



CASE STUDY

F100 Financial Services Company Uses Emotional Connection for Growth

INTRODUCTION

Motista creates growth strategy and increases customer value for global diversified, community-based financial services company through Emotional Connection.

CHALLENGE

A global community-based financial services company was experiencing stalled organic growth and decreased customer retention, cross-sell, and share-of-wallet among existing customers. Their challenges grew with a tepid interest rate environment, an undifferentiated brand platform, a “commoditized” customer experience, and intense competition within financial services product categories.

Leveraging Emotional Connection grew customer value and saw growth of profitable revenue and deposits
BY OVER 20%

APPROACH

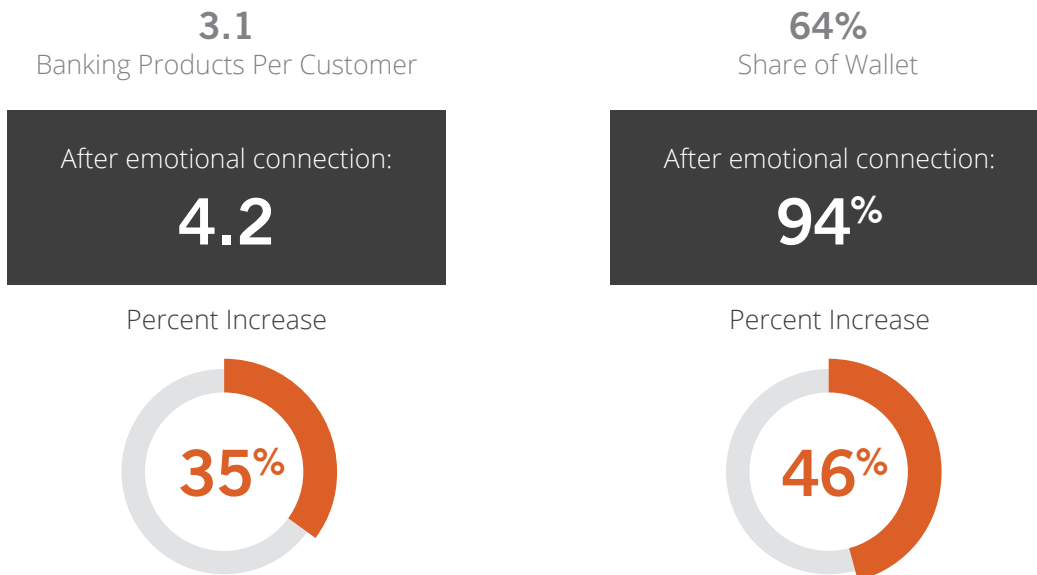
Through Predictive Emotional Connection Intelligence, Motista benchmarked the financial services company's Emotional Connection Score™ against that of their competitors, as well as the overall financial category. Motista further identified areas of strength and opportunity through this assessment to determine the value of Emotionally Connected customers against those who are not Emotionally Connected. This resulted in a growth strategy for the company to work toward alleviating their existing financial challenges.

SOLUTION

Using Emotional Connection Targeting, Motista developed, profiled, and identified the motivating emotions of customers most predisposed to creating an Emotional Connection with the financial services company. Motista uncovered that customers who are Emotionally Connected stay with their current financial services provider longer, concentrate more products and account balances with one financial services provider, and recommend their existing providers more often than those who are not Emotionally Connected. Based on this intelligence, a strategy to acquire and grow the financial services company's most valuable customers was developed utilizing Emotional Connection across brand positions, customer targeting, prospect targeting, customer experience, and advertising. Successively, the financial services company optimized their positioning and messaging for key attitudinal, life event, and demographic targets.

RESULTS

Emotional Connection is the most significant predictor of the specific emotions which motivate profitable customer behaviors. Grounded in this evidence, the community-based financial services company determined the priority touch points across their customers' journey most likely to build Emotional Connection. Motista's Predictive Emotional Connection Intelligence and subsequent growth strategy resulted in an increase in both total banking products used per customer and share-of-wallet for those customers who are Emotionally Connected.



Contact Motista today and learn how Predictive Emotional Connection Intelligence will revolutionize growth for your business.