CX INNOVATION AND INGENUITY IN
THE FINANCIAL SERVICES INDUSTRY

Reviving Revenue
with a CDP

TEALIUM®

Contents

Introducing Tealium's groundbreaking CDP

A moment of immense change

Converging market forces have brought both challenge and opportunity to financial services institutions.

For businesses, and especially those operating within a service-oriented industry, the most profound impact has been an increasing hyper-reliance on digital channels.

No industry sector was more impacted than Banking, Financial Services and Insurance (BFSI). Whilst the rapid shift to online channels caught some organisations by surprise, it provided a pivotal opportunity to reassess the importance of customer data and its potency in omnichannel excellence. More importantly, BFSI organisations came to recognise the integral role of customer data in building business resilience.

As the tide turns, the next digital era will be characterised by a great divide between market followers and market leaders – with data the differentiator.

Fortune favours the bold

The modern financial services institution is contending with macroeconomic volatility, rising cyber threats, the demise of third-party cookies and eroded consumer trust. Consumer confidence is also waning as inflation, the rising cost of living and reduced borrowing capacity have deflated a once optimistic outlook. This has led to consumers reevaluating financial planning practices, as well as existing relationships with financial services institutions.

The acceleration in customers' behavioural shifts has created a unique innovation opportunity to be seized.

By taking bold CX steps, BFSI organisations can exceed customer expectations by offering hyper-personalised products and services that meet their evolving financial needs.

At its core, data needs to be accurate, trusted and, above all, useful in creating meaningful CX. Enhancing the utility of data is incumbent upon a robust privacy framework that can improve return on investment (ROI) by elevating consumer trust.

Transforming trust through transparency for privacy-led business growth

With a glaring spotlight on evolving privacy laws, the future-ready financial services institution is characterised by trust and transparency. With the inevitable rise of Central Bank Digital Currencies (CBDCs), the BFSI industry will undergo radical transformation and require optimised customer data management.

Without effective customer data management, financial services institutions will experience competitive displacement as digitally astute brands take centre stage.

Additionally, evolving privacy laws will require recalibrating commercial models to remain competitive and compliant. Prioritising effective data governance and ensuring a trusted data foundation are key to improved ROI. Tealium's 2023 State of the CDP Report found that organisations with a CDP of 4+ years had a confidence level of 93% in their ability to remain compliant as privacy laws evolve.

Success through simplicity unlocks the future of financial services

The future financial services industry will be ecosystem enabled, AI-driven and data based. Within this context, the time is now to consolidate online and offline data sources for real-time analysis and activation. Establishing a trusted data foundation is the first step on a path to productive AI adoption that can offer seamless, smart servicing that pays consumer and commercial dividends.

A customer data platform (CDP) offers a future-ready solution that is infinitely scalable and exceedingly versatile to engender operational excellence through data-driven transformation.

In this BFSI Industry Playbook, gain insight into how leading financial services institutions are leveraging Tealium to intelligently orchestrate data and build bold customer experiences that drive differentiation.

Real-time personalisation

Capturing data effectively to improve the customer experience

How MoneySmart improved revenue and ROI through a CX revolution

Challenge

MoneySmart is Southeast Asia's leading personal finance portal, empowering customers on their journey to achieve financial goals. Every month, over 2.1 million customers engage with MoneySmart's platform, seeking guidance, research, comparisons and tailored solutions to meet their personal finance needs.

In 2022, MoneySmart embarked on a data-driven transformation journey, solidifying its commitment to being a truly customer-centric business. Yet, unifying data from vastly disparate sources was not a straightforward task. Across the organisation, data was collected from various touchpoints that included online transactions and customer behavioural data to site analytics, offline sales, partner reports and research data. Extensive manual

effort was required to connect the data dots, which involved a painstaking process of creating lists to be uploaded and shared across different platforms. Data fragmentation also created a blindspot in MoneySmart understanding its customers at an individual level to deliver exceptional experiences at scale.

In addition, tightening privacy laws and intensifying competition posed a dual challenge to MoneySmart. This necessitated adaptive thinking and innovation to thrive in an evolving landscape.

> With challenging market trends and an evolving landscape, it was critical for MoneySmart to advance our marketing capabilities and enable our acquisition efforts to become more efficient, agile and dynamic in a highly competitive space.
>
> We selected Tealium as our vendor of choice due to their platform capabilities and team expertise. Tealium is our trusted technology partner, and their commitment to understanding our business and supporting our growth ambitions has already paid back in early-stage results.
>
> We look forward to scaling our shared success as we continue to develop our path to CX-driven growth."

