"In Financial Services, personalisation isn't just a trend; it's a common-sense approach to using customer data to make your customers' lives easier by producing an experience that fits their wants and needs – unlocking deeper customer relationships, driving growth, and shaping the industry's future."

Kyle MacDonald
CEO
Financial Cloud

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Introduction

In the evolving landscape of Financial Services, personalisation is fast becoming a core strategy to enhance customer experience, boost revenue, and secure competitive advantage.

A recent study found that 76% of customers now expect personalised experiences. This goes beyond simply adding a name to an email; it's about tailoring service delivery to meet the unique needs and preferences of each individual customer.

This eBook explores the impact of personalisation on collections, offering insights into its benefits, challenges, and practical examples of how you can implement personalisation to accelerate business growth.

Demandsage (2025) 79 Personalization Statistics & Trends of 2025
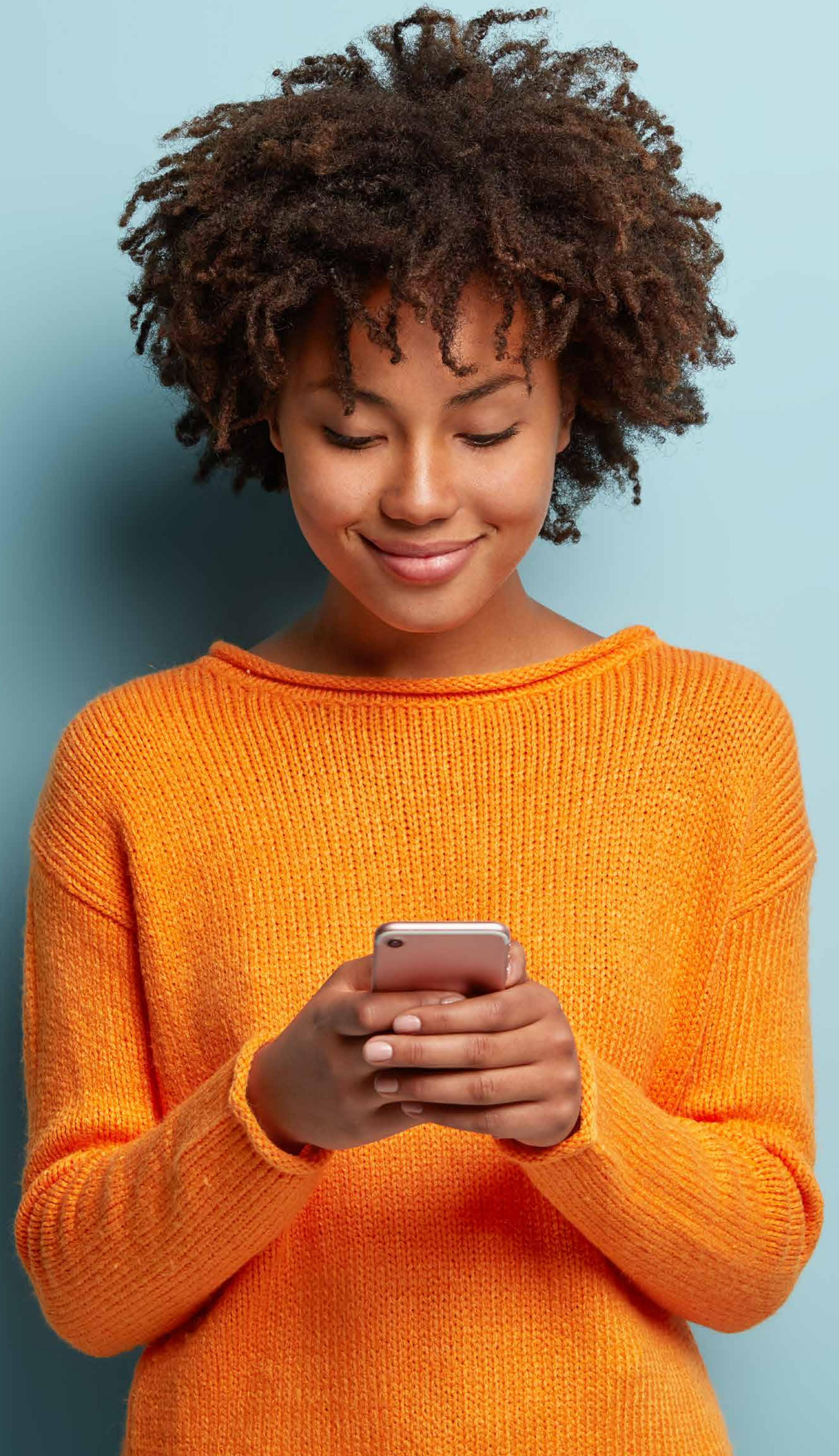
What is Personalisation?

Personalisation is about truly understanding your customers – their individual needs, preferences, and behaviours – and then tailoring your products, services, and communications to deliver relevant, meaningful experiences that meet those needs.

In Financial Services this could mean anything from offering customised repayment options to providing proactive support based on a customer's transaction history.

Personalisation and Customer Experience

Customer experience encompasses every interaction a client has with your business, ranging from website usability to staff responsiveness. Personalisation deepens this experience by tailoring it based on individual customer data.

It involves truly understanding your customers by analysing their data and leveraging valuable insights to customise interactions across multiple channels and touchpoints throughout the customer journey.

76%

of consumers expect personalised experiences.

