

SYNERISE



Case Study

mBank

Data-driven customer experience in mBank

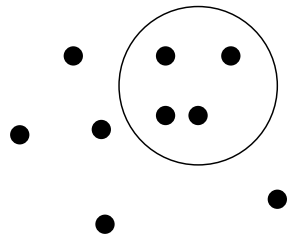
Synerise helps mBank gather and analyze data in real time and based on it, create a hyper-personalized customer experience. Combining the mBank data from different touchpoints, Synerise gives the possibility to create integrated and personalized communication.

Highlights 🔄

mBank - Case Study

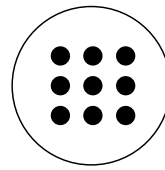
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Before



mBank was **unable to gain insights into customers' behaviors across all channels** (different analytics tools for different channels)

Now



mBank is able to bring **all of their customer data into one place, and to track customer interactions across all channels**, allowing them to quickly identify and address any customer issues or concerns. It provides a more personalized experience to their customers

Before

Now

3 months



1 week

We **reduced the time to market** for the use cases described (later in this case study) **from an average release of 3 months down to even 1 week!**



Almost

200

employees from 10 departments work on this data-driven solution

Departments responsible for **Marketing, Products, IT, Clients, Omnichannel** and many more.



↗ 60%

Implemented campaigns have been **leading to a 60% increase in the number of leads** sent

~120.000
personalized cash loan offers

The number of personalized cash loan offers sent by mBank in **2022** amounted to **nearly 120k.**



“The implementation of Synerise in mBank is the first on-premises implementation of this system in the world. In addition, regulatory requirements at the bank and security aspects posed further challenges. We were guided by the maxim “yes we can”. A secure, scalable, highly available environment based on container technologies was created.

From the first implementation of Synerise in mBank we collected around 1,5 mln events per day. Now (April 2023) we are collecting about 70 mln events per day.”

Bartosz Nowak
IT Manager, mBank



With Synerise

Since 2019

Employment

Approx. 7k employees
(in 2022)

Range

5.6 million retail banking clients (in 2021)

Operates in 3 markets (PL, CZ, SK)

3.1 million users of the mobile app (in 2022)

Number one in the banking sector according to the share of mobile users among total active customers (in 2022)

Client

mBank has been a synonym for innovative banking solutions for years. It is the first fully Internet-based bank in Poland, which set the direction of mobile and online banking development. It is one of the strongest and fastest growing financial brands in Poland, listed on the Warsaw Stock Exchange since 1992.



Challenges

Lack of consistent real-time 360 customer analytics for all omnichannel communication with the client

- Previously, there were several separate analytics tools different ones for every channel (open pages, mobile apps, online banking, forms)
- It made it hard to create a 360-degree view of the customer and fully personalized communication

Automation mechanisms were implemented in development teams

- Developers were required to implement automations, using **Complex Event Processing** - a non-optimal and costly way (custom development for each scenario)

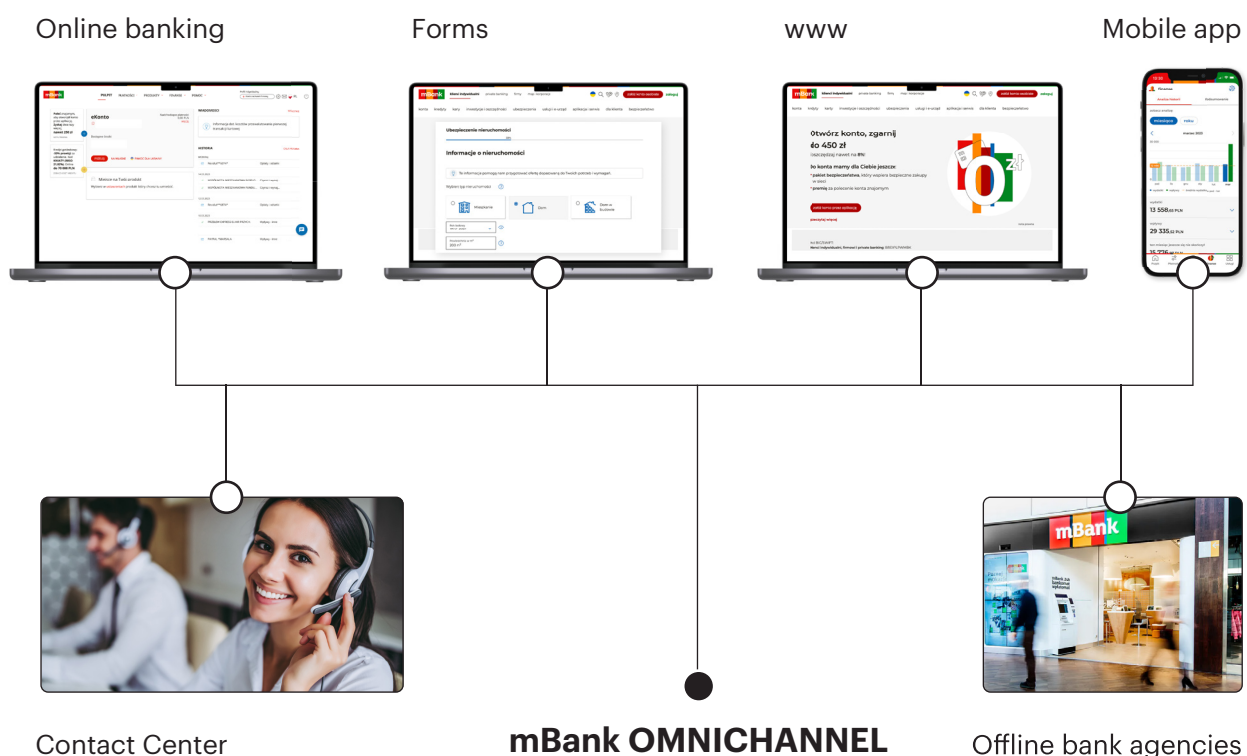
The personalization of each channel needed development

- was not suited to dynamic A/B/X testing
- required development and takes time, 1 to 3 months

Solution

Thanks to the integration of this **data in one unified place** and the possibility of managing it in real time, mBank provides the customer with an excellent omnichannel experience tailored to their preferences and needs.

