

Finserve Solution

Case Study



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Lifecycle Digital helped the Commonwealth Bank **streamline and simplify their EDM process.**

Commonwealth Bank Australia

Commonwealth Bank Australia (CBA) is Australia's leading provider of integrated financial services, including retail, business and institutional banking, funds management, superannuation, insurance, investment and share-broking products and services. Founded in 1912 and now one of the most recognised brands in the Australian financial industry, CBA have ensured strong and continual growth by keeping a customer-centric focus. The bank engaged with Lifecycle Digital to get closer to their customers by streamlining their marketing process.



The Problem

The bank had completed a technical migration to Salesforce Marketing Cloud and now wanted to take advantage of the full value of the platform. The way the bank built their emails internally was blocking the marketing team from creating customer first marketing strategies.

The internal email creation process was previously managed by a team who were converting PSD files to html for every email send – this was not only time consuming but also a high technically skilled process.

The Solution

Lifecycle Digital understands each of our clients' have individual needs, for that very reason our Finance Solution is modular. We implemented the email journey module of Finance Solution to simplify the processes each of the many teams were using to send email communication. With so many stakeholders Lifecycle Digital identified the opportunity to minimise effort and cost by helping CBA to implement EDM templates.

A full audit of the communication requirements was conducted based on the types of emails being sent (across all departments and teams). Our solution was to 'segment' the communication requirements into four broad buckets – requiring four email template designs:



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1. Newsletters: Business Banking
2. Basic and Quick emails
3. Rewards and Partners
4. Complex emails

Each template designed was responsive; dynamic; flexible and adaptable. Through the creation of the 4 templates, the eDM process was streamlined and it enabled the financial marketers to have greater control over the EDM creation.

The Results

The Financial Solution has helped the Commonwealth Bank become more efficient – freeing up time for smarter, targeted more relevant communications. Since designing the templates, Lifecycle Digital has also conducted a series of training workshops for the internal engagement team, marketers as well as partner agencies who have all embraced the new and improved marketing processes.

By partnering with Lifecycle Digital they were able to put their customers first in their marketing communications. Which aligns with their customer commitment to be Australia's most accessible bank.



Want to learn more?

Contact us at info@lifecycledigital.com
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