

A better way to handle leads

Our story

All across the world, people are turning to fintech apps to handle things like making payments, getting loans or saving for retirement. As traditional banks brace for disruption, some are innovating to deliver the world-class customer experience people now expect

This is precisely what PostFinance – Switzerland’s fifth largest financial institution – is doing, as it modernizes how it markets products and services. The financial institution generates around 3.7 million leads each day – nearly half of which are cross-selling opportunities.

Common marketing practices that worked in the past are inadequate for today’s customers, who no longer respond to marketing brochures or telemarketing campaigns. Instead, any cross-selling or up-selling activities must come in the form of personalized offers.

PostFinance now manages its sales and marketing campaigns through **SAS Customer Intelligence** solutions, which deliver the powerful **analytics** needed to personalize the **customer experience** and create lasting brand loyalty among its 3 million customers.

“SAS was an important piece of the puzzle to transform our sales approach from portfolio-based to data-based. Marketing and campaign managers now can contact customers based on their known affinities and respond to their needs accordingly”

says Dennis Lengacher, Head of Customer Cycle Management and Campaign Conception at PostFinance.

“With SAS Customer Intelligence, we’ve achieved higher conversion rates – credit card sales have doubled – and we’re able to use our marketing funds more efficiently.”

Dennis Lengacher Head of Customer Cycle Management and Campaign Conception
PostFinance