doxee | ix interactive experience

The postal savings account becomes “smart”

Poste Italiane selects Doxee Pvideo® for sharing its new Libretto Smart with customers

POSTE ITALIANE

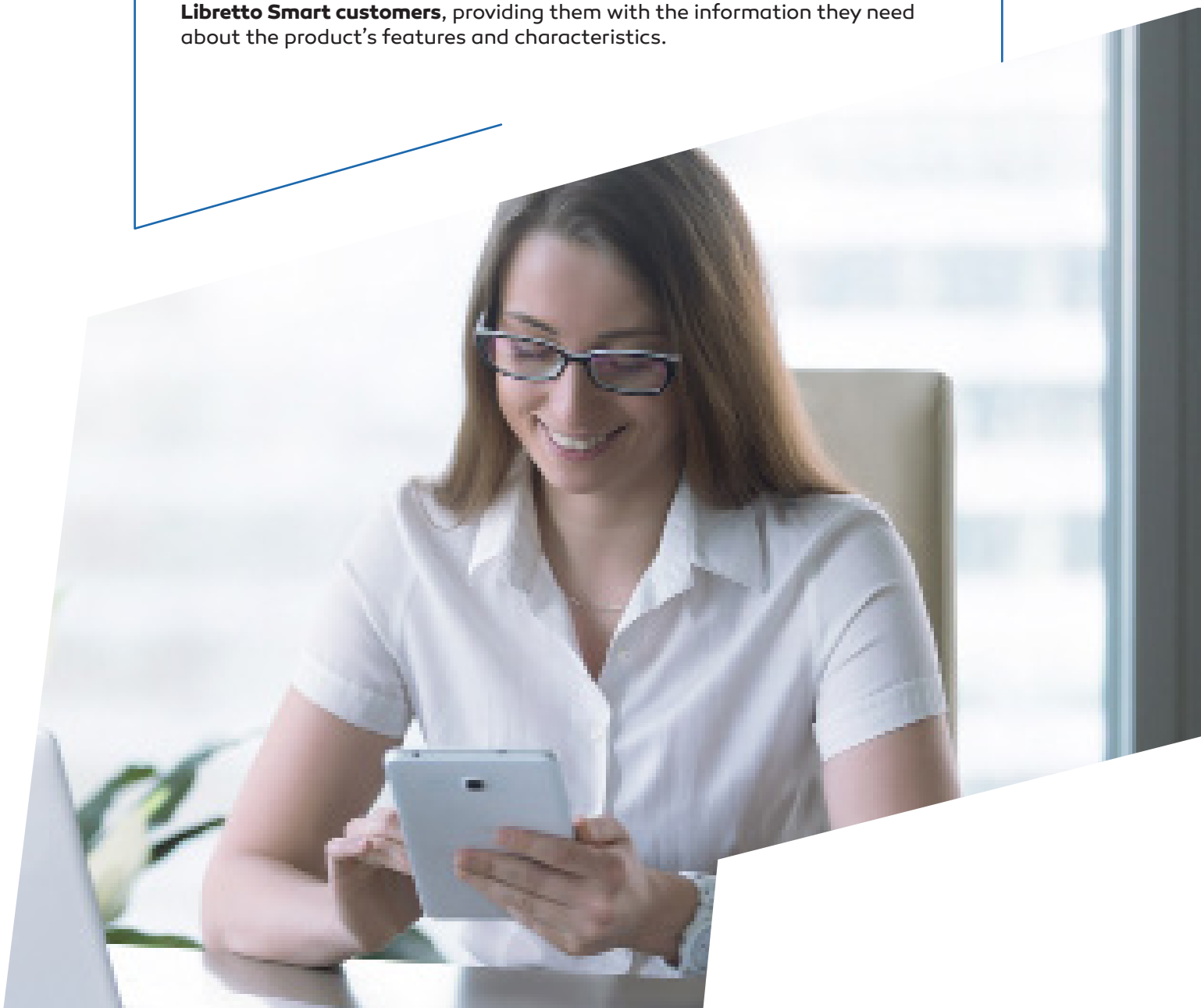
CASE STUDY

The collaboration between Poste Italiane and Doxee

Poste Italiane, through its BancoPosta division and the savings products issuing company CDP (Cassa Depositi e Prestiti), is developing a strategy to take advantage of digitization to make its processes more efficient and to improve the customer experience through better communication.

