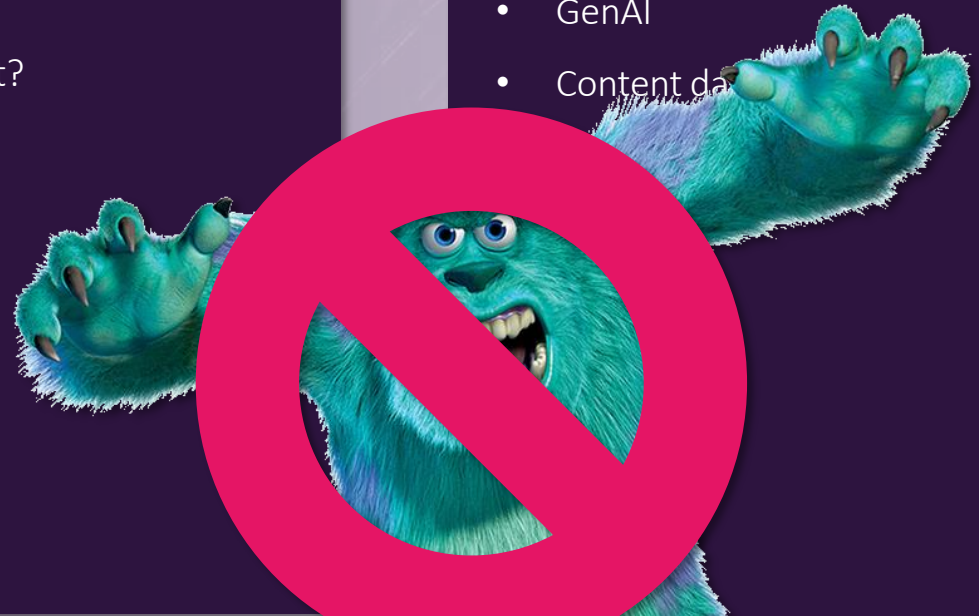
- Robust data architecture
- 3 core data sourcing mechanisms
- Principle of reuse
- Flexible options for data sourcing
- Proactive platform monitoring
- Alignment with NatWest data strategy
- At most data is 2 days old