Demandsage (2025) 79 Personalization Statistics & Trends of 2025

A study by McKinsey found that personalisation in Financial Services can reduce acquisition costs by as much as **50%** and lift revenues by **5-15%**.
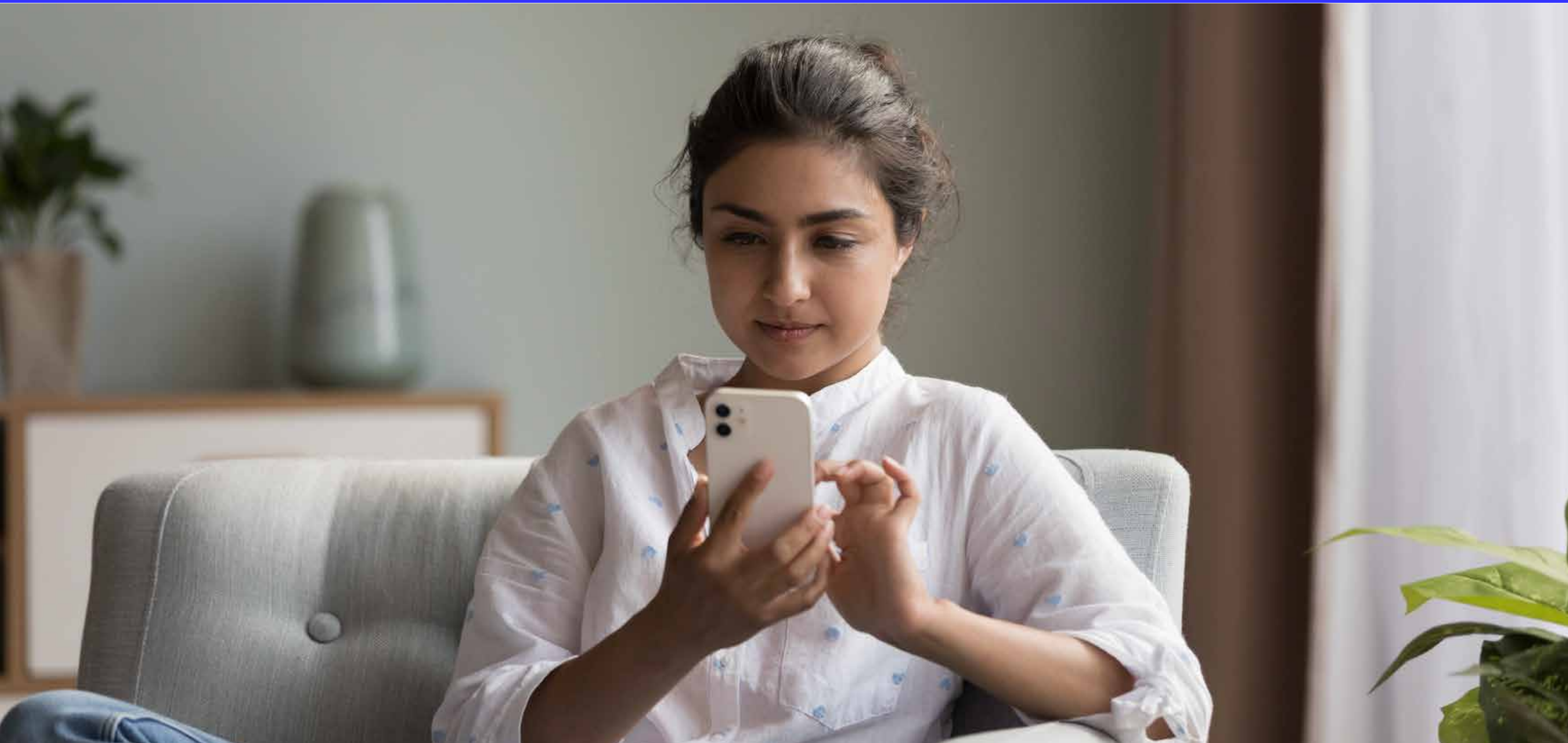
McKinsey & Company (2022) Getting personal: How bank can win with consumers

75%

of business leaders believe that personalisation is critical for business success.

Demandsage (2025) 79 Personalization Statistics & Trends of 2025

Benefits of Personalisation

By prioritising personalisation, you can create a more dynamic and responsive service model. This not only drives business growth but also enhances the long-term relationship between you and your customers, leading to:

Increased Revenue
Leverage data analytics to understand customer behaviour, preferences, and needs. Create personalised repayment plans that drive engagement, encourage repayments, and boost revenue.

Reduced Risk
By analysing individual customer data, you can create more accurate risk profiles, leading to informed lending decisions tailored to the customer's specific risk level.

Reduced Cost
By providing customers with tailored, self-service solutions, you can lower operational expenses while maintaining high levels of customer satisfaction.

Competitive Advantage
Offering personalised experiences helps you stand out as a customer-centric organisation and builds strong brand reputation.

Improved Customer Satisfaction
By anticipating customer needs and providing proactive solutions, you can craft relevant and meaningful customer journeys that make your customers feel understood and valued.

What Our Customers Say

"Financial Cloud is configurable, allowing us to optimise the agents' experience and seamlessly integrate with key suppliers, resulting in an intuitive end-user experience."
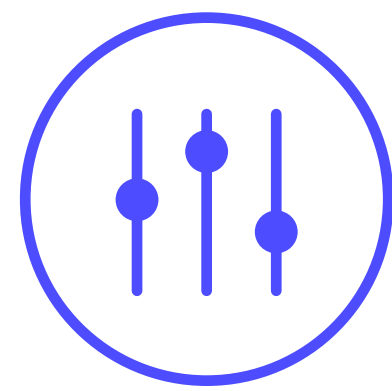
Chris Walley
Group Head of Digital Transformation
Perch Group

How Personalisation Can Be Used in Financial Services

By leveraging customer data, you can unlock more personalised and effective customer interactions with:

Customised Repayment Options

Offer personalised and affordable repayment plans based on a customer's financial situation.

Tailored Menu Options

Interactive voice response (IVR) systems can be programmed to offer different menu options based on a customer's profile and past interactions.

Relevant Information

Customer portals can be customised to display information that is most relevant to each individual.

Personalised Communication

Communications can be tailored to include relevant information based on a customer's individual circumstances.

Proactive Support

Customer data can identify and address customer issues before they escalate.

