doxee
Case Study

Doxee Platform in the banking sector

Credem chooses personalized videos to communicate in a personalized way with its customers

Credito Emiliano - Credem

Credito Emiliano is an Italian bank based in Reggio Emilia, founded in 1910 as Banca Agricola Commerciale di Reggio Emilia.

Why did Credem choose Doxee?

Credem turned to Doxee to promote its financing services to customers who are Ego Classic cardholders and those with internet banking accounts enabled. Credem customers can request micro-financing online without having to visit a branch location.

No confusing explanations, right to the point: the video shows the customer how to activate their new line of credit with easy-to-follow, step-by-step instructions on their card. The channel is immediate and is activated by simply signing up for the service via the web. The campaign is designed to take full advantage of the capabilities of the Doxee Platform and customer profiling, offering insight into the vision they could realize with financing. The experience is tailored specifically to their interests in a way that is both realistic and absolutely engaging for the customer.

How the campaign was structured

1. Following a pre-selection by Credem, current customers with an Ego card and an active internet banking account receive an **email containing the link to the personalized video**.
2. Within the personalized video, customers can **view the loan offer from Credem** and begin to imagine/dream about which dreams to make come true.
3. The video provides a detailed explanation for how to start using the loan by logging into their internet banking account.
4. Directly from the video, customers who intend to accept the financing offer can click on a **special call-to-action** that allows the user to log in to their internet banking account and **activate the loan online, without leaving the house**.



Main features of the video

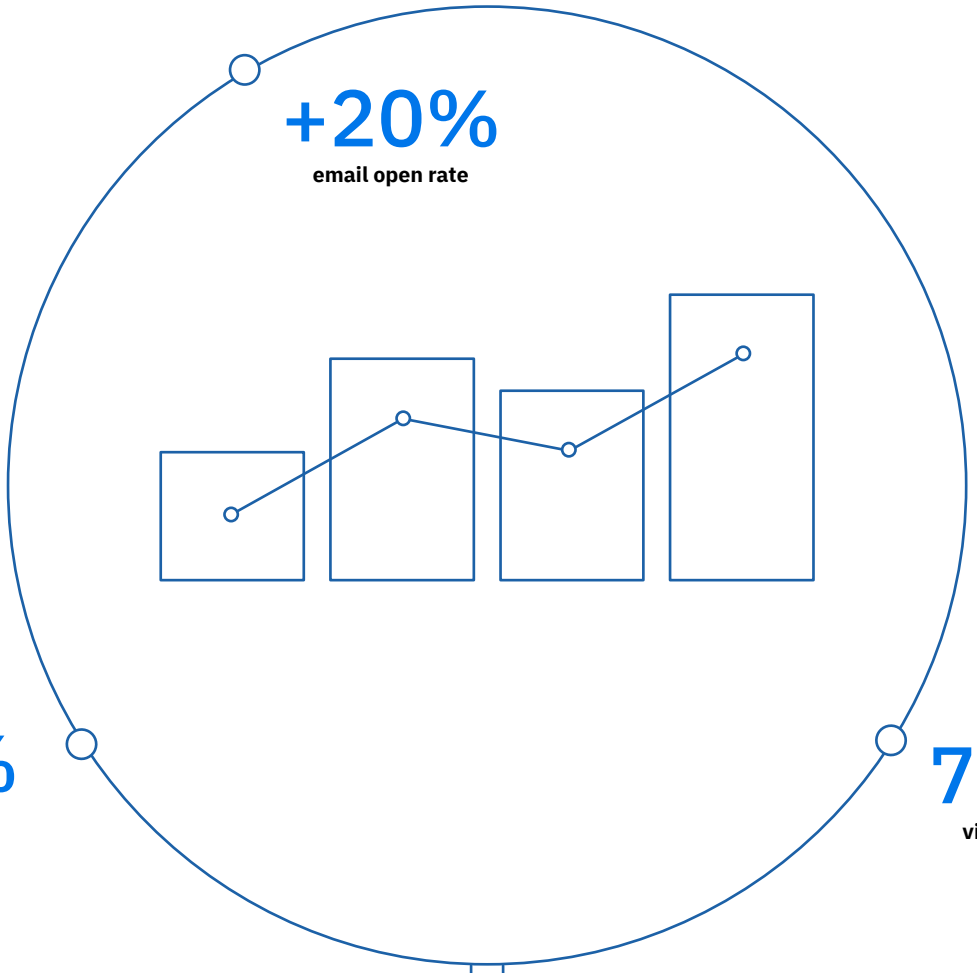
Name personalization:
the customer receives a video addressed specifically to him. His name appears immediately at the beginning of the video.