Poste Italiane launched "**Libretto Smart**", the "digital" version of its Libretto Postale that for generations has served as a popular savings account for Italians. Libretto Smart was created as an alternative to deposit accounts with a lower interest rate and is an option that is able to compete with the bank's liquidity requirements services, all accompanied by savings management tools available through apps, via web, and at no cost.

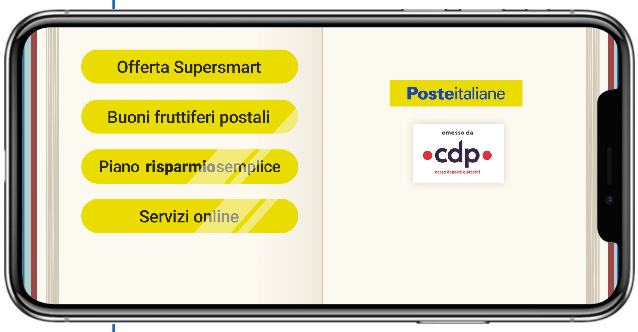
In this context, Poste Italiane wanted to **improve the experience of its Libretto Smart customers**, providing them with the information they need about the product's features and characteristics.



Poste Italiane also wanted to **encourage Libretto Smart customers to connect the account with their primary Poste account** in order to make the transfer of funds to Libretto Smart easy, thus maximizing investment opportunities.

Based on these requirements and Poste Italiane's intention to use digital tools to communicate with customers in an engaging way, Postel, the Poste Group's division that deals with document management and communication, met with **Doxee**.

To promote the Libretto Smart, Postel and Doxee worked together to create a campaign based on the use of Postel Video, a personalized video based on Doxee Pvideo® technology to welcome new customers, explaining features and advantages of Libretto Smart and offering advice on how to make the most of its investment features. In addition, the video includes calls to action to encourage users to associate their IBAN with the Libretto Smart, the video includes calls-to-action aimed at completing this action.



The main features of the campaign

The video: within the video, customers can view the advantages of Libretto Smart, including online savings management, associating the IBAN, and activating postal savings bonds, all from the website.

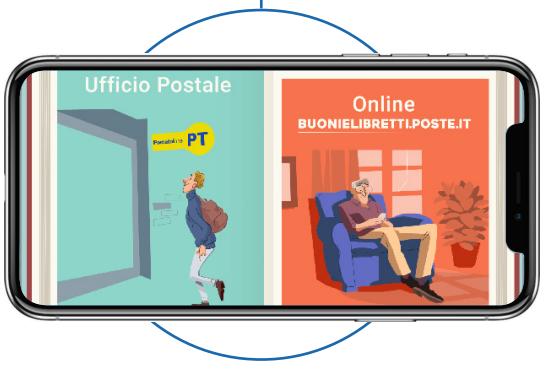
Marketing automation: when subscribing to Libretto Smart, the customer receives an email or an sms with the personalized onboarding video.

Video features

Data personalization

The customer receives a unique video, made just for him. His name appears immediately at the beginning of the video.

Cross-selling

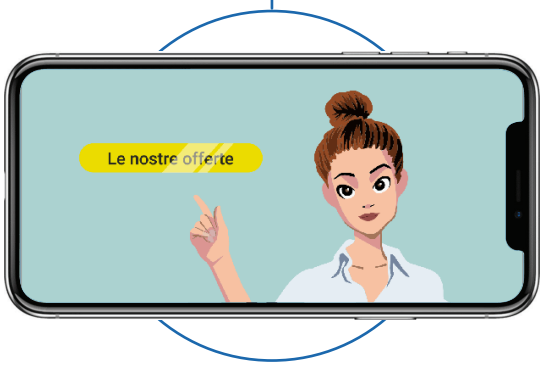


Based on the services subscribed to at the time the Libretto Smart is activated, thanks to dynamic and personalized scenes, the customer is shown other services that he can activate, such as the Postal Vouchers or the Simple Savings Plan.

Motivation to associate the IBAN to the account

In the video, the customer is encouraged to associate their IBAN to the account, so as to be able to easily transfer funds in order to take advantage of the offers available.