New Data

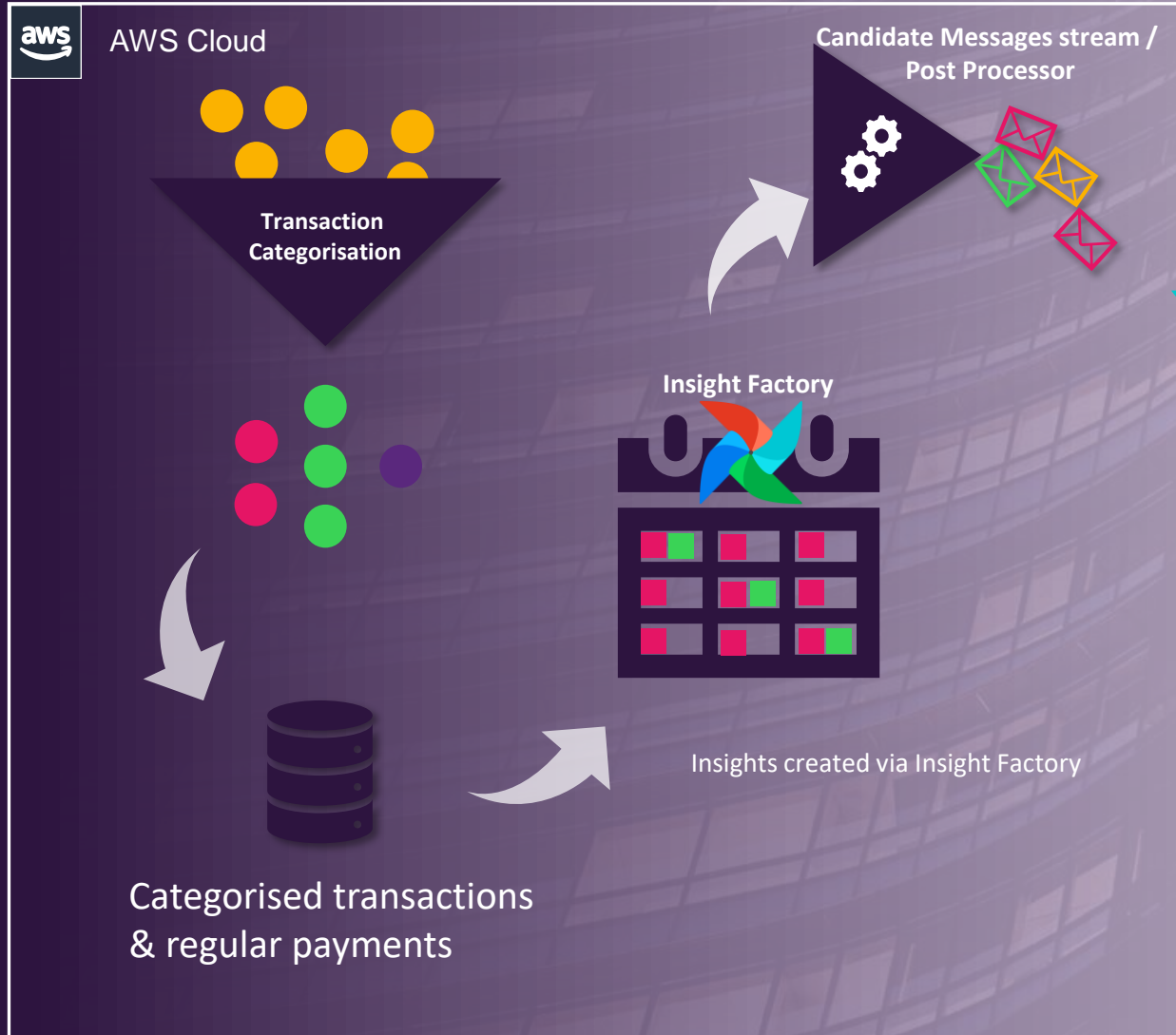
- Always seek clear requirements
- Do we already have the data?
- Can we get it via the existing estate?
- Impact assessment on sourcing solution
- Can we stream it?

Future Data

- Explore new data technologies
- Explore new features and capabilities within Pega
- Data models
- GenAI
- Content da



Creating customer insights to drive customer engagement and promote financial wellbeing



Customer Decisioning at NatWest



PEGA Customer Decision Hub



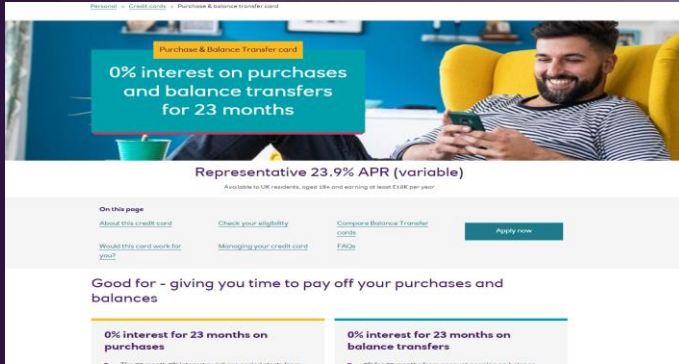
Multi media subscriptions

Purpose of campaign
Increase customers financial capability by reminding them to cancel any media packages they don't use, ensuring they aren't paying more than they need to.