The application of artificial intelligence enhances communication targeting and personalizes offers for each customer across all channels.



“With advanced tools such as Synerise, we can identify anomalies in our customers’ behavior, which allows us to create new sales paths, but also discover customer problems and improve their experience, constantly increasing the NPS and optimizing our communication.”

Krzysztof Pałuszyński

Deputy Director of Omnichannel, mBank

Cooperation with Synerise – decision

The main factors relevant to the decision-making process for mBank were:

- To find one complex solution which can **analyze all customer data from every touchpoint in real time**
 - To use **only on-prem solutions** - due to the willingness to process personal data and transactions of clients covered by banking secrecy
 - To **fully integrate with the mobile** application using the mobile SDK
 - To find a **platform that can provide management solutions**, such as Access Control Lists (ACLs) and template approval processes
 - To find a company with **huge know-how in the e-commerce industry**, from which the bank can get the same tool used by the biggest e-commerce and **learn best practices** from the best e-commerce in the market
- The next stage was **collecting customer consent and customer identification**. Finally, the integration with online banking, forms and mobile apps has been carried out
 - To coordinate the whole process, mBank created a **new dedicated Sales Automation team** combining employees with various ranges of competencies needed for the new challenges. The team works cross-competently (digital channels, analytics, communications, e-commerce, integrations, campaigns, etc.), and its technical skills have developed significantly
 - During the implementation, mBank put pressure on **safety solutions connected with the processing of personal data**. For this purpose, mBank uses ACL, advanced encryptions, implemented authorization possibilities during integration, introduced several levels of security audits, white/black-lists of events and template approval process
 - Putting it all together, mBank started sending automated and personalized communication aimed at the right customer in the context of the right product, the best communication channel and at a convenient time

Implementation process

- At the beginning of the cooperation, mBank put pressure on **combining customer data** gathered from different touchpoints and on various devices to better target and personalize communication with product recommendations based on individual customer preferences. The implementation started from integration with open pages mBank.pl website in the Polish market and parallel in the Czech Republic and Slovakia

"In the last quarter of 2022, mBank clients opened more than 9 thousand deposits, and this number is still growing. It is the additional volume generated by Synerise campaigns in IB and mobile. Customers received a message with a competitive % at a very specific moment of the customer journey, and this was meant to stop the outflow of customers' funds from the bank. Synerise functionalities made it easy for us to implement necessary changes in a matter of minutes.

To be in the right place, for the right person, at the right time is the Holy Grail in today's marketing. With Synerise, we can do it on a daily basis."

Krzysztof Ginalski

Feature owner at mBank Digital Sales team

6. Next steps (2023)

- Churn
- AI Search
- AI Predictions
- Web push
- Mobile push

5. Production implementation stages (parallel in 3 markets PL/CZ/SK) (2021/2022)

- Collecting customer consents
- Implementation of tracking code on the website: mBank.pl
- Implementation in application system (forms) with API integration,
- Customer identification integration
- Implementation of Synerise in online banking
- Implementation in mobile applications (2021)

4. Training and workshops (2020)

- Project intranet page
- Workshops
- Videoblog and videocasts
- Employee engagement analytics
- Video newsletter