David Harling
Managing Director
MoneySmart

Solution

MoneySmart recognised that advancing its data maturity would be key to success in consistently exceeding customer expectations. The first step involved transitioning from an inefficient data management platform (DMP) to a dynamic and scalable CDP. To spearhead this transformation, MoneySmart selected global CDP pioneer, Tealium, to consolidate and unify an extensive array of data sources, whilst establishing capabilities that would enhance cost-efficient media activation.

With Tealium CDP, MoneySmart could create an enriched, real-time single customer view. This pivotal shift eliminated the need for manual, inefficient and time-consuming data extraction, leading to an efficiency and productivity lift across the organisation.

Tealium CDP's flexibility and scalability provided a distinct advantage that empowered MoneySmart to seamlessly integrate its existing technology architecture to modernise its martech stack. Equipped with comprehensive and actionable customer data, MoneySmart significantly reduced media acquisition costs through propensity modelling.

Results

MoneySmart and Tealium's collaboration optimised the performance of paid media campaigns, and led to a remarkable

40% decrease in the cost per acquisition (CPA)

This CPA reduction demonstrated the efficiency and efficacy that data-driven strategies can yield in relation to acquisition efforts.

Data unification enabled MoneySmart to benefit from improved predictive insights through an enriched single customer view. Consequently, MoneySmart could deliver highly tailored messaging to the right audience, at the right time, and through the right channel.

With Tealium, MoneySmart has transformed into the data-driven organisation of the future to grow revenue, whilst streamlining costs. The company's strategic alignment in generating data-driven insights embodies its commitment to customer-centricity by enabling exceptional experiences and brighter financial futures for every individual customer.
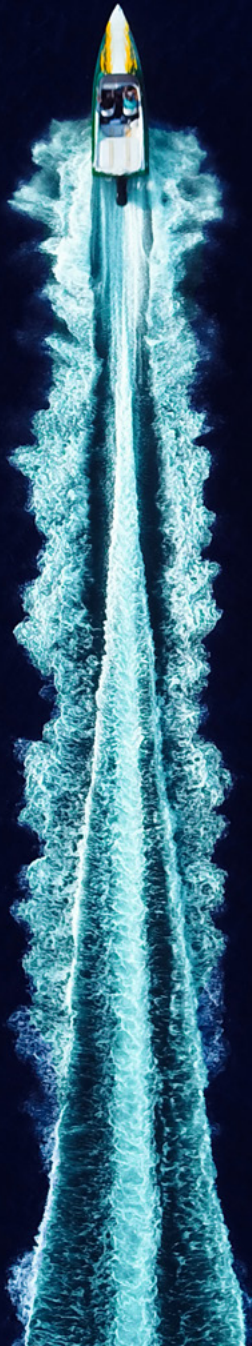
How Household Capital personalised its dialogue to honour each customer's unique situation

Challenge

Household Capital is a reverse mortgage specialist founded in Australia in 2016, with a mission to help retirees 'live well at home'. The company's customers and prospects have varying needs and no two situations are alike. At the same time, many Australians are unaware of the benefits a reverse mortgage can afford them.

Understanding each customer's needs is critical to Household Capital's success. Accurately identifying, responding to and advising customers required real-time trusted data insights at an individual level, in order to serve them promptly and effectively.

Solution

Household Capital implemented Tealium CDP to consolidate and unlock a wealth of insights from first-party data collected via both offline and online interactions. The innovative technology enabled the company to view each customer's situation as unique, and consequently personalise service offerings to individualised needs and stages of the customer journey.

In the regulated financial services sector, it was essential for Household Capital to ensure compliant data management practices through consent-based CX. Ultimately, this approach would build trust and loyalty with its customer base for sustainable business growth.

Results

Tealium CDP helped Household Capital turn customer data into customer intelligence. With a high level of automation via the CDP, the company's marketing team acquired additional time to focus on optimising personalisation and planning ahead.

Importantly, Tealium CDP contributed to 14% of the overall conversions in a key campaign over a six-month period.

Achieved via an innovative campaign, Tealium CDP enabled access to consolidated online and offline data to deliver a strategically sequenced set of communications relevant to real-time personal needs and interests.

"Right time, right message and right place; these three elements are the key ingredients for customer experience success. Unifying customer data is critical to precision personalisation that delights the customer.

With Tealium CDP, Household Capital has not only deepened customer insight, but curated real-time resonant messaging to create meaningful impact."

Yuuka Hama
Head of Personalisation
Household Capital

How Musashino Bank delivers timely and personalised customer experiences

Challenge

Musashino Bank is the sole regional bank headquartered in Saitama Prefecture, Japan. Due to its regional location, the bank faced unique challenges in 'doing business', according to Mr Keiya Kitamori, Group Manager, Digital Planning Group, Digital Promotion Department at Musashino Bank. Transferring the high-touch face-to-face customer experience to the digital environment added further complexity. In launching a banking app and expanded digital services, the bank experienced a loss of two-way communication with customers that led to diminished insight into their real-time needs.