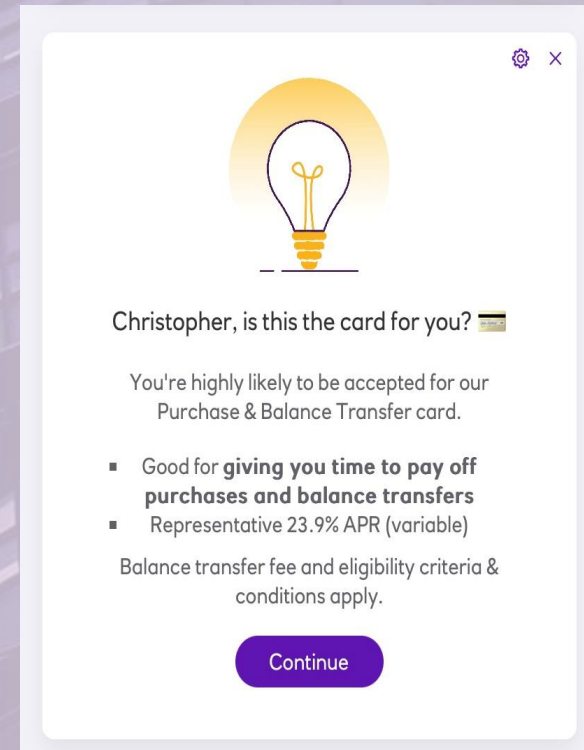
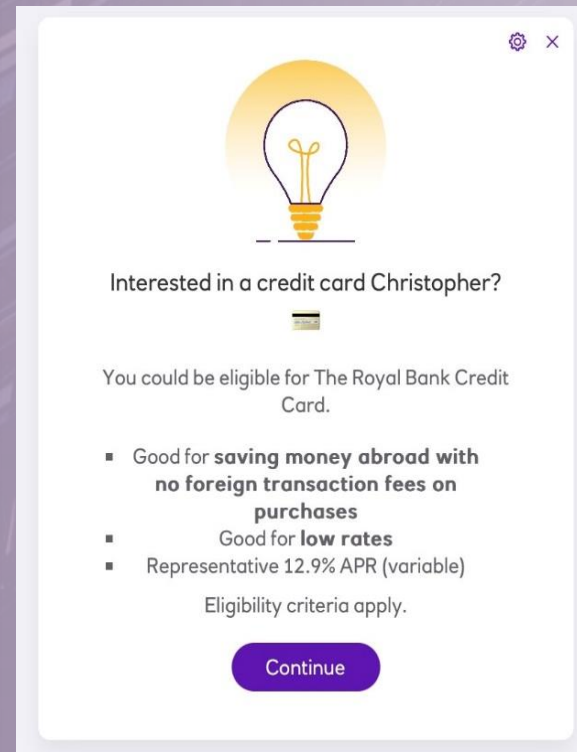
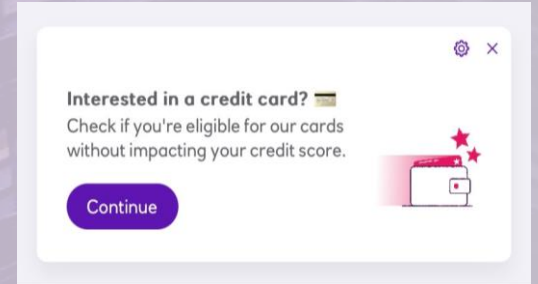
Customer benefit
Average saving of £132 per customer who interacts with the prompt and re-evaluated their subscription payment.

Customer Touchpoint

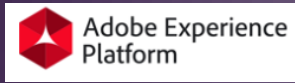
Connecting with customers at the right time using event triggers from our customer data platform



We decide whether to connect with the customer via a real time notification or wait, engaging with them at a later date either when they interact with us or via a scheduled campaign