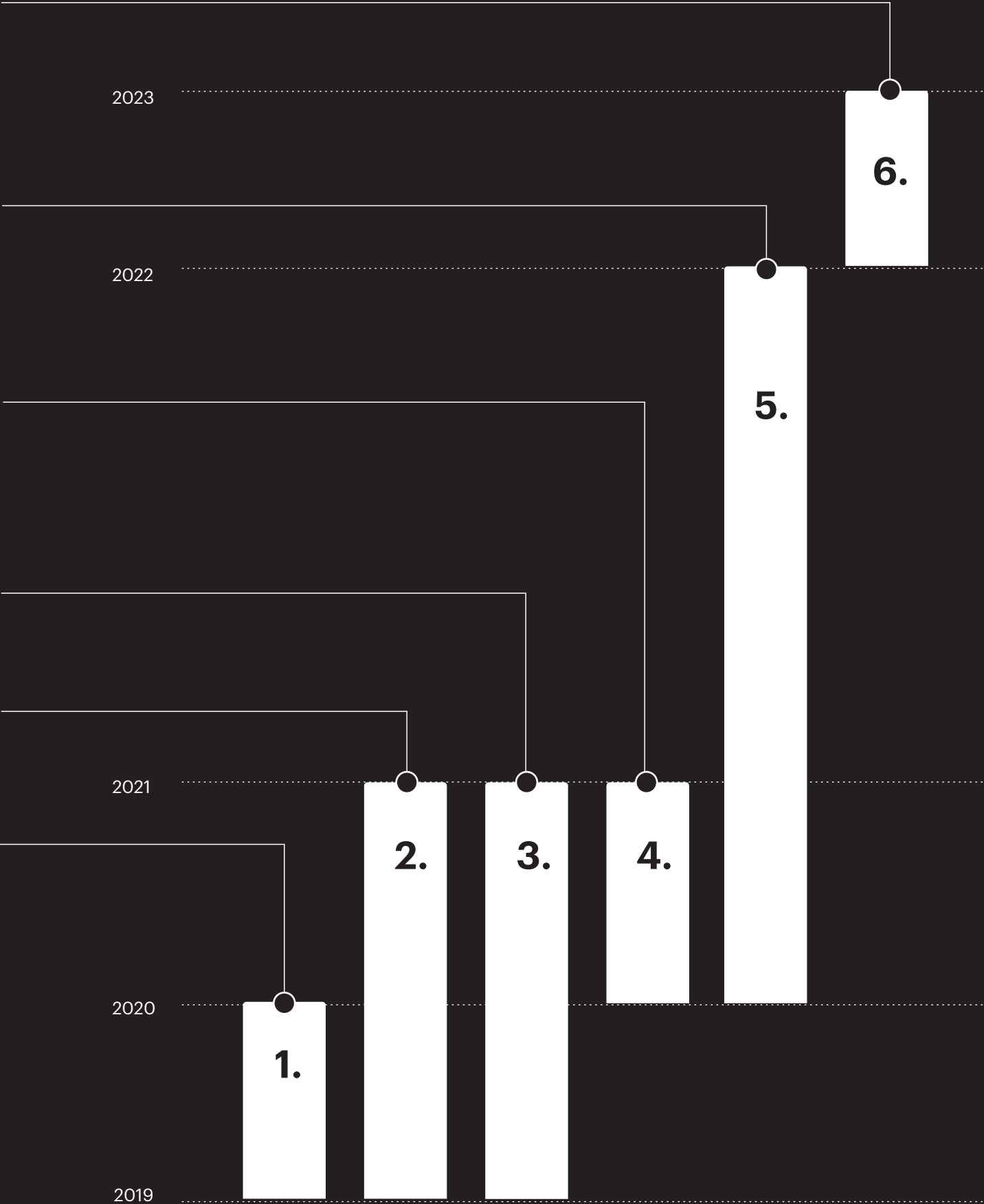
3. Implementation of Synerise platform on the on-prem – two separate internal bank environments (2019/2020)

- Testing environment
- Production environment

2. PoC phases (2019/2020)

- Cloud campaigns based on anonymous users to prove business effectiveness
- On-premise VM Ware installation to prove it's possible

1. Negotiations & Agreement (2019)



A man with glasses and a beard, wearing a grey sweater over a red and black plaid shirt, is holding a green smartphone. A woman with long brown hair, wearing a blue and white striped shirt, is leaning in and smiling at the phone. They are sitting at a table with white coffee cups. The background is a bright, out-of-focus indoor setting.

Selected campaigns

Selected campaigns

- Deposit anti-churn personalization
- Sales Automation - hot-lead generation
- NPS Surveys
- Capping campaigns support
- Home banner personalization campaign
- Escape survey
- Data-Driven Development: MegaMenu clicks - navigation analytics
- Product Driven Analytics: Personal Finance Management

Deposit anti-churn personalization

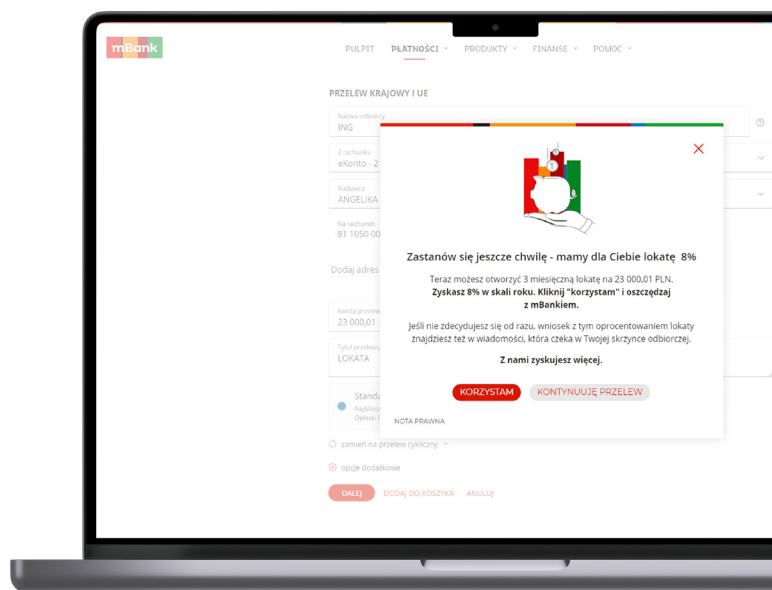
Country	PL
Channels	IB, APP
Used modules	Segmentation, Dynamic content, Documents
Time to market	IB: 1 week / Mobile app: 3 weeks (due to the application release process)

Clients search for ways to make their savings safer in this dynamically changing world. Polish banks began a competitive struggle to attract clients with the best offer on deposits.

At mBank, **we observed an increasing cash flow outside of the users' accounts. The business team came up with a solution we called Falter.** The whole purpose of this feature is to derive the user from the initial idea of sending their money out of mBank.

When the user enters a money transfer template in the Internet Banking channel or mobile application, he is presented with a dynamic content message with the best offer at the right moment (according to our competitors' offer).