Behavioural Nudges

Gentle prompts can encourage customers to complete actions, such as filling out forms or making payments.

Challenges of Implementing Personalisation

While personalisation will bring significant benefits to your business, implementing these strategies presents several challenges, including:

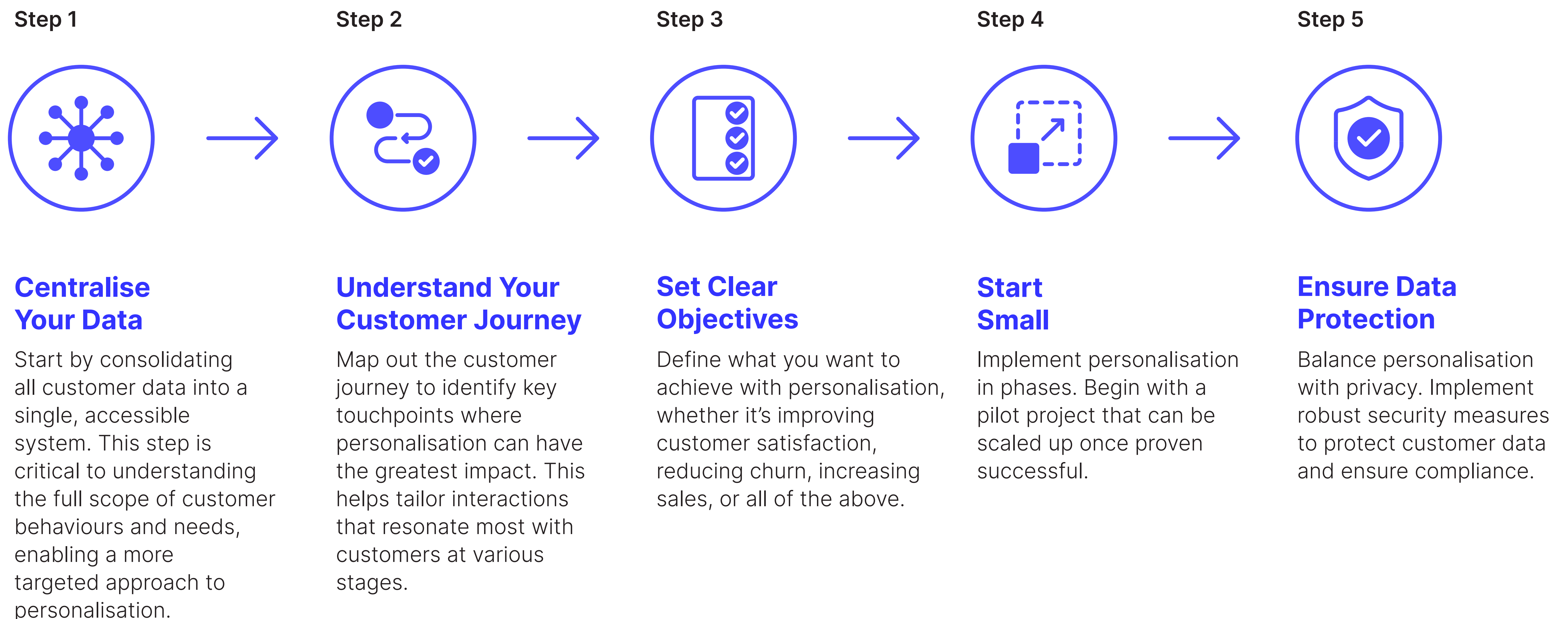| Siloed Data	High Costs	Legacy Technology	Complex Navigation
Customer information is often stored across multiple systems, making it difficult to obtain a consolidated view of the customer and use that information effectively throughout the customer journey.	Both outsourcing and in-house implementation can be expensive and resource-intensive, especially if they require significant changes to existing systems.	Existing systems may lack the functionality needed to support sophisticated personalisation strategies, limiting the ability to tailor interactions effectively.	The complexity of integrating new technologies and strategies can be overwhelming, making it difficult to know where to start.

Steps to Implementing Your Personalisation Strategy

Embarking on a personalisation journey involves strategic planning and careful execution. Here are some initial steps to set a strong foundation that can support future growth and adaptability:

Step 1

Step 2

Step 3

Step 4

Step 5

Centralise Your Data

Start by consolidating all customer data into a single, accessible system. This step is critical to understanding the full scope of customer behaviours and needs, enabling a more targeted approach to personalisation.

Understand Your Customer Journey

Map out the customer journey to identify key touchpoints where personalisation can have the greatest impact. This helps tailor interactions that resonate most with customers at various stages.

Set Clear Objectives

Define what you want to achieve with personalisation, whether it's improving customer satisfaction, reducing churn, increasing sales, or all of the above.

Start Small

Implement personalisation in phases. Begin with a pilot project that can be scaled up once proven successful.

Ensure Data Protection

Balance personalisation with privacy. Implement robust security measures to protect customer data and ensure compliance.