Musashino Bank's goal was to send digital communications at the perfect time to customers.

Solution

Musashino Bank implemented Tealium's CDP to deliver elevated digital customer experiences that were on par with the personalised face-to-face customer service provided in a physical bank branch. Tealium CDP enabled the integration, aggregation and analysis of omnichannel customer data. In turn, Musashino Bank gained accurate insight into the customer footprint across all touchpoints, including its website and app. Consequently, Musashino Bank could leverage Tealium's CDP to activate real-time omnichannel experiences.

With a proven track record in the financial services industry, Tealium's solution was integral to providing Musashino Bank with the ability to send personalised communications at a time that was most convenient to the customer. Importantly, Tealium's solution enabled Musashino Bank to enhance measures to protect customers' personal information.

Results

By implementing Tealium's CDP, Musashino Bank is now able to communicate in a timely and tailored manner across all channels.

Targeting consumers based upon behavioural data has led to a 30% improvement in the outbound call response rate, and a 150% increase in the number of small loan applications.

Additionally, applications for student loans between the period of January to March were 114% higher than for the same period in the previous year.

By sending customers a personalised message of thanks for opening an account, Musashino Bank has also experienced an improvement in the app registration rate.

Looking to the future, Musashino Bank intends to utilise Tealium's solution to provide more sophisticated services across the customer lifecycle through detecting customer trends in real time. According to Mr Kitamori, the goal is to provide attentive service at every touchpoint throughout a customer journey.

"We looked into similar solutions, but Tealium's CDP was the only one that could provide real-time data collection, standardisation, enrichment and omnichannel activation."

Mr Keiya Kitamori
Group Manager, Digital Planning Group,
Digital Promotion Department
Musashino Bank

"Customers who are considering a loan often want the loan as quickly as possible, so it would be best to call them right away. On the other hand, a customer who is considering a private car loan would require a period of consideration. Thanks to Tealium, we are now able to move at a pace that our customers truly desire."

Mr Yasuhiro Matsuda
Researcher, Digital Planning Group,
Digital Promotion Department
Musashino Bank

Building a Hyper-Personalisation Blueprint

4 key steps to personalisation performance:

| Consolidate online and offline data within a centralised hub | Enable real-time data enrichment | Segment data for intelligent activation | Leverage real-time insights for continuous CX innovation |

Privacy compliance

Leveraging data governance for better business outcomes

How nib Group designed a data centre of excellence for compliant CX-driven growth

Challenge

Similar to many organisations in the BFSI industry, nib Group, one of Australia's most trusted health insurers, experienced challenges in activating the wealth of data it held to enhance personalisation. In a siloed environment, data from many sources was disparate, making it difficult to use in a meaningful or profitable way.

Offering real-time personalised experiences and enhancing operational efficiency through effective data governance were high on nib Group's strategic agenda. To achieve this aim, the insurer aligned its marketing, technology and CX teams to improve campaign effectiveness, with privacy in mind. The company created a marketing automation team to link the three key business functions, enabling information to flow easily and compliantly, whilst transitioning the development of creative initiatives in-house to improve time to market.

Solution

To make data an accessible and actionable asset, nib Group used Tealium iQ Tag Management to gather website and offline data from its contact and retail centres. The insurer combined this data using Tealium CDP to build rich, holistic profiles of both existing and potential customers.

With Tealium CDP as the unifier of all data sources, nib Group was empowered to create a custom tech stack to power privacy-led automation and personalisation.

Results

The effect was astounding in a short space of time. With high-quality data at its fingertips, nib Group was able to track over

