

nexi

# Customer Value Management:

the way to unlock your client potential

29 March 2023

**TECHNOBANK**

Powered by ASIT



# A powerful European strategic combination

nexi

+

nets:

+

sia

Largest scale European PayTech, present in most attractive markets

Product, technology and capabilities powerhouse across payments ecosystem

Scaled acquiring platform with enhanced eCom proposition

**STRATEGIC  
VALUE  
CREATION**

# The European PayTech



# Our purpose



“

We drive progress by simplifying transactions and by empowering people and businesses to enjoy closer relationships and prosper together.”

# The European PayTech



- Present in **>25 countries**, representing **65%** of European consumption
- Focused on **driving** the European transition to **cashless**
- **One of the largest Pan-European operational scale** driving material financial and strategic benefits
- **Best-in-class products and capabilities**, especially in acquiring

1.

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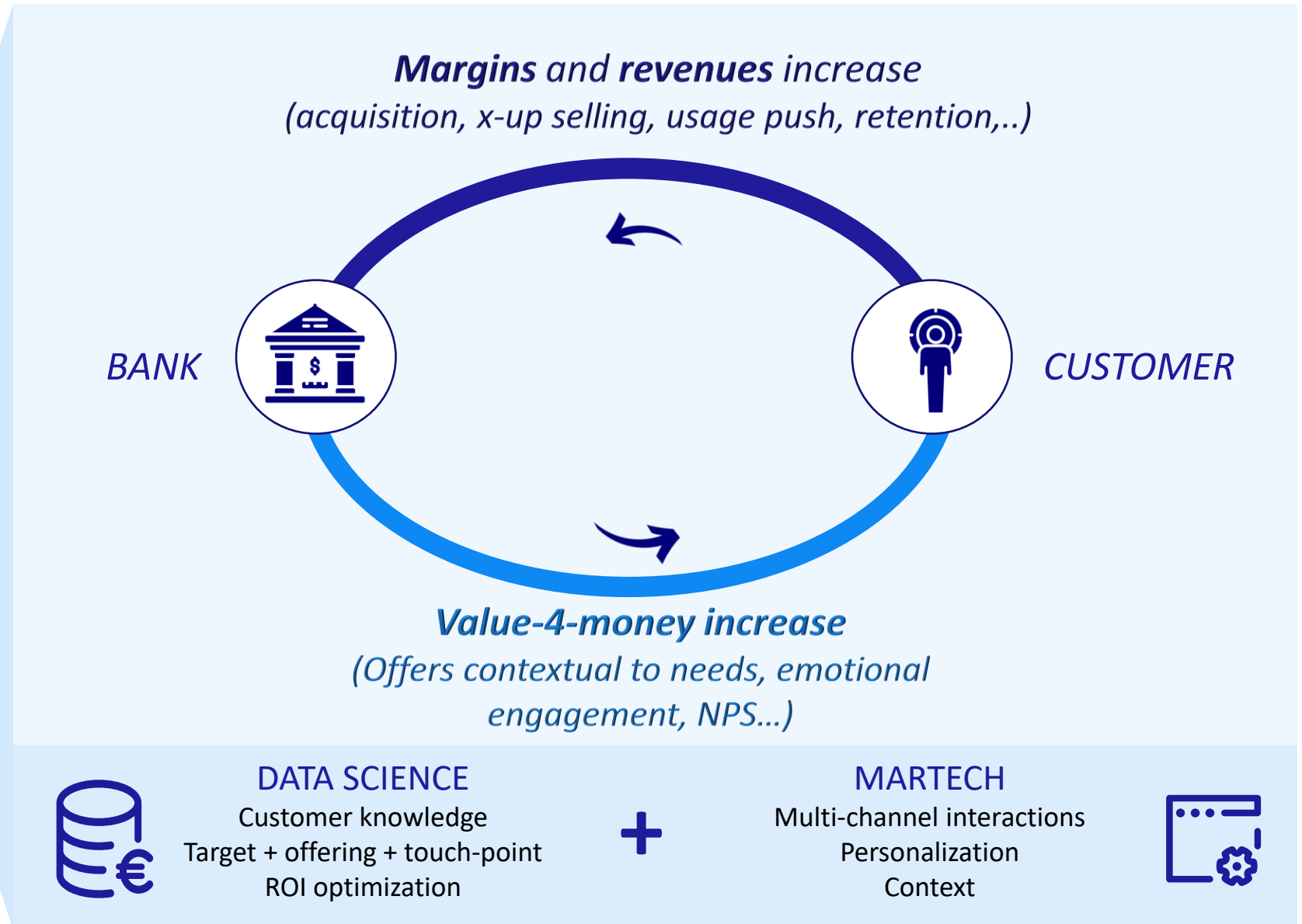
## CVM solutions & value



# Customer Value Management (CVM): a common definition!

A practice that increases the **engagement** and **lifetime value** of the customers in all lifecycle phases, generating a **value virtuous cycle**