We used the Dynamic Content feature to address desktop devices and Documents to address mobile applications.



Results

In the 4th quarter of 2022, the total number of deposits after Falter's implementation **increased by 13%**, compared to the previous quarter, when the campaign was not yet implemented.

Internet Banking:

CTR desktop **8.5%**

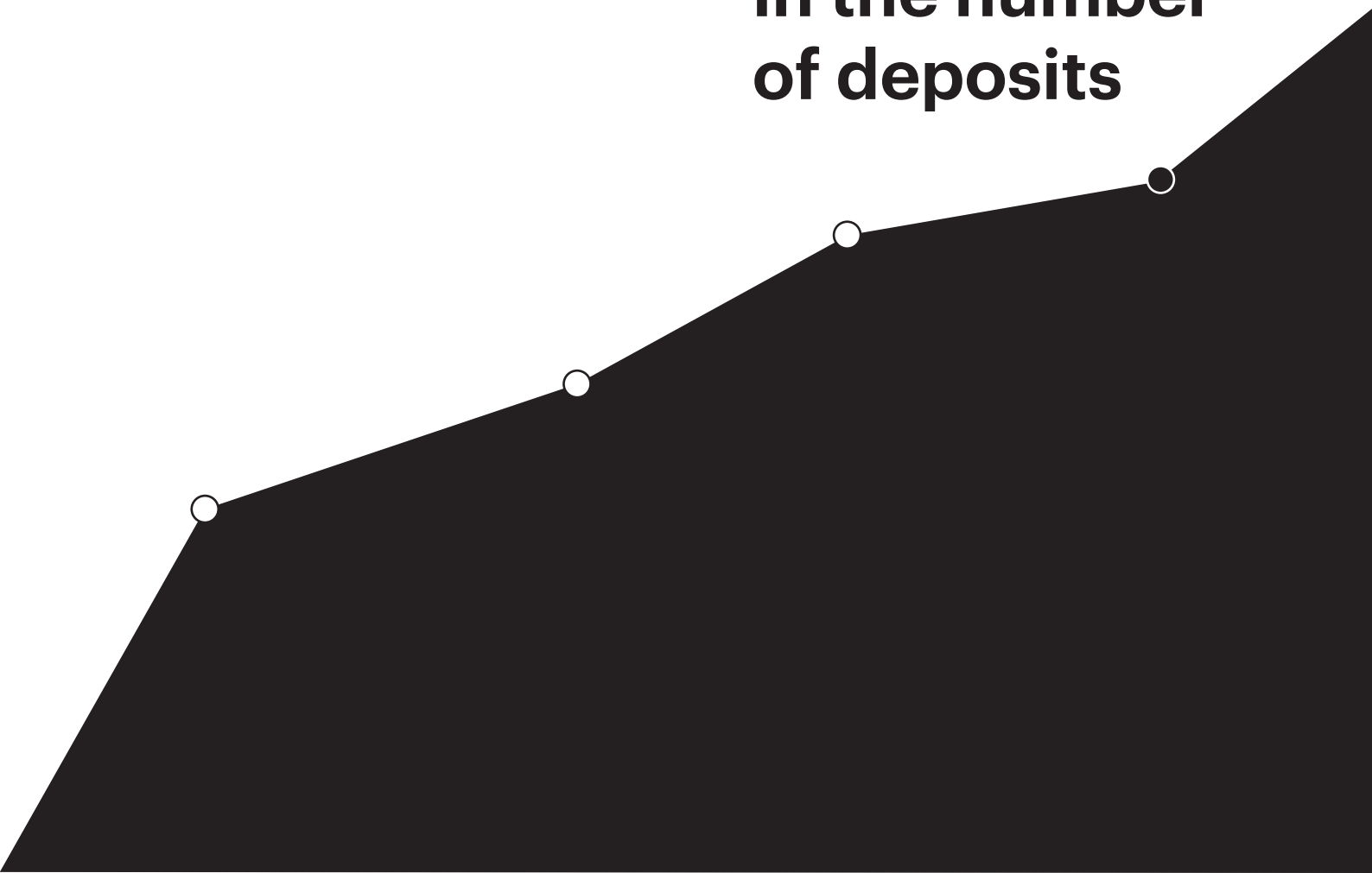
CTR mobile version **5.8%**

Mobile application:

CTR iOS **7.4%**

CTR Android **8.6%**

**13% increase
in the number
of deposits**



Sales Automation Hot-lead generation

Country	PL, CZ, SK
Channels	www, IB, mobile app, contact center
Used modules	Analytics, Dynamic content, Automation
Time to market	1 week

With Dynamic Content functionality we have implemented a set of custom events that sent important data to our Business Profile.

Examples

- product calculators
- page scroll
- CTA buttons
- redirect links

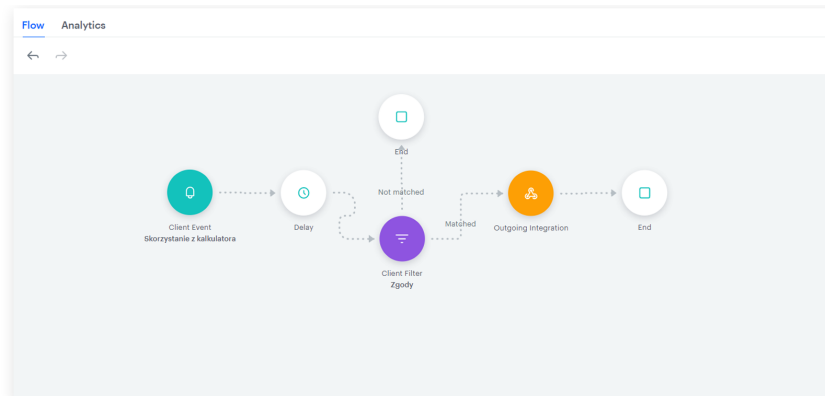
The data that we got from those actions was overwhelming at first. But with time and a few product workshops and training provided by our partners, we became more and more confident.