113 million events

through branches, call centres, its website and other digital media. With Tealium, the insurer applied data-driven insights to agile creative execution, dramatically increasing marketable leads by 175%.
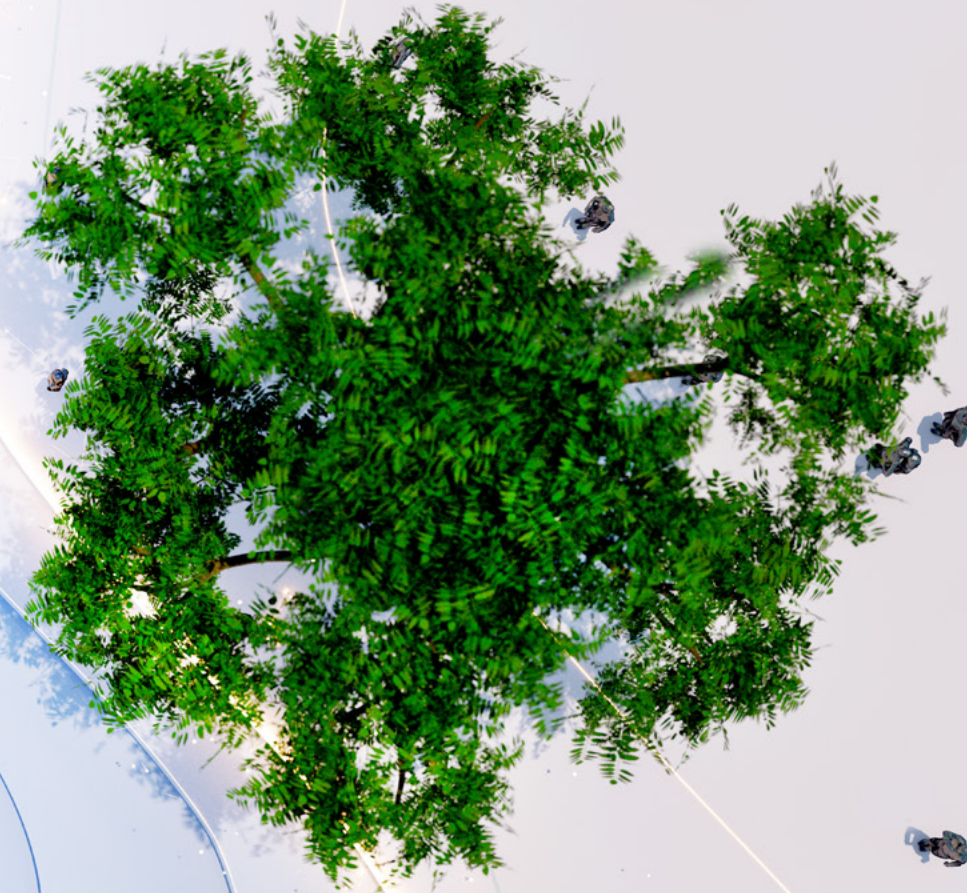
"Tealium accelerated nib Group's digital performance in multiple areas, significantly improving member logins, digital adoption, quote nurturing effectiveness, sales cycle efficiency and speed to market.

With Tealium, nib Group has renewed confidence for the future, as we fulfil our vision of a healthy and prosperous Australia, one customer experience at a time."

Adam Hatfield
Head of Digital
nib Group

Transforming a Trust Deficit into a Trust Dividend

4 key steps to elevating trust to empower growth:

Acquire accountability across the data supply chain

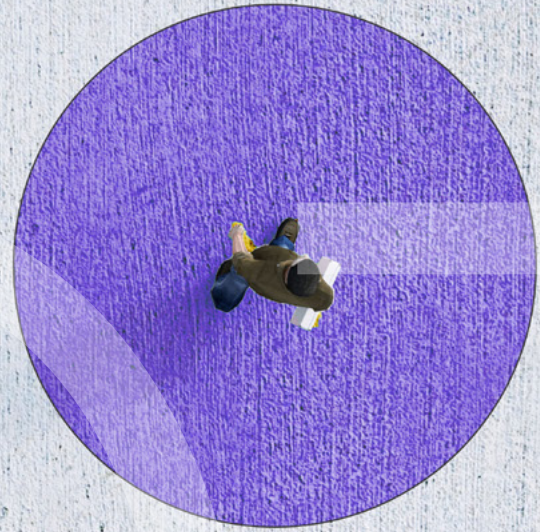Implement privacy-by-design principles

Deliver a trusted value exchange to maximise profitable growth

Ensure effective data governance for privacy-led value realisation

360-degree single customer view

Using data consolidation to achieve an enriched outcome

How Income Insurance Limited forged the future of insurance CX

Challenge

Income Insurance Limited (Income) is one of Singapore's largest composite insurers. The brand's data dilemma arose from vastly disparate online and offline data sources, including from third-party financial advisers and sales representatives. Income recognised that creating a future-ready CX innovation model would require consolidating and converting vast swathes of customer data into a strategic and privacy-led asset.

To achieve the aim of data consolidation for intelligent activation, Income needed to surmount multifaceted challenges, including:

- Unifying vastly disparate data sets and disintegrating data silos to attain a 360-degree single customer view.

- Cultivating a data culture that evolved the company from mere brand-centricity to customer-centricity founded upon a data-first mindset.

- Adopting a privacy-led, first-party data platform that enables agility to adapt in line with evolving privacy laws.