How Financial Cloud Can Help

Financial Cloud's leading technology offers a comprehensive solution designed to enhance customer engagement and operational efficiency. Built with both customers and business users in mind, Financial Cloud offers an intuitive platform that simplifies interactions, enhances satisfaction, and supports your team's productivity.
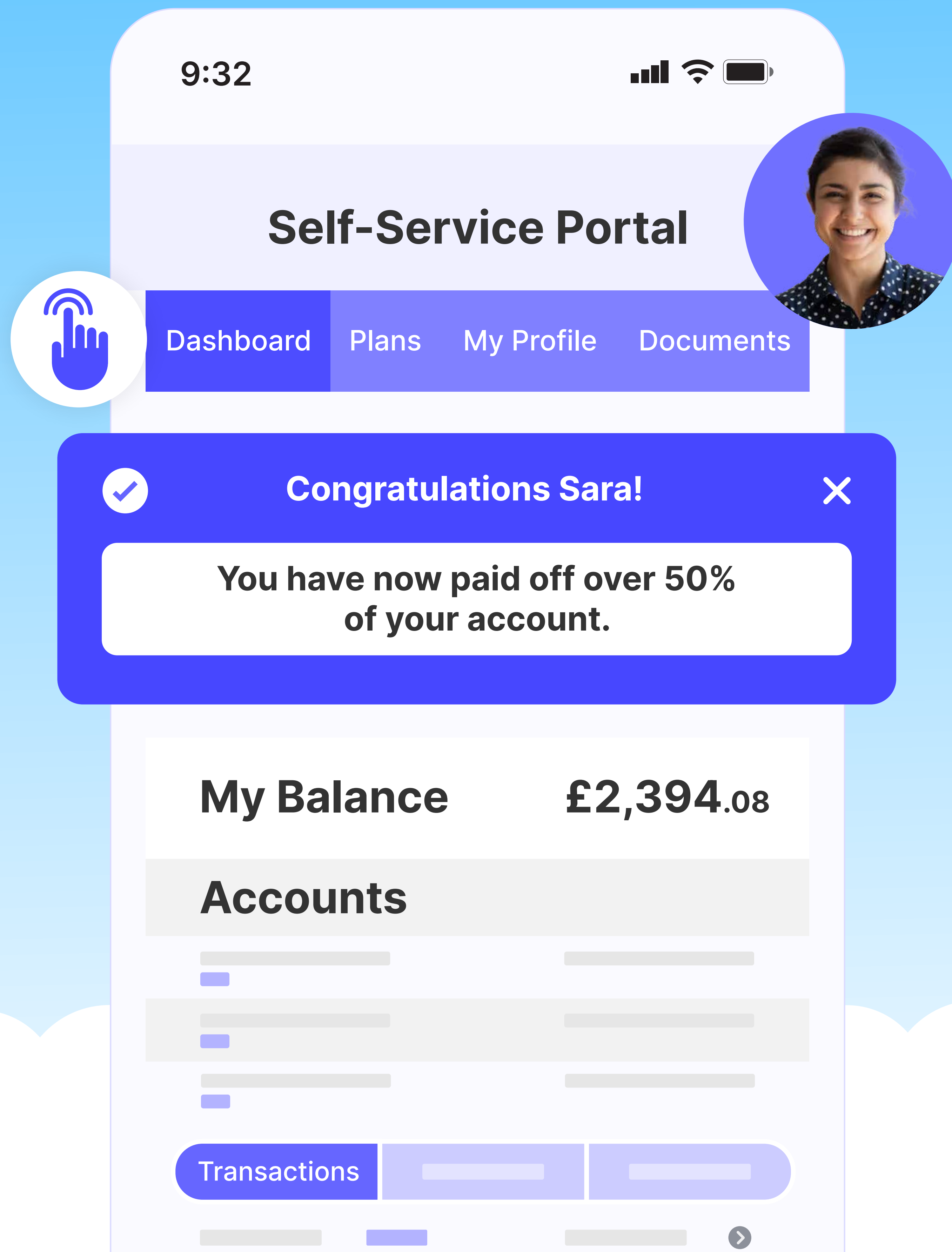
Financial Customer Relationship Management (CRM)

