



PegaWorldiNspire

NatWest: Creating Significant Customer Lifetime Value with Hyper-Personalized Messaging

Fiona Kirk
Head of Customer Decisioning, NatWest



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NatWest

- Head of Customer Decisioning
- 25 years of data and analytics experience in UK Financial Services
- Currently responsible at NatWest for delivering data-led omnichannel customer communication
- My teams leverage data, advanced analytics, and AI to deliver real-time next best actions
- Here to relay the next chapter of NatWest's journey to customer-centricity powered by data and analytics



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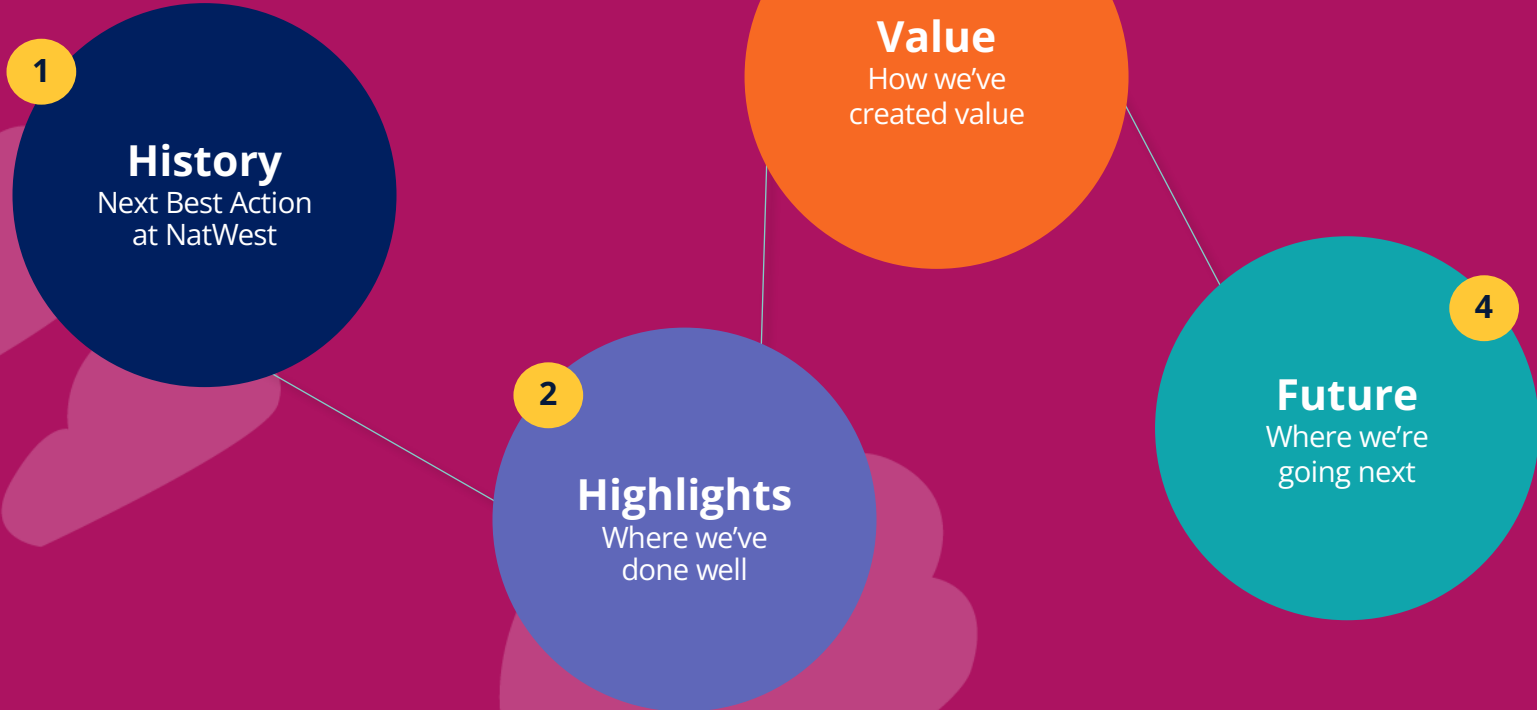
NatWest – Who Are We?