Solution

Income appointed leading customer experience management company, Merkle, and global CDP pioneer, Tealium, as trusted partners on its data-driven transformation journey. In turn, Income revolutionised its inbound and outbound data flows via a CDP-enabled centralised intelligence hub. This empowered Income to achieve real-time analysis, action and reaction to deliver the right message to the right person at the right time.

With a newly established trusted data foundation, Income introduced AI and machine learning to anticipate customer behaviours and preemptively meet customer needs. With Merkle's consultative expertise and Tealium's scalable technology, the brand also created a data centre of excellence to empower its client-facing teams with real-time customer insights. In turn, Income has truly established a CX innovation model for other insurers to follow.

Results

Post-Tealium CDP adoption, the cost per acquisition (CPA) was reduced by an incredible 40%, whilst the click-through rate (CTR) improved by an astounding 92%.

Additionally, Income successfully migrated customers from offline to online channels to yield the following results:

Car insurance

Early online renewal went from

44% → 72%
2021 / 22   2022 / 23

Offline renewal dropped from

56% to 28%

in the same period.

Moreover, 17 campaigns were implemented in the 2021/22 year. The next year, 2022/23, with all the technology implemented, that number almost doubled to 30 campaigns, with an astounding online-generated revenue increase of 452%.

Motorcycle insurance

Early online renewal went from

52% → 68%
2021 / 22   2022 / 23

Offline renewal dropped from

48% to 32%

in the same period.

"

With Tealium's CDP, Income achieved the sophisticated segmentation of data for real-time activation. By creating an enriched 360-degree single customer view of every individual, Income reduced its cost per acquisition by 40 per cent and improved its click-through rate by 92 per cent. Tealium CDP has been integral to modernising our martech stack to achieve our CX innovation and digital business goals."

Anny Huang
Vice President & Head of Digital Growth
Income Insurance Limited

"

A CDP is an innovative technology that unifies data from disparate sources into an enriched single customer view for real-time omnichannel activation. As a leading data-driven CX management company, Merkle partners with businesses worldwide to maximise the value of their CDP adoption. In turn, businesses benefit from more relevant real-time marketing initiatives that pay dividends in customer loyalty and lifetime value."

Sanchit Mendiratta
Managing Director
Merkle Singapore

How ABN AMRO transformed into a world-class personal bank in a digital age

Challenge

In a digital-first world in which physical bank branches are becoming less relevant to customers, Dutch-based bank, ABN AMRO, wanted to translate its high-quality personal service into the online environment. The company's goal was to deliver authentic and timely digital customer experiences that were superior to the service offered in physical bank branches. By collecting, analysing and activating trusted first-party data from multiple sources, the bank sought to achieve its aim of providing more personalised, relevant and richer experiences for every customer.

Solution

ABN AMRO embarked upon its CDP journey in 2018 with Tealium. With the inevitable demise of third-party cookies, Tealium empowered the bank to drive engagement through a first-party data strategy that adhered to applicable privacy laws. Importantly, the platform created a 360-degree single customer view from which to deliver personalised, highly relevant dialogue based on the precise position of a customer in their financial journey.

Tealium's ability to provide a real-time window into each customer meant ABN AMRO could personalise the content of all communications, including web banners, to showcase the most relevant products in line with in-the-moment customer interactions.

Results

With Tealium, ABN AMRO could A/B test personalised content to efficiently optimise messaging and offers. Additionally, Tealium enabled improved real-time insight into browsing behaviours to categorise customers' interest areas, which yielded an impressive 280% uplift in the CTR on owned channels.

280%
uplift in CTR on owned channels

"

Our work with Tealium is helping us on our mission to make banking better, for generations to come. It's an ongoing journey, and one that will see us continue to proactively adapt our services to meet our customers' needs and improve the relevance of the digital content we serve them. Fully integrating customer data into our decision making and maintaining high privacy standards are key components of our strategy to be the personal bank for this digital age."

Bobby van Groningen
IT Engineering Lead
ABN AMRO

Capturing Value via a 360-Degree Single Customer View

4 key steps to omnichannel excellence:

Stitch vast swathes of data into an enriched single customer view

Decode data to digitally transform the customer experience

Leverage AI-powered predictive analytics for next-best-action marketing

Activate enriched customer profiles in the moments that matter

Data-driven organisational transformation

Forging a new path with Tealium CDP

Bupa builds the world's most customer-centric healthcare brand with Tealium CDP

Challenge

Bupa is one of the world's leading healthcare organisations, with millions of customers in Australia. The company recognised that attaining market leadership in the highly competitive insurance sector would require elevating its data architecture, whilst accelerating its digital transformation agenda. On the ground, this meant implementing a CDP that would:

a. Give it full visibility and control over data from all omnichannel sources.

b. Enable the use of that data to provide authentic and personalised customer experiences in real time.

c. Improve acquisition and retention, whilst reducing costs to increase ROI and revenue growth.