Financial Cloud's CRM provides a unified view of all customer and account data, enabling a deeper understanding of individual needs and preferences. Our open platform integrates seamlessly with all data sources, delivering a comprehensive overview of each customer, which is essential for effective personalisation strategies. By leveraging real-time data, you can tailor interactions to meet customer expectations and enhance satisfaction.
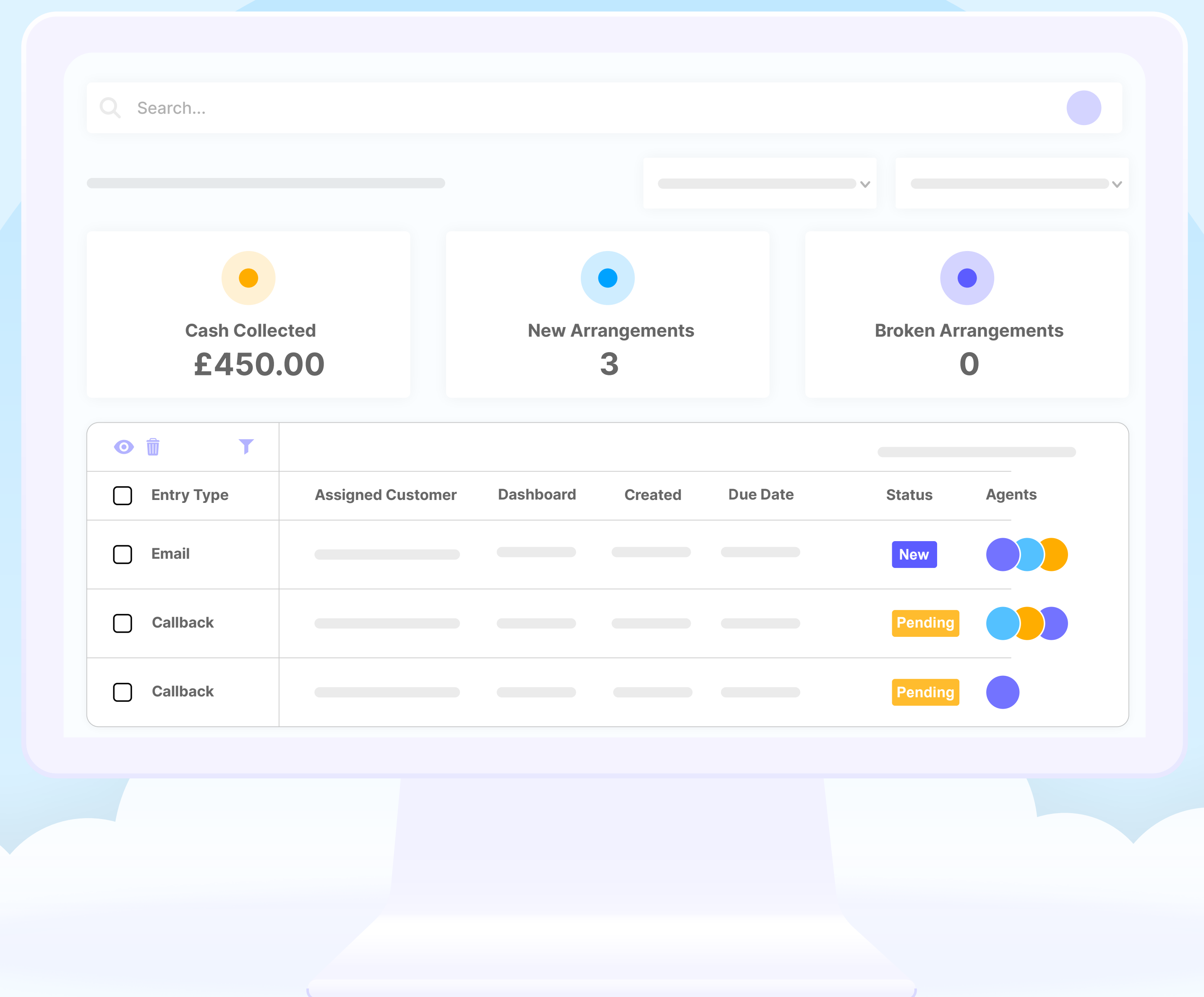
Customer Portal