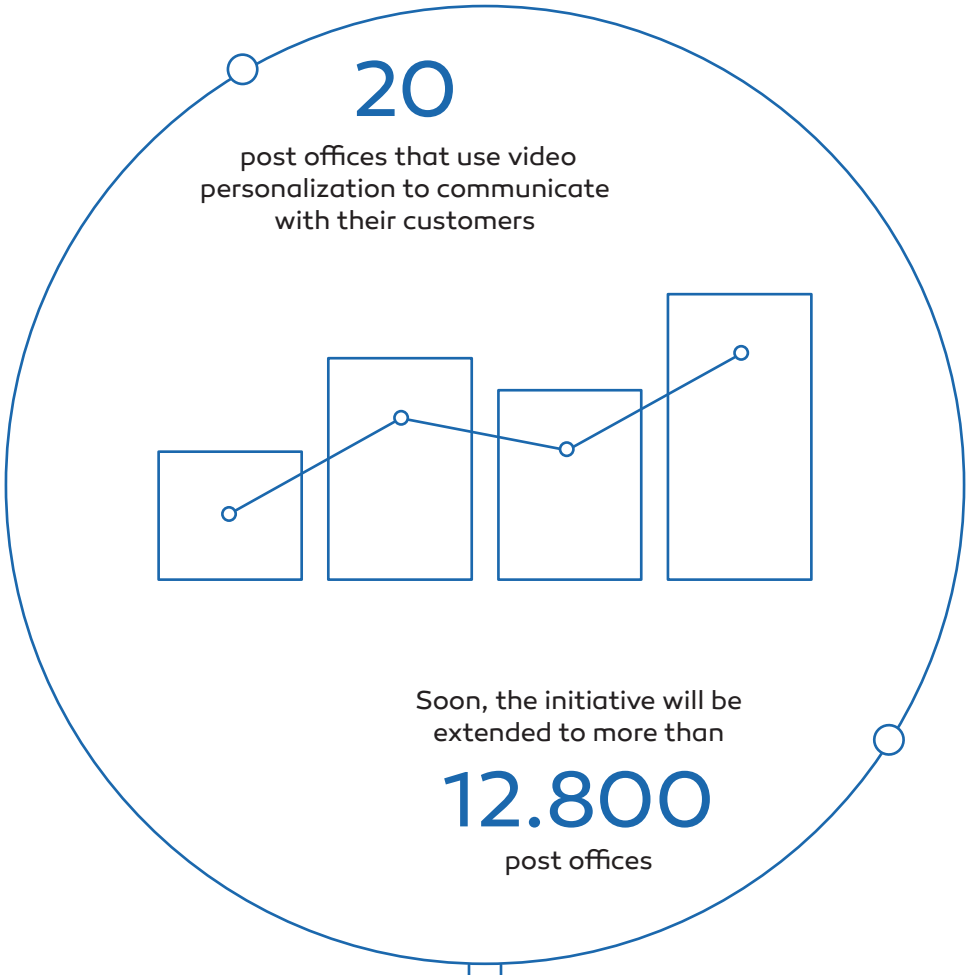
Call-to-action



At the end of the video, four calls-to-action are shown that push the user to action. These include the Supersmart offer, postal bonds, the simple savings plan, and online services.

Results

In addition to the digitization of products and services, with Doxee Pvideo® communication has also become digital, captivating, and engaging, while the distribution of the video has exploited **email and SMS channels**.



Involvement and effectiveness of the initiative

The personalization functions combined with video make Doxee Pvideo® a digital communication tool able to engage the customer and facilitate his interaction with the post office.

Traceability, monitoring, and optimization

Thanks to the analytics included in Doxee Pvideo®, all actions can be monitored in order to optimize the effectiveness of the content.

Getting to know your customers better is about communicating effectively by providing them with the services they need and are interested in, especially with a view to extending the campaign to post offices throughout Italy.

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Our Certifications

Italia
Modena – Headquarters
Viale Virgilio 48/B 41123 Modena
Office: +39 059 88680

Italia
Centro Direzionale Eur
Via del Poggio Laurentino 108
00144 Roma

USA
Empire Executive Offices
Suite #1700
110 SE 6th St #1700
Fort Lauderdale, FL 33301

Repubblica Ceca
Václavské náměstí
795/40 110 00 Praha 1
Office: +420 602 663 661