Solution

As the world's most trusted CDP, Tealium was Bupa's partner of choice on a journey to data-driven transformational excellence. Initiating a partnership with Tealium was the first step in Bupa's ambitious data-driven transformation journey to help deliver omnichannel personalisation in the precise moments that matter. Tealium CDP seamlessly unified data from a vast array of offline and online sources, and drew on AI-assisted segmentation to get the right offers and messages to the right individuals at the right time. This enabled Bupa to engage both known customers and unknown prospects more effectively to achieve its brand value proposition of customer-centric healthcare experiences. Tealium CDP ensured that data quality informed bespoke experiences that streamlined the path to purchase and accelerated conversions. In turn, this enabled frictionless and flexible healthcare experiences at every customer touchpoint.

Results

Tealium empowered Bupa to strengthen commercial performance immediately, whilst paving the way for future growth through infinitely scalable programmes.

Combining Tealium's CDP with Bupa's digital CX strategy has drastically reduced the healthcare brand's time to insights from 14 hours to just 30 minutes. This has led to a significant uplift in landing page conversions and conversions from single quotes.

Tealium enabled Bupa to achieve operational excellence by reducing live chat messages by an astounding 145,000 per year, a 17.9% reduction in comparison to the pre-Tealium CDP period. In a hyper-competitive market, Bupa's adept utilisation of Tealium's infinitely scalable CDP has also delivered $3 million in new revenue opportunities over a 12-month period.

Building upon the significant successes to date, Bupa's data-driven ambitions have escalated in parallel with its faith in Tealium CDP's ability to compliantly commercialise data for customer-centric growth. The multinational healthcare organisation has developed a three-year roadmap to scale the intelligent use of data for competitively differentiated CX.

With Tealium, Bupa has successfully:

Reduced time to insights

14 hrs → 30 mins

Reduced live chat messages by

17.9%

New revenue opportunities

$3 million

"As the world's most trusted CDP, Tealium was our partner of choice on a journey to data-driven CX excellence. Tealium CDP illuminated every user interaction along a path to purchase to identify interests, preferences and needs in real time. This crucial capability powered Bupa's personalisation performance to deliver delightful experiences tailored to unique customer needs."

Binnu Verma
Customer Data Platform &
Digital Analytics Manager
Bupa

"Tealium was the catalyst of Bupa's CX revolution by cementing the foundation for future-ready, agile growth. With a data-centric commercial strategy, Bupa is now on solid ground to propel success in an evolving global digital economy."

Ed Aspinall
Head of Customer Analytics
Bupa

How Joyo Bank's data-driven transformation improved advertising efficiency

Challenge

Japanese regional banking institution, Joyo Bank, provides comprehensive financial services based on a philosophy of 'soundness, collaboration and togetherness'. The bank sought to expand its suite of services, but knew that a data-driven transformation would be essential to achieving this strategic aim.

Solution

Joyo Bank selected Tealium's technology for its real-time data collection, integration and activation capabilities.

In addition, Tealium empowered the bank to expand its ability to contract with customers online.

In expanding its suite of services, Joyo Bank implemented Tealium CDP to overcome three major obstacles. Firstly, Tealium CDP empowered Joyo Bank to target high-intent audiences to mitigate reputational damage arising from irrelevant advertising. With Tealium CDP, the bank could also address frequency capping to ensure that display advertising was served appropriately to potential customers. In tandem, the bank sought to improve advertising efficiency by scaling the conversion rate.

Secondly, Joyo Bank sought to optimise its digital marketing efforts through effective website tagging. With an increase in personnel and advertising agencies involved in its digital transformation project, the bank was contending with ineffective tagging. This led to an inaccurate understanding of any potential consequences in deleting tags, whilst creating an onerous and opaque process in determining the scope of the impact. Yet, leaving tags unattended would lead to increased web page load times. With Tealium iQ Tag Management, Joyo Bank resolved ineffective tagging to improve the customer experience.

Thirdly, Joyo Bank needed to ensure compliance with Japan's federal privacy law, the Act on the Protection of Personal Information 2003 (APPI). The APPI was recently amended to enhance privacy protections for consumers regarding the use of websites and cookie consent requirements. The APPI is also updated periodically to ensure it remains fit for purpose in a global digital economy.

Joyo Bank recognised the necessity of obtaining consent for the use of cookies, and a privacy policy that is accessible and clear to a diverse audience.