Our Customer Portal can be customised to display relevant information and personalised offers. It enables you to highlight important actions for customers to take, ensuring they have easy access to the most pertinent information. Whether it's updating account details or connecting with outsourced services, the portal simplifies navigation and ensures customers have easy access to the support they need.
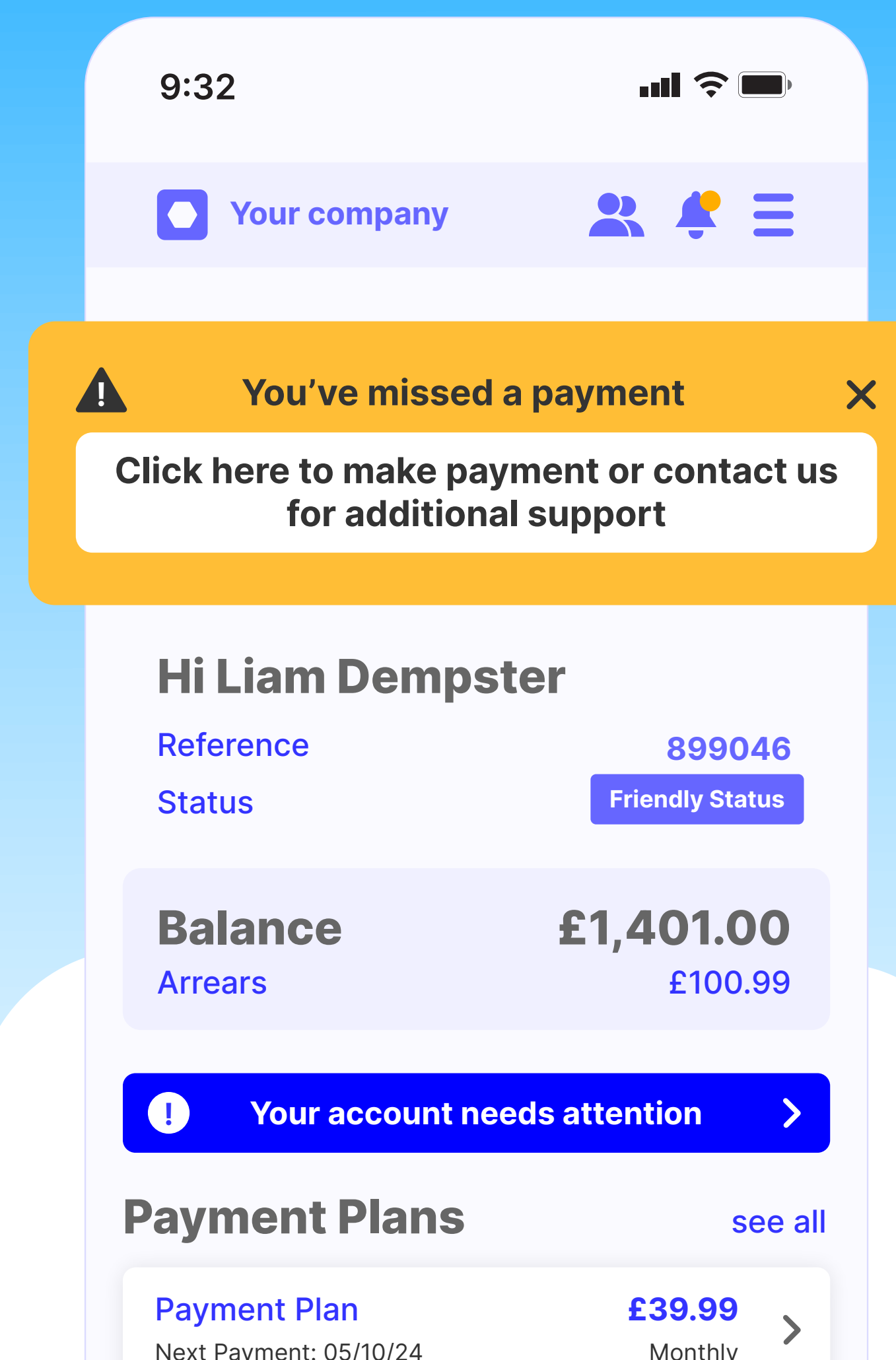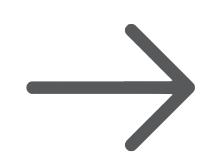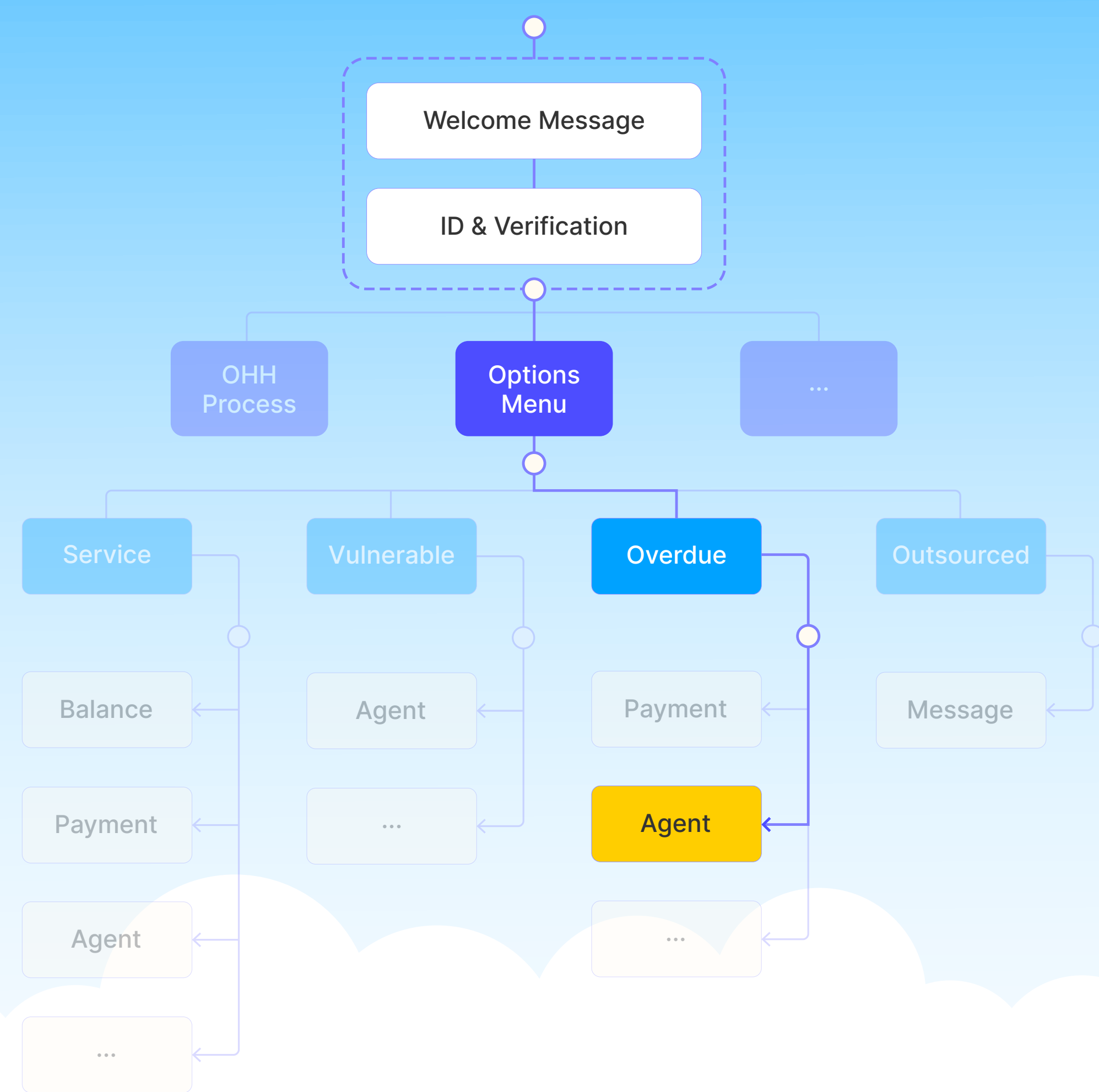