But the data itself was not enough, we wanted to do more with all this new intel. **After successful integration with www.mbank.pl, we integrated Synerise with our internal system via webhooks.** We began to send all of the generated data touchpoints directly to the tool in order to send more personalized communication and offers to our clients.

The example scenario

In the evening, Anna is searching for a cash loan offer on the net. He hits the www.mbank.pl page and does some quick calculations on the product calculator, then he leaves. On the next day, Anna receives a mobile push with exactly the same values as the money amount that he was searching for. In addition to mobile push, the data is sent to the call center and based on it the consultant contacts the lead with a special offer.





Loan Calculator

Z kodem KWIATY prowizja za udzielenie kredytu aż o 50% mniejsza

Jaka kwota?

500 200 000 zł **123 456 zł**

Na jak długo?

3 120 mies. **72 mies.**

- ☒ kod **KWIATY** **Poprawny kod**
- ☐ ubezpieczam kredyt
- ☐ jestem klientem Intensive ?
- ☐ jestem klientem aktywnym ?

Miesięczna rata: ~~2 897 zł~~ **2 753 zł**

RRSO: **18,50%**

Oprocentowanie: **14,99%**

Prowizja: ~~10,00%~~ **5,49%**

złóż wniosek

[zobacz koszt kredytu](#)

Jeśli pożyczysz **123 456 zł** na **72 mies.** Twoja miesięczna rata wyniesie tylko **2 753 zł**

John Doe: form.submit

Properties Raw data

Mac OS X Chrome Jan 17, 2023 11:00:00 AM

clientId	78288743
deviceType	Desktop
creditAmount	123456
timeMonths	72

mBank

Every 2 minutes at mBank one customer gets a loan online.

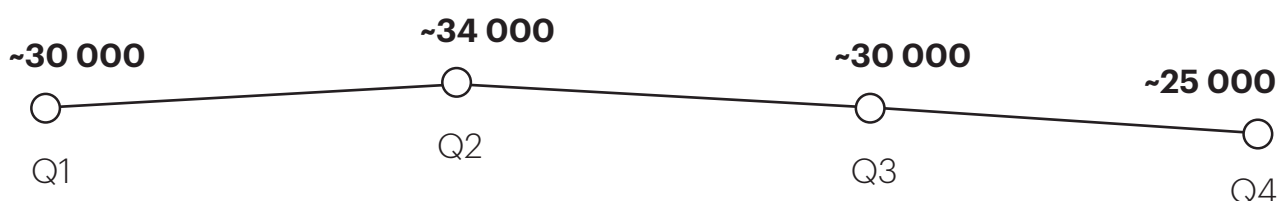
Log in to your account and see your personalized offer.

Results

The following results present the number of generated offers in specific quarters. This number is the result of **cooperation with Synerise which enabled automation and personalization of the entire process, allowing mBank to generate offers well-tailored to their customers.** The offers were generated with the help of Synerise and could only be implemented through this platform. Prior to Synerise, access to the necessary information on the information page was unavailable, rendering implementation impossible.

Those offers were based on leads coming from Synerise and were sent in real time. **The increase in these values indicates the discovery of new customer touchpoints with our offer.** The more leads, the more offers and the higher the sales are.

A constant large number of offers throughout the year 2022



NPS Surveys www.mbank.pl

Country	PL
Channels	Website
Used modules	Dynamic content, Documents
Time to market	1 week

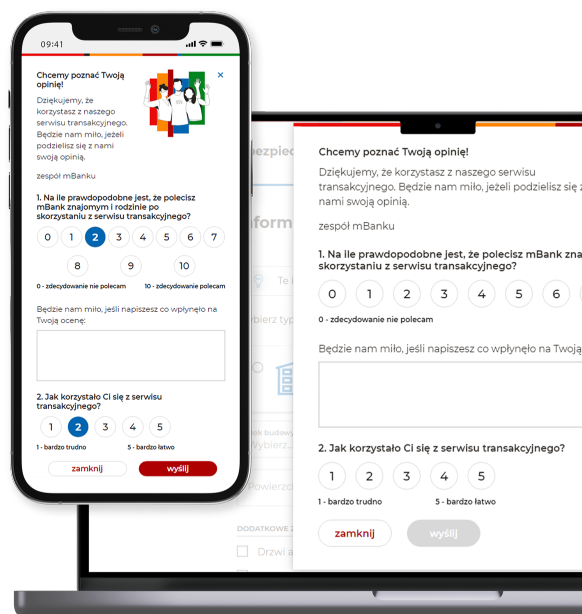
At mBank, we believe in the voice of our customers. One of the most important indicators that we monitor is NPS. Before Synerise, the NPS score was measured only in the mobile application for both Internet Banking users and application users. We sent the survey two days after the user's last login on the channel.

The problem was that the clients sometimes did not remember the exact experience they had on a page after two days, or they did not understand which channel we were asking about.

With Synerise, we came up with a new real-time way of sending the NPS surveys directly to clients who log out from the IB.