Following an investigation of several solution providers, Tealium CDP was selected by Joyo Bank for its unique ability to enhance advertising efficiency, achieve frequency capping and enable audience suppression. With Tealium iQ Tag Management, Joyo Bank could centralise the activation and deactivation of tags, whilst managing cookie consent requirements in line with the APPI.

Importantly, Joyo Bank benefitted from a high degree of personalised customer care provided by the Tealium team to ensure a seamless CDP-enabled digital transformation journey.

Results

In just three months post-Tealium CDP adoption, Joyo Bank achieved a 15.3% increase in return on advertising spend (RoAS) through enhanced omnichannel insight. Additionally, the bank's centralisation of tag management led to a significant reduction in tags from 150 to 40.

With Tealium's solution, Joyo Bank could also comply with cookie consent requirements under Japan's APPI, whilst optimising the user experience for consent collection.

Looking to the future, Joyo Bank acknowledges the unlimited potential of Tealium's technology, and will continue to invest in increasing the utilisation of Tealium's capabilities over time.

"Tealium is easy for businesses in Japan to utilise and we do not feel any stress. The staff at Tealium have provided great customer care, with reliable support through bi-weekly meetings.

The business benefits delivered through Tealium were also significant, with Joyo Bank's digital marketing initiatives making significant progress through resolving a variety of challenges."

Mr Tomohide Ichikawa
Senior Researcher, Planning Group,
Direct Sales Department
Joyo Bank

"With the implementation of Tealium, we have gained improved value from two perspectives. From a present-day perspective, we increased return on advertising spend by 15.3%. From a forward-looking perspective, we have the agility to adapt to prospective reforms to the APPI to improve privacy-led business growth."

Mr Masataka Maruoka
Deputy General Manager, Planning Group,
Direct Sales Department
Joyo Bank

"We are excited to be working with Tealium for the CDP component of our marketing technology stack. The key benefit is helping us to deliver more authentic and timely customer experiences across our personal banking and business banking divisions. This creates a better experience for our customers, and also for our employees. Better access to accurate and securely democratised data means they can easily navigate systems and tools to improve performance and productivity."

Dylan Keath
Executive, Marketing
Enablement & Transformation
National Australia Bank
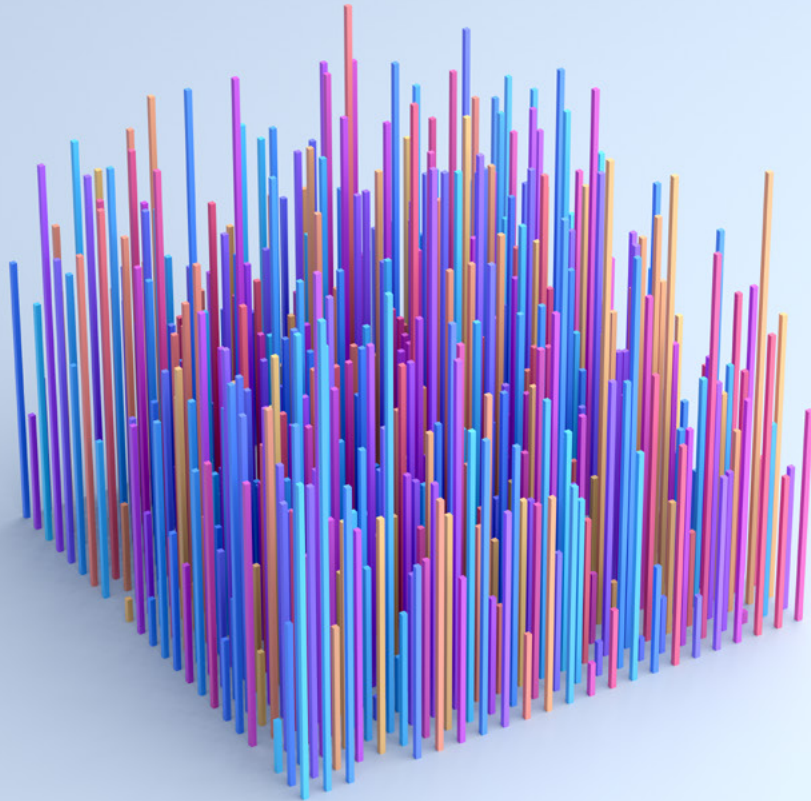
Delivering Data-Driven Operational Excellence

4 key steps to data-driven organisational transformation:

Implement a data centre of excellence

Align data initiatives to commercial imperatives

Create a CDP-enabled robust data foundation

Build a data culture via people, process and technology alignment

Tealium CDP:
The foundation
of trusted CX

The CDP is quickly becoming the foundation of the modern martech stack. Tealium CDP is highly versatile and infinitely scalable, allowing efficient adaptation to evolving privacy laws, market dynamics and consumer behaviours. In turn, BFSI organisations can deliver world-class customer acquisition and retention strategies, whilst boldly entering the Web 3.0 era by maximising the benefits of powerful AI and machine learning capabilities. For data-driven CX success in the BFSI industry, marketers should be looking for CDPs that:

Are highly flexible

Faster, easier integration with the tools that already exist in the organisation or those that may be planned down the track will speed up time to value and increase overall ROI. Platform scalability will engender greater returns in line with business maturity.