- Founded in 1724; 299 years ago
- Formerly known as The Royal Bank of Scotland Group
- Subsidiaries include Coutts, Ulster Bank, RBS International
- Big four UK banks
- 17 million customers
- Main business lines of personal banking, small business banking, and commercial and private wealth customers



Today's Conversation

NatWest at PegaWorld 2023



Why Invest in Real-Time Decisioning?

NatWest and Pega Working Together

Before

Product-First	Starts by selecting a product to communicate about
Offer	Uses messages designed to sell products and services to customers
Segment	Assign customers into groups based on similar attributes and behaviors
Batch	Delivers an offer to a group of customers, when the business is ready
Rules-Based	Relies on deterministic business rules to eliminate targets from the campaign audience
Channel-Specific	Utilize independent logic and strategies, optimizing for channel-specific KPI



After

Customer-First	Starts by selecting a customer to communicate with
Actions	Uses messages designed to solve problems ; like sales, service, retention, and nurture
One-To-One	Personalizes CX around the needs of a single individual
Real-Time	Delivers an action to a single individual, when that person is ready
AI-Driven	Uses adaptive models to pick the most relevant actions and treatments
Omnichannel	One voice unifies strategies across entire CX, optimized for all high-level KPI

Always On Brain

Unifying 3 Franchises, 33 Channels, 3,500 Next Best Actions for 17m Customers



Next Best Action

Pega's Definition





- The ability to **pivot instantly** from selling, to serving, to retaining
- The ability, in real time, to leverage digital and assisted channel behaviors
- The ability to process 100's of models when making a single decision
- The ability to make an AI-powered customer decision in < 200 milliseconds
- The ability to deliver 100 million+ decisions / day across channels



Product-Focused

Offers	Product A	Product B	Product C	Product D
Bob			✓	
Jennifer				
Mary			✓	
Miranda			✓	
Emily				

Engagement-Focused

Actions	 Sell	 Serve	 Retain	 Nurture
Bob				
Jennifer				
Mary				
Miranda			✓	
Emily				

Customer Action Library

All Our Conversations In One Place

Representation Of Use-Cases

Acquisition <i>Converting New Customers</i>	Cross-Sell <i>Expanding Current Relationships</i>	Service <i>Supporting Daily Customer Needs</i>	Retention <i>Keeping Valuable Customers Profitably</i>	Nurture <i>Keeping The Brand Top of Mind</i>	Resilience <i>Safeguarding Their Financial State</i>
Student Checking Account	Upgrade To Premium Checking	Enroll In Auto-Pay	Waive Annual Fee	Download The Mobile Application	How To Make Pay Arrangements
Earn 5% the First Year	Go Next Level With The Black Card	Get Real-Time Travel Alerts	Automatic Cash-Back Match	Free Personal Finance Class Available	You Qualify For a Payment Holiday
Platinum Rewards Card	First Time Buyer Mortgage	Update Account Information	\$100 Travel Credit	Customer Anniversary	Utility Bill Assistance
Earn 100,000 Miles Today	Upgrade to 1 st Class Now	Make Your Payments Online	Earn 60,000 Bonus Miles	Chat With Investment Team	Booking a Bereavement Fair
Home Equity Loan	Mortgage Calculator	Are You Covered? Check in Seconds	Get Your No-Cost Flu Shot Today	Happy Birthday	How To Submit An Appeal

The AI Brain

And What Goes Into A Next Best Action



Customer action library

Engagement policies

Constraints

Arbitration (AI)

The next best action(s)

The right message, paired with the right treatment, delivered at the best time, in the preferred channel