Avatar personalization:
a male or female avatar is shown based on whether the recipient is a man or a woman.

Call-to-action:
at the end of the video, a call-to-action offers the customer the ability to activate the personal loan online, without leaving the house.



Results



Traceability, monitoring and optimization

Thanks to the analytics included in the Doxee Platform, Credem was able to monitor viewer actions to optimize the effectiveness of the initiative. Knowing the customer better means communicating more effectively and providing services that they need and are interested in.

Participation and effectiveness of the initiative

The personalization functions combined with video make the Doxee Platform a digital tool capable of engaging the customer and facilitating their interaction with the bank.

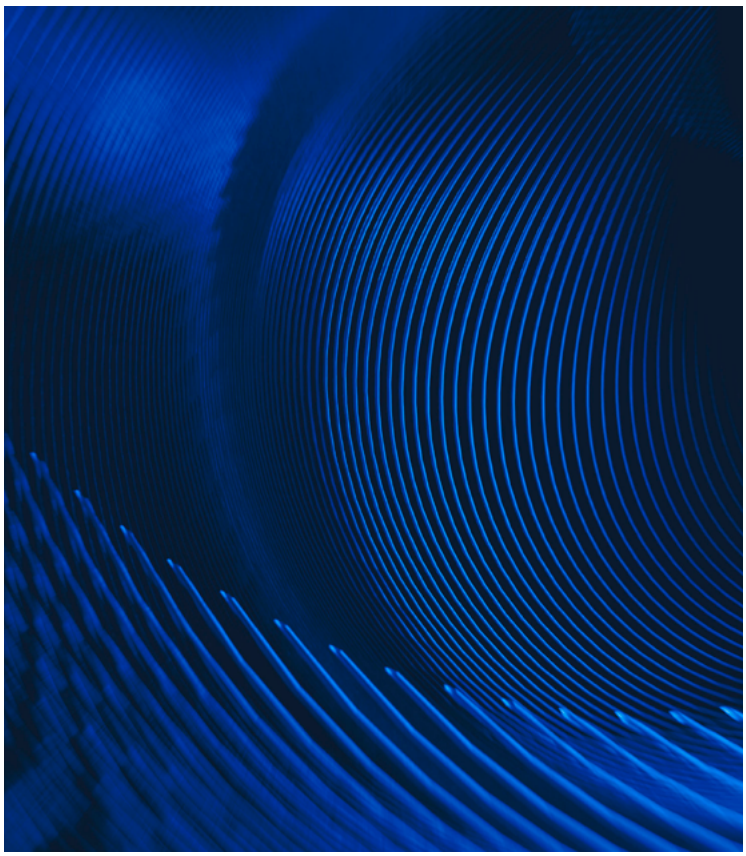
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Connect with the leader of Customer Experience in the Cloud

At Doxee, we revolutionize the customer experience with innovative technologies that help businesses communicate and interact with its customers more effectively, creating solid relationships that lead to lasting business growth. Our cloud products dedicated to CCM, Digital Customer Experience and Doxee Platform offer our customers and partners a complete and integrated set of applications that fully support the customer journey.

Learn more about interactive experience

Download the Product Overview



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