Offer predictive insights

User-friendly AI capabilities will empower marketers to deliver standout experiences that indelibly impact the hearts and minds of consumers.

Protect data privacy

Capabilities such as anonymisation and pseudonymisation, as well as omnichannel consent orchestration, enable corporate compliance with evolving privacy laws. In the regulated BFSI industry, such capabilities are essential for competitive and compliant performance.

Come from a trusted partner

The challenges you encounter are unique to your organisation. It's not simply selecting a vendor, but a dedicated partner that will journey alongside you to help you achieve your business goals in a Web 3.0 era.

Serving your success with expert knowledge & innovative technology

Building the next-generation martech stack

As the global CDP pioneer, Tealium is trusted by the world's largest BFSI companies to power their customer data strategies. With customers spanning five different continents, Tealium empowers organisations operating in vastly distinct markets to compliantly collect, curate and activate real-time insights for impactful CX.

The flexibility and scalability of Tealium CDP enables better tech stack rationalisation to improve the ROI of existing technology investments. BFSI organisations typically rely on legacy systems that, over the years, have allowed them to service their customers. As customer demands evolve, new technologies are needed to provide more personalised, timely and elevated experiences. Tealium CDP serves as the centrepiece to integrate

and optimise existing technologies, whilst providing the flexibility to cost-efficiently adopt new technologies as the budget belt tightens.

Personalisation in real time

The banking and finance consumer of today demands an unprecedented level of personalised service. They've come to expect their needs and preferences to be acknowledged, anticipated and fulfilled... on the spot. With a single trusted view of each customer in real time, AI is helping BFSI organisations to accurately understand customers at an individual and segment level, creating quicker response times, greater efficiencies, improved ROI, accelerated revenue and, ultimately, business resilience.

Establishing a data culture is as important as the technology itself

Perfecting a unified data foundation with a CDP is one thing. Aiding adoption throughout an organisation is another.

Tealium can install implementation teams to empower our customers to demonstrate the value of the technology within their organisation. In the initial stages, simple use cases are developed to showcase quick wins to key stakeholders across the entire organisation. Once value is demonstrated, use cases can be rolled out to other parts of the business at scale.

Future-proof privacy compliance

Privacy compliance for BFSI organisations is critical in an industry that is under a higher standard of regulatory scrutiny. Unification of consent-based, multisource data within a centralised intelligence hub builds a foundation of trust, not only with customers, but with the authorities that govern privacy laws.

A personal note from our Vice President & General Manager, APJ

Will Griffith
Vice President & General Manager,
Asia-Pacific & Japan
Tealium

The next wave of customer-centric financial innovation has arrived. And data is the key to capitalising upon its benefits. In a global digital economy, data is a financial services institution's most valuable asset, providing economic potential through a wealth of untapped insights. Additionally, innovative data sharing regimes, such as Australia's Consumer Data Right, coupled with reforms to privacy legislation, are creating unparalleled opportunities for data-driven innovation and growth.

The future-ready financial services institution will be characterised by its capacity to achieve data monetisation and data-driven value creation – in turn, demonstrating advanced data maturity. The path to advanced data maturity requires reimagining processes, generating efficiencies and empowering people.

With a new world of innovation opportunities on the horizon, the path to data value can be distilled into four key steps:

1. Prioritising privacy and consumer welfare

2. Empowering people through workforce reskilling

3. Building robust data ecosystems

4. Achieving technology-enabled transformation

For financial services institutions, the net effect of data-driven value creation is the delivery of highly personalised, relevant and timely products and services to customers.

As the world's most trusted CDP, Tealium underpins the data foundation of leading multinational financial services enterprises. Tealium's versatile and scalable solution offers limitless opportunities for financial services institutions to unlock value through data-driven innovation. With the benefit of real-time data activation through a privacy-first lens, our customers have mitigated risks, enhanced operational efficiency and accelerated revenue growth.

We invite you to learn why Tealium's powerful solution is central to the world's largest financial services institutions' data-driven innovation capabilities. With Tealium, financial services institutions have elevated their value proposition to achieve competitive advantage in a dynamic digital economy.