



Giesecke+Devrient

Personalized communications for increased customer satisfaction: Convego® Relate



Tailor your issuance communications and build outstanding customer experiences.

In today's busy world, choice, convenience and a customized experience are critical to customer satisfaction. Research from Epsilon indicates that 80% of consumers are more likely to purchase from a brand that provides personalized experiences¹. For the financial services market, providing tailored offers, communications and other personalized experiences can boost revenues by as much as 15%, according to a recent McKinsey study².

Traditionally banks and other issuers have leveraged personalization and tailored communications in the pre-sale or acquisition phase of their customer relationships, but the benefit of providing these types of experiences can be valuable relationship tools across every part of the lifecycle. In particular, the issuance process can benefit enormously from augmentation with personalized experiences. Receiving cards and PINs are often the first transactions a customer has with issuers. Convego® Relate, from Giesecke+Devrient (G+D), provides a rich suite of tools that can help transform issuance communications, building a deeper, more compelling relationships between issuers and their customers. Convego® Relate can transform your issuance communications in three ways:

Convego® Relate Message – Messaging customization

Keep your customer aware and engaged throughout the whole issuance process with updates when their card is about to arrive, or send instant custom messages to your customer at any point during the issuance process.

Convego® Relate Print – Carrier customization
Send targeted messages and content to your customers through on-demand printed carriers and material throughout the issuance process.

Convego® Relate Interact – Deepen customer interaction through online content
Enhance existing carriers, collateral and card communications with augmented reality and interactive digital content – accessed through your customers' mobile devices.

Why issuance personalization matters to you – and your customers

One solution fits multiple use cases:

Our easy-to-use suite enables many rich communication experiences.

Modern interactive experience:

Using tailored communications, you can make the issuance experience easy for your customers.

Improve your customer relationships:

When you offer a custom experience, your customers will increasingly value their interactions with your brand.

Take your marketing campaigns to the next level:

Personalized marketing campaigns increase customer attention. 72% of consumers in 2019 only engaged with marketing messages that are customized to their specific interests and needs³.

Increase your card activation rate:

Guiding your customers through the issuance journey through personalized experience boosts the number of customers activating their cards.

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Convego® Relate in action

Here are just some examples of ways in which personalized communications can help to transform the issuance process:



Launch video with dynamic text



Coupon offers within banking app



360 degree surround



3D walk around



Play



Information overlay

Card activation



Customer hovers phone over QR code.

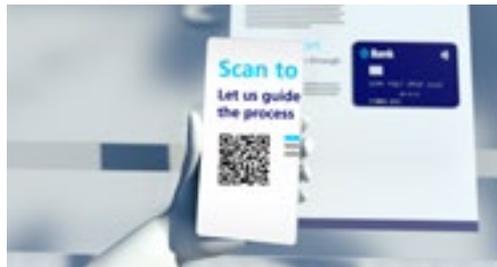


AR assistant appears and guides customer on how to activate card.



Customer activates card via telephone.

ePIN delivery



Customer hovers phone over QR code.



AR assistant appears and guides customer on how to obtain PIN.



Customer navigates app to obtain PIN.

Tiers of service designed for you

To make sure we offer the right solution for your needs – we provide two levels of service depending on the level of customization you need:

Convego Relate classic

Light touch editing for simple personalization.

Convego Relate premium

Extended editing experience for more complex requests.

Creating confidence

Giesecke+Devrient (G+D) is a global security technology group headquartered in Munich. As partner to organizations with highest demands, G+D engineers trust and secures essential values with its solutions. The company's innovative technology protects physical and digital payments, the connectivity of people and machines, the identity of people and objects, as well as digital infrastructures and confidential data.

G+D was founded in 1852. In the fiscal year 2020, the company generated a turnover of 2.31 billion euros with around 11,500 employees. G+D is represented by 74 subsidiaries and joint ventures in 32 countries.



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¹ <https://us.epsilon.com/pressroom/new-epsilon-research-indicates-80-of-consumers-are-more-likely-to-make-a-purchase-when-brands-offer-personalized-experiences>

² <https://www.mckinsey.com/~media/McKinsey/Business%20Functions/Marketing%20and%20Sales/Our%20Insights/Perspectives%20on%20personalization%20at%20scale/Perspectives-on-personalization-at-scale.ashx>

³ <https://smarterhq.com/privacy-report>