*It goes much beyond CRM!*





# Digital payments are a key driver to implement an effective CVM

- START with  
PAYMENT  
SERVICES**
- 1 High **PENETRATION** and  
usage **FREQUENCY**
  - 2 In-house **HIGH VOLUME OF  
DATA** to know and serve  
customers
  - 3 High number of **X-UP SELL  
REAL TIME OPPORTUNITIES**
  - 4 Naturally **DIGITAL**

**ADD OTHER PRODUCTS &  
SERVICES OF THE BANK**





# As proven by the Nexi experience

*Return of investment increasing over time, leveraging multiple revenue levers*



MEMBERSHIP  
FEE

From **25** to  
**40€/year** per  
subscriber\*



CREDIT CARD  
ACQUISITION

From **+1%** to  
**4%/year**



CARD CHURN  
REDUCTION

From **-10%** to  
**20%/year**



BANK CHURN  
REDUCTION

From **-5%** to  
**15%/year**



X-UP SELLING  
BANK  
PRODUCTS

From **2%** to  
**5%/year** (in Value)



CARD USAGE

From **+5%** to  
**20%/year**

Benchmark from the Nexi experience

# Nexi Customer Value Management solutions at disposal for financial players

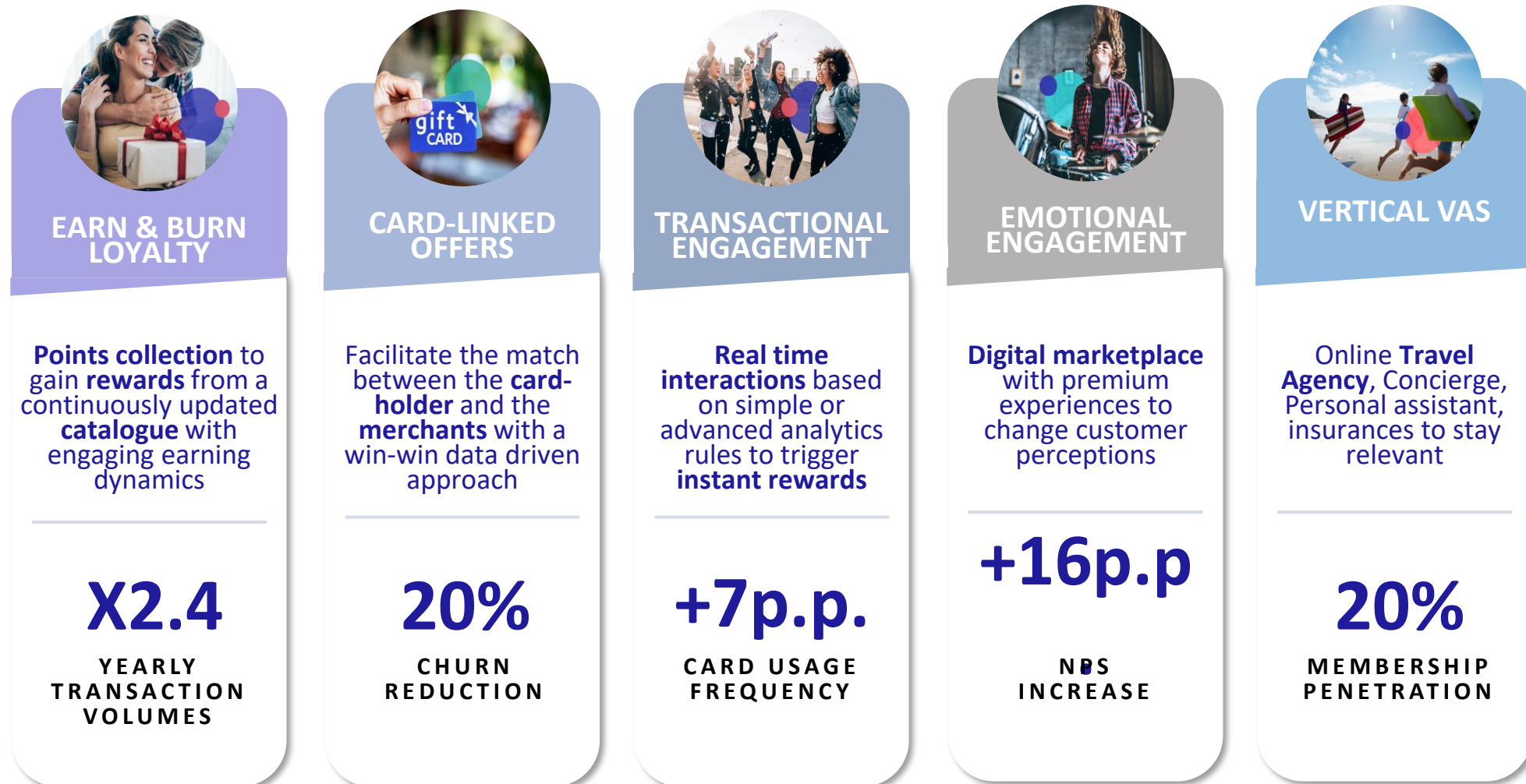


# 1A. Engagement programme