Personalised Payment Links

Our Payment Links solution enables you to send personalised payment reminders that are mindful of each customer's financial situation. Customers can set up flexible payment plans and adjust payment frequencies, helping them stay on track.
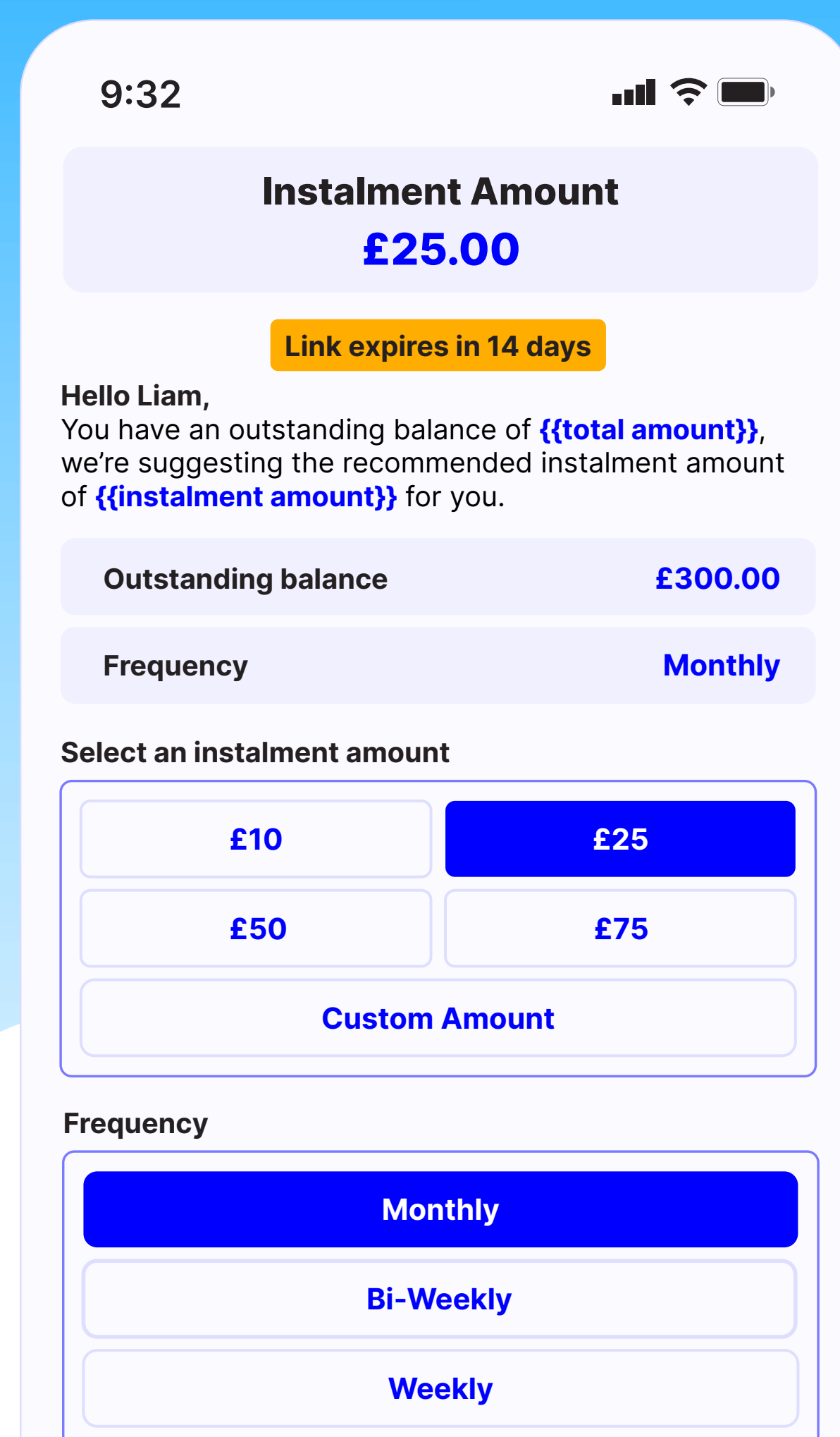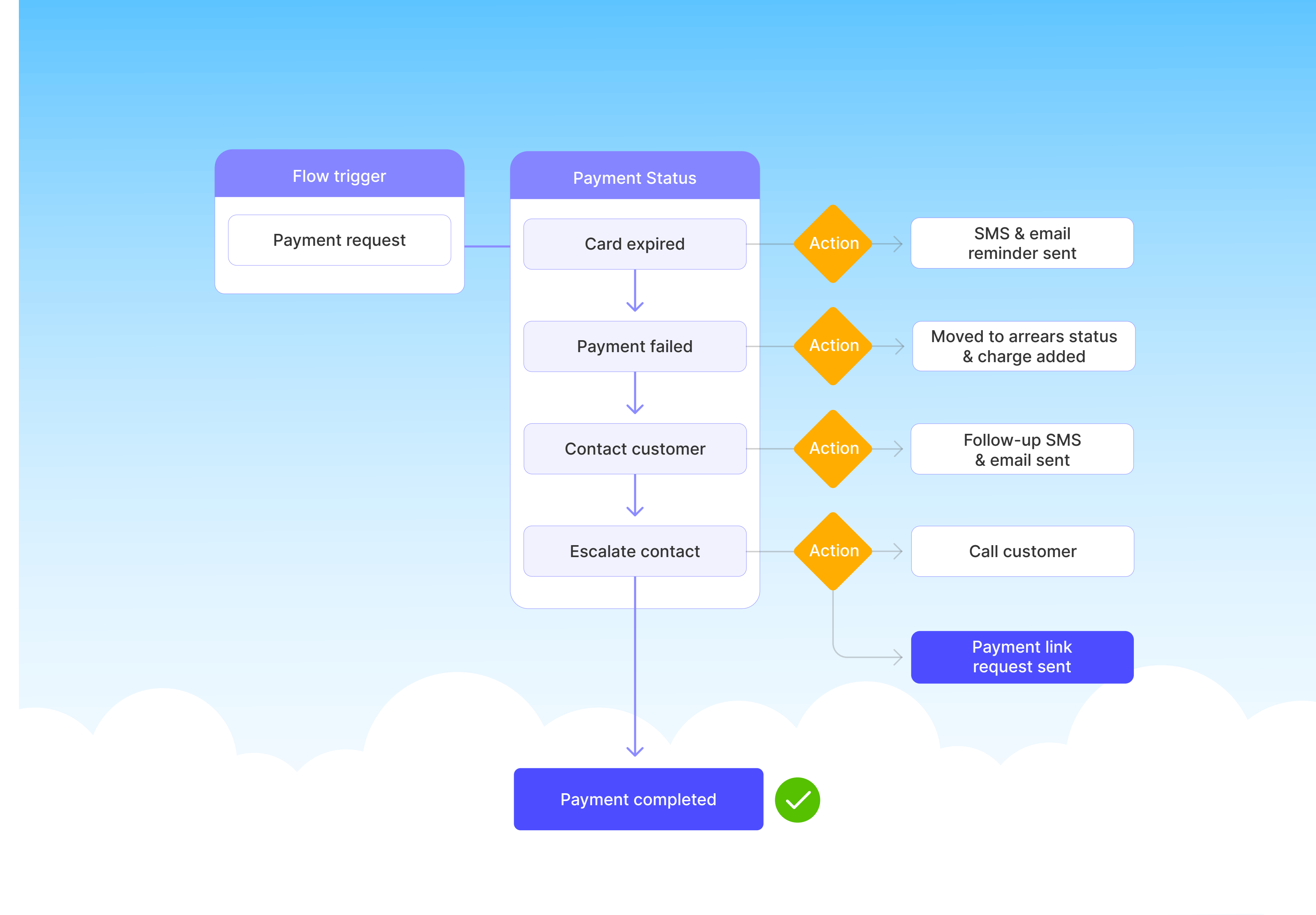
Intelligent IVR

Our sophisticated IVR system offers personalised menu options and payment plans. Whether a customer is up to date on payments or has overdue bills, the system can dynamically adapt the options provided to ensure a smooth and tailored customer experience.