Customer activity on website captured as event by Adobe experience platform



PEGA Customer Decision Hub

Event streamed to Pega

Real time streaming



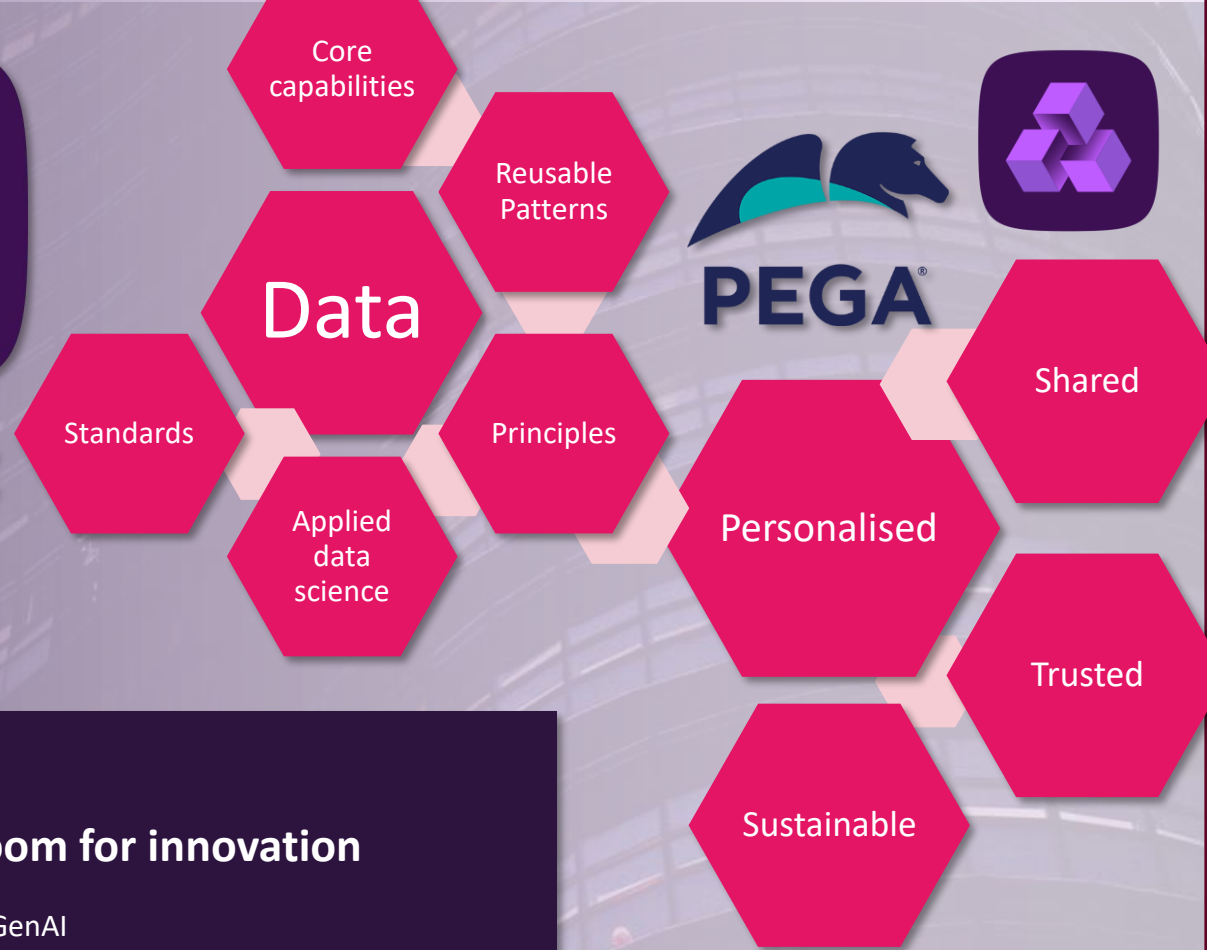
Customer Decisioning at NatWest



The future is exciting!



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Target state



- Pega Cloud
- Reduced complexity
- Improved availability
- Reduced risk
- Improved cost efficiency
- Federated data

Room for innovation



- GenAI
- Accessible stores, removing the need to copy data
- Natural language learning
- Next gen database technologies
- Real time data for real time decisions





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THANKS