Results

The results that we got from the test group were very promising. **The response rate went from 0,7% to 2,43%.** The clients that got the Synerise NPS version were also more likely to give us comments about their last visit to the IB channel.



2,43%
0,7%

Capping campaigns support

Country	PL
Channels	IB, mobile app
Used modules	Dynamic content, Documents
Time to market	2 weeks

Before the capping was implemented at mBank, we sent campaigns that lasted for a specific period. The user could see one offer for four or five days in a row. We thought that we could do better.

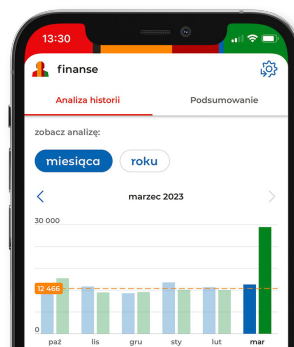
When Synerise was implemented in the IB channel, we used custom events to measure the visibility and CTR of each placeholder and offer presented to the customer.

Synerise automates and then sends this data to Campaign Manager, that **finally gets information about offer statuses – seen, not seen, clicked, not clicked.**

The next thing was to make good use of this data so that clients would no longer have to see the same offers for days.

The capping functionality allows us to rotate offers in any placeholder and any channel. We can now set the visibility score based on Synerise events. If the user would see the offer a third time, the capping would switch the offer to another product with the next priority.

The reachability of the offers was boosted thanks to those actions and also the conversion rate of the products that could be finally displayed to our clients.



It is worth noting that the campaign results were based on the new approach to offering, for which the direct campaign department was responsible.

Before

In the IB / mobile app, the same product banners were displayed to everyone for a certain period. Whether the user reacts / unresponsive, the rules didn't change.

After

After the banners were issued, we started analyzing OR and CTR results. We make the further display of communication dependant on the customer's behavior (if they click, we stop displaying).

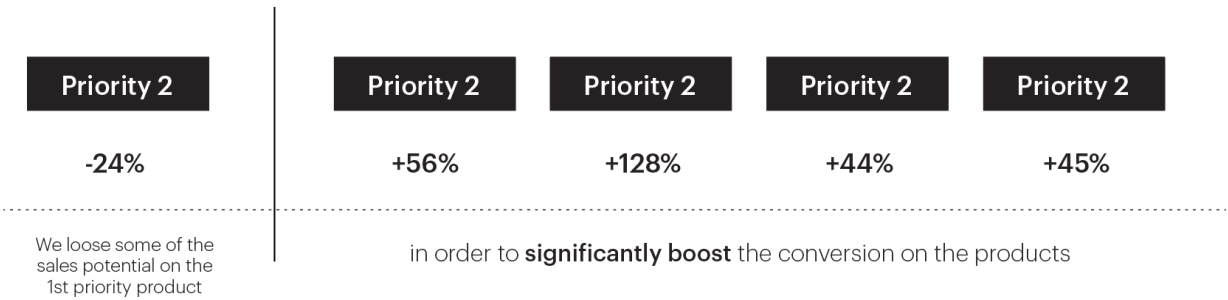
Results

The first priority product before was the only one that was displayed for the client.

The next priority product support was provided by capping functionality. If the user will not respond to priority no 1, he will get other offers. Thanks to Synerise events, we can expand the offer for the client.

	Capping 	Capping 
Sales campaigns	51%	41%
Relation campaigns	49%	30%

The conversion rates on different priority products with capping functionality



The first priority product before was the only one that was displayed for the client.

The next priority product support was provided by **capping functionality**. If the user will not respond to priority no 1, he will get other offers. Thanks to Synerise events, we can expand the offer for the client.

Home banner personalization Campaign “Children’s Day”

Country	PL
Channels	Website
Used modules	Dynamic content - insert object
Time to market	2 days

On Children’s Day, we wanted to prepare something special, a dedicated **Dynamic Content** campaign for users who visited a set of pages with mBank’s offer for a younger audience.

We built aggregates and banner replacement on our Home Page.

The campaign was a huge success because the whole mechanism took our team 2 days to prepare.

Other products on the home page banner did not suffer any loss on CTR or conversion. The offer was perfectly targeted thanks to advanced segmentation based on aggregates and expressions.

Results

The final conversion came close to **4,92%**.

In comparison, average Conversion Rate from standard on Home Page Banner campaigns without any personalization is ~2,5%.

The final conversion **4,92%**

eKonto Junior z kartą dla najmłodszych na Dzień Dziecka

Weź udział w konkursie i wygraj 1 500 zł na zakupy w Decathlon

[SPRAWDŹ SZCZEGÓŁY](#)



NOTA PRAWNA

Escape Survey

Country	PL, CZ, SK
Channels	Forms
Used modules	Dynamic content, Analytics
Time to market	1 week

In most cases, when the user wants to leave the form without finishing and sending it, we present them with a standard pop-up window.