Automated Personalised Communications

Our communications platform supports personalised messaging across email, SMS, and push notifications. By incorporating details from previous interactions, you can reassure customers that their concerns are being addressed with precision, thereby reducing unnecessary back-and-forth and fostering a sense of value and understanding.

Event-Based Architectures

Financial Cloud enables you to capture and act upon customer interactions in real-time. Whether a customer has taken an action on your website or made an inquiry, the system logs these events and allows for immediate, personalised follow-up.

Flow trigger	Payment Status		
Payment request	Card expired	Action	SMS & email reminder sent
	Payment failed	Action	Moved to arrears status & charge added
	Contact customer	Action	Follow-up SMS & email sent
	Escalate contact	Action	Call customer
			Payment link request sent
	Payment completed ✅		

API-Integrated Suppliers

Our platform's API integration capabilities ensure that Financial Cloud can work seamlessly with your existing systems, providing the flexibility and scalability needed to adapt to changing business requirements.
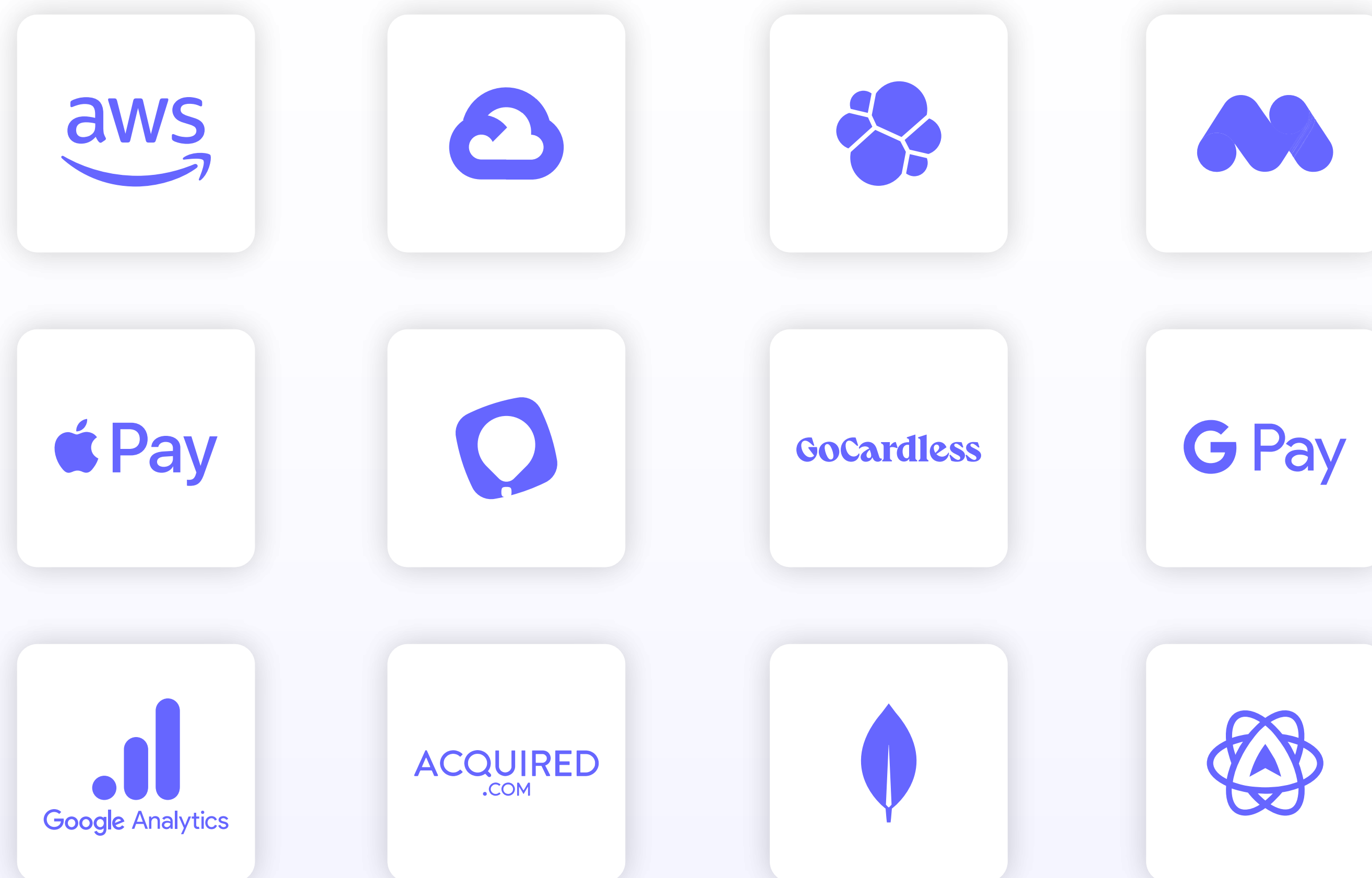
About Financial Cloud

Financial Cloud is a leading provider of enterprise software for Financial Services. We offer a unified CRM platform with a single, shared view of every customer, streamlining operations and elevating customer experiences.

Trusted by some of the UK's largest financial institutions and most innovative start-ups, our technology empowers organisations to deliver outstanding service tailored to their unique operating models.

Our mission is to revolutionise the way Financial Services provide customer experience. We focus on enhancing efficiency while providing enjoyable and supportive services. Whether you're a customer, a call centre agent, or the CEO of a bank, we are committed to creating a positive, helpful, and impactful experience for everyone involved.

Discover more at: **financial-cloud.com**

![Financial Cloud logo]

Request a Demo Today

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