Web



In-person



Chat



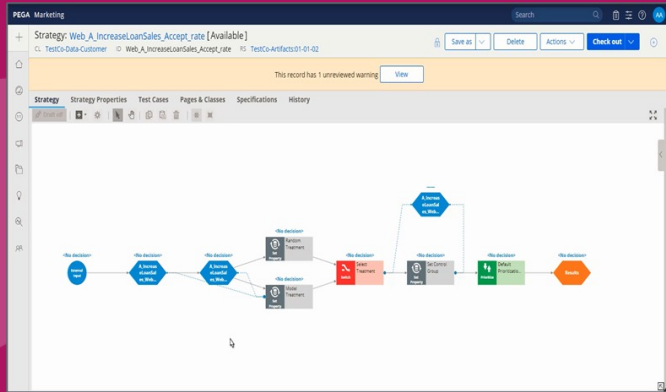
Mobile



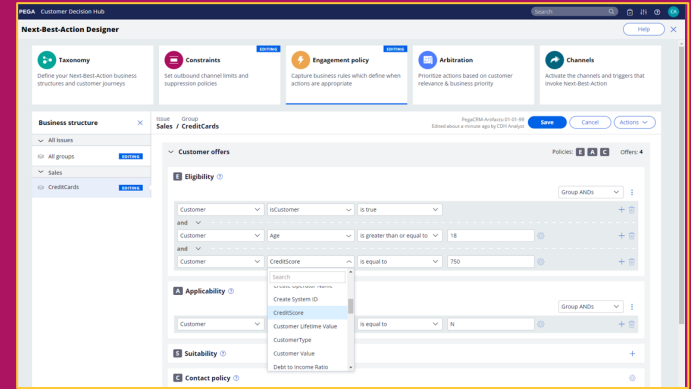
Email

Modernization at NatWest

Increasing Revenue, Reducing Risk, Leveraging New Features, And Streamlining Future Updates



Heavily customized strategy framework based off initial implementation



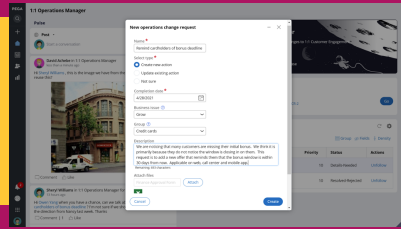
Leverage new out-of-the box features and client-learned best practices

Results Of Modernized Decisioning

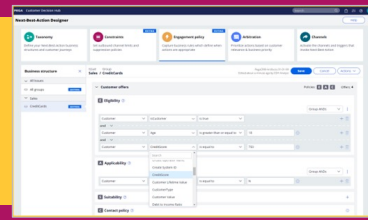
Four Key Objectives



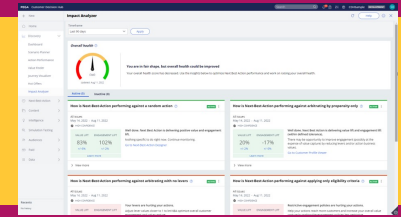
Make it easier
to train and
onboard new
decisioning skills



Make it faster
to build and
launch new
Next Best Actions



Deliver faster and
easier to upgrade
Pega Customer
Decision Hub



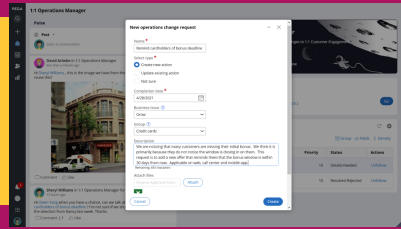
Leverage the new
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best practices

Roadmap For Decisioning

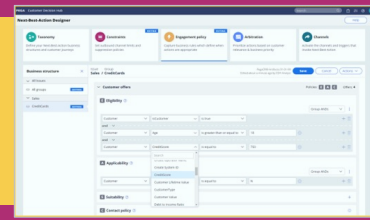
What's Next For NatWest



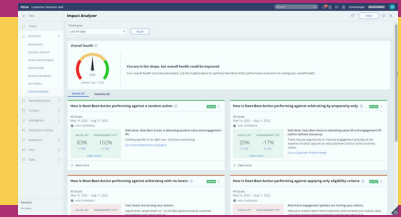
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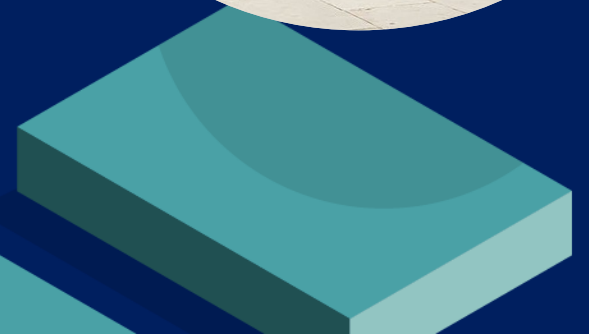
Deliver faster and
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Leverage the new
range of product
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Best Practices From NatWest

- Have a North Star for your program and for your team
- Don't reinvent the wheel, leverage Pega best practices and technology to scale quickly
- Leverage a single, real-time decisioning brain to power consistent experiences across all channels
- Build a robust action library that is focused on delivering customer value



Questions?