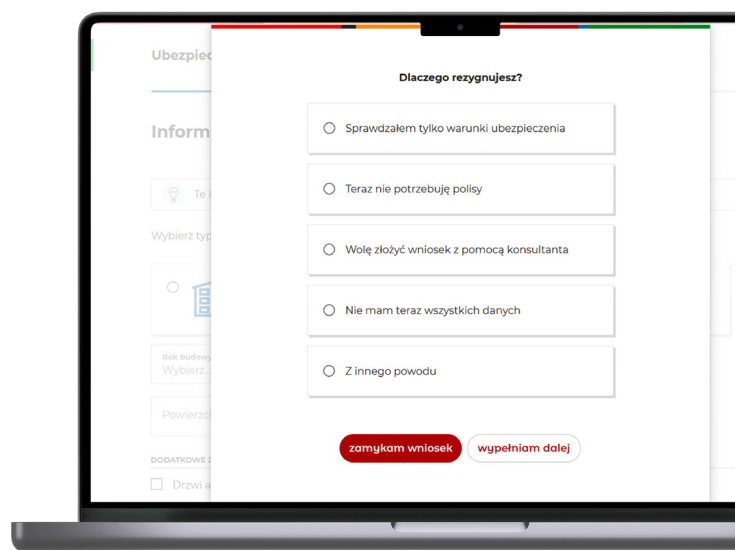
It was nothing more than another step on the path for the user. It did not bring the users or us any value. **We decided to use Synerise to somehow interact with those not interested in finishing the form.**

We came up with an escape survey during our work with many business lines. They had a lot of ideas about why the users were leaving but did not have the tool to confirm their assumptions.

With the escape survey, every business line can **ask their users what the reasons behind their actions are**. The first 4-5 bullets on the survey represent the business hypothesis of the “why”, but the last one, “another reason”, allows us to collect more direct feedback.

We can analyze all this data in Synerise and advise Product Owners on what they should fix or what are the pain points for the clients.

Customer responses are sent to internal systems connected with the Contact Center and RTM campaigns. Consultants know the reasons, why customers are leaving applications and can guide the conversation accordingly. The response rate is very high - around 45% on applications where surveys are running.



Data Driven Development: MegaMenu clicks – navigation analytics

Country	PL, CZ, SK
Channels	Internet Banking
Used modules	Dynamic content, Analytics, Automations
Time to market	2 weeks

The Internet Banking channel (IB) is one of the main points of user contact with our bank. It is very important to know where our users go in this channel and which functionalities are the most important to them.

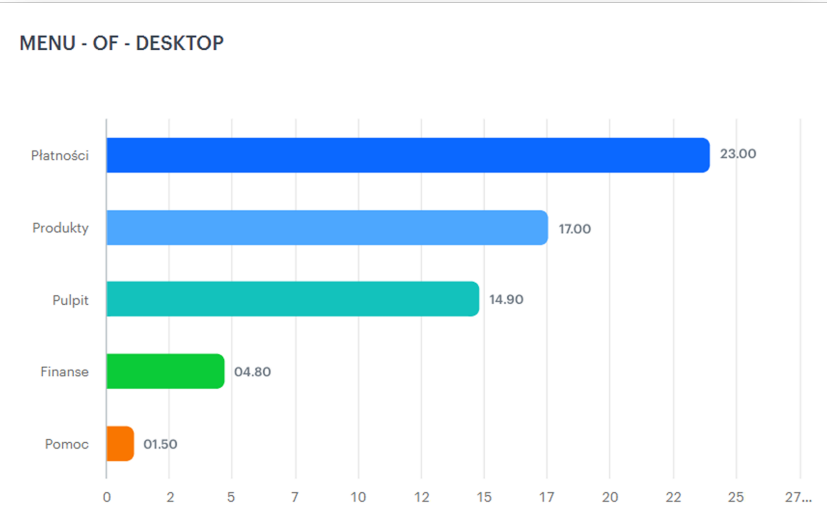
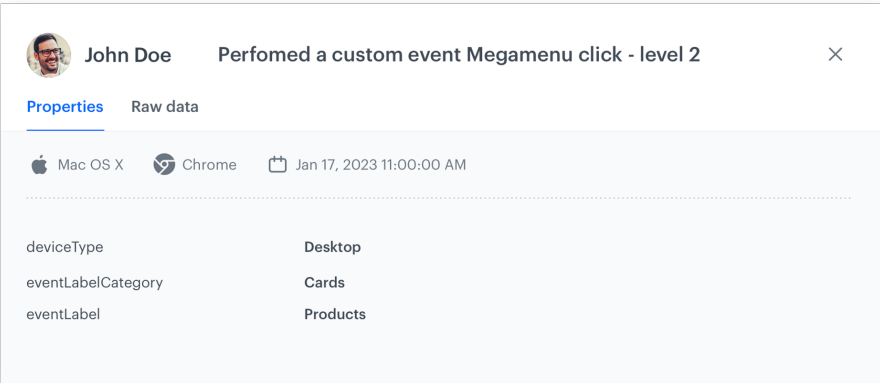
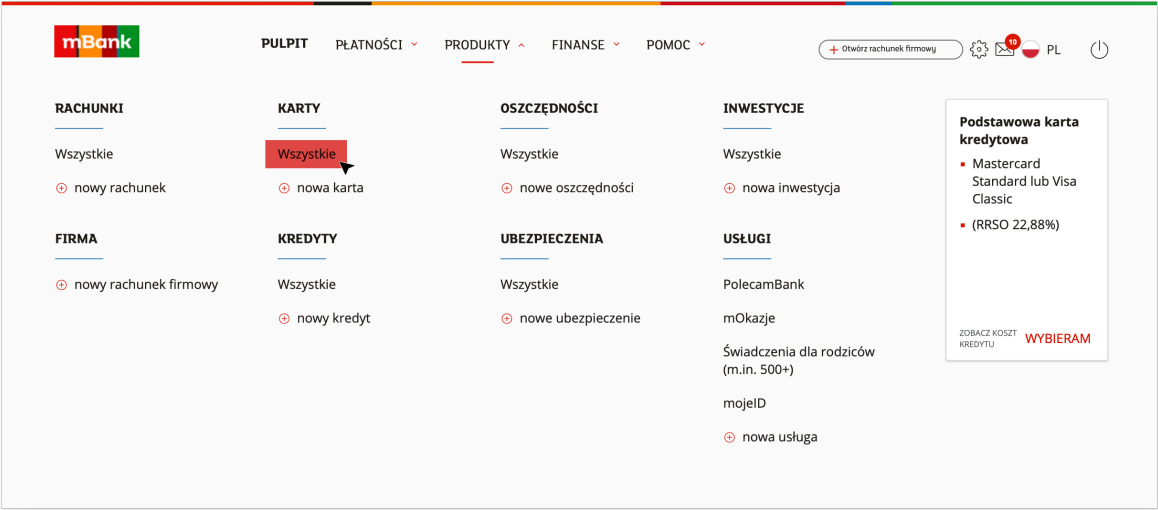
With Synerise, **we have the ability to provide our Product Owners responsible for particular parts of the IB with the knowledge of customer traffic.** The megamenu is like a map of the whole IB where the user can click and find the functionality/feature that the hneeds.

We have implemented custom events that gather this data in real time.

The event collects particular parts of the megamenu in the form of separate parameters that can be used in analytics or even in automation mechanisms.

With such advanced analytics, we can create fully data-driven features for our clients or save time and money on functionalities that are not used very often by the users.





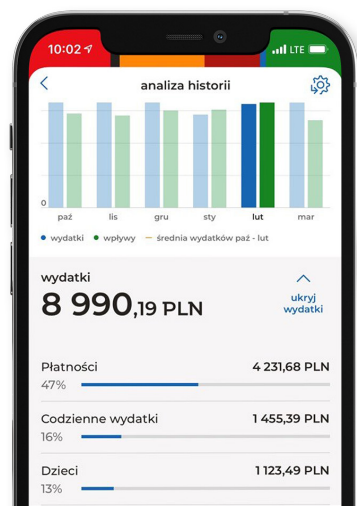
Product Driven Analytics: Personal Finance Management

Country	PL
Channels	Internet Banking, mobile app
Used modules	Dynamic content, Analytics, Automations, SDK
Time to market	2 weeks

In 2022 we implemented for our clients the Personal Finance Management feature in the IB and mobile app.

It allows you to dive into your own wallet and see very clearly what product categories you spend your money on. You can easily change the names of the categories if you want to.

With Synerise we built an advanced analytics dashboard that tracked almost every action in this feature. It was crucial for the development team to see what parts of this functionality were most frequently used.



After some time, we observed that more and more clients were using the PFM in the mobile application. The internet banking channel is less attractive to youngsters and mobile-first users.

So the Product Owner and the team have decided to focus on mobile application and they moved their focus to this channel.

Selected results*

mBank - Case Study

26

4 million

identified clients with marketing consents (PL/CZ/SK)

32 million

events tracked daily

50% growth

Deposits - **almost 50% growth quarterly** in personalized campaigns on the website

10% increase

10% increase in conversion on the cash loan form, thanks to dynamic content creations (implemented using Synerise)

31.5% increase

31.5% increase in investments on top sales yearly, from campaigns based on Synerise leads

100 processes

100 personalized automation processes that generate sales leads

200 employees

Almost **200** employees using Synerise in 10 departments (departments responsible for Marketing, Products, IT, Clients, Omnichannel and many more)

60% increase

60% increase in the number of leads generated by Synerise

** To precisely define the profit generated by Synerise campaigns, mBank provides A/B/X tests and sends campaigns using the control group.*



Summary

With Synerise's help, mBank implemented complex business scenarios that significantly improved the customer experience, presenting precisely targeted communication and personalized recommendations for customers using different touchpoints with the bank.

Synerise provides information on the most frequently used and necessary features of the bank's systems with an impact on the roadmap of end applications and improved conversion of customer acquisition forms.

Synerise platform also helped in the acquisition of new customers through scenarios of abandoning information pages and observation of anomaly detection in banking systems.

All in all, access to the analytical platform for bank analysts and business employees **in real time, enabling any in-depth analysis and formulation of strategic conclusions** for the product and communication with customers.

Next steps

The first stage of cooperation with Synerise, which was based on organizing the data and connecting all communication channels, finished successfully. It opened up the possibility of starting the next stage, based on artificial intelligence. AI is a very important area with great potential for mBank.

In the near future, mBank in cooperation with Synerise will plan a significant development in the AI & Optimization area. A few key projects which will be developed will be connected mainly with AI Churn, AI Search, AI Recommendations and AI Anomaly communication with customers.

mBank's Data-Driven Journey

We invite you to watch our last **Smart Session** webinar with mBank.

This webinar will provide valuable insights into the latest trends and developments in the banking industry. In this episode, we discuss the challenges of Synerise with mBank and explore mBank's plans for the development of AI-based projects in the near future and its role in the ever-evolving banking industry.

We also discuss:

- What is the main scope of projects led by mBank and Synerise?
- What was the most difficult challenge at the beginning of the cooperation?
- What did the implementation project look like?
- What are the plans for the development of AI-based projects in the near future?

Get ready to go behind the scenes of a data-driven bank and gain valuable insights!

Find us on:

<https://www.youtube.com/watch?v=l2otEslWJRY>



SYNERISE

Contact

If you are ready to level up, we'd love to help. Contact us to get started, and together we'll begin to reach new heights!

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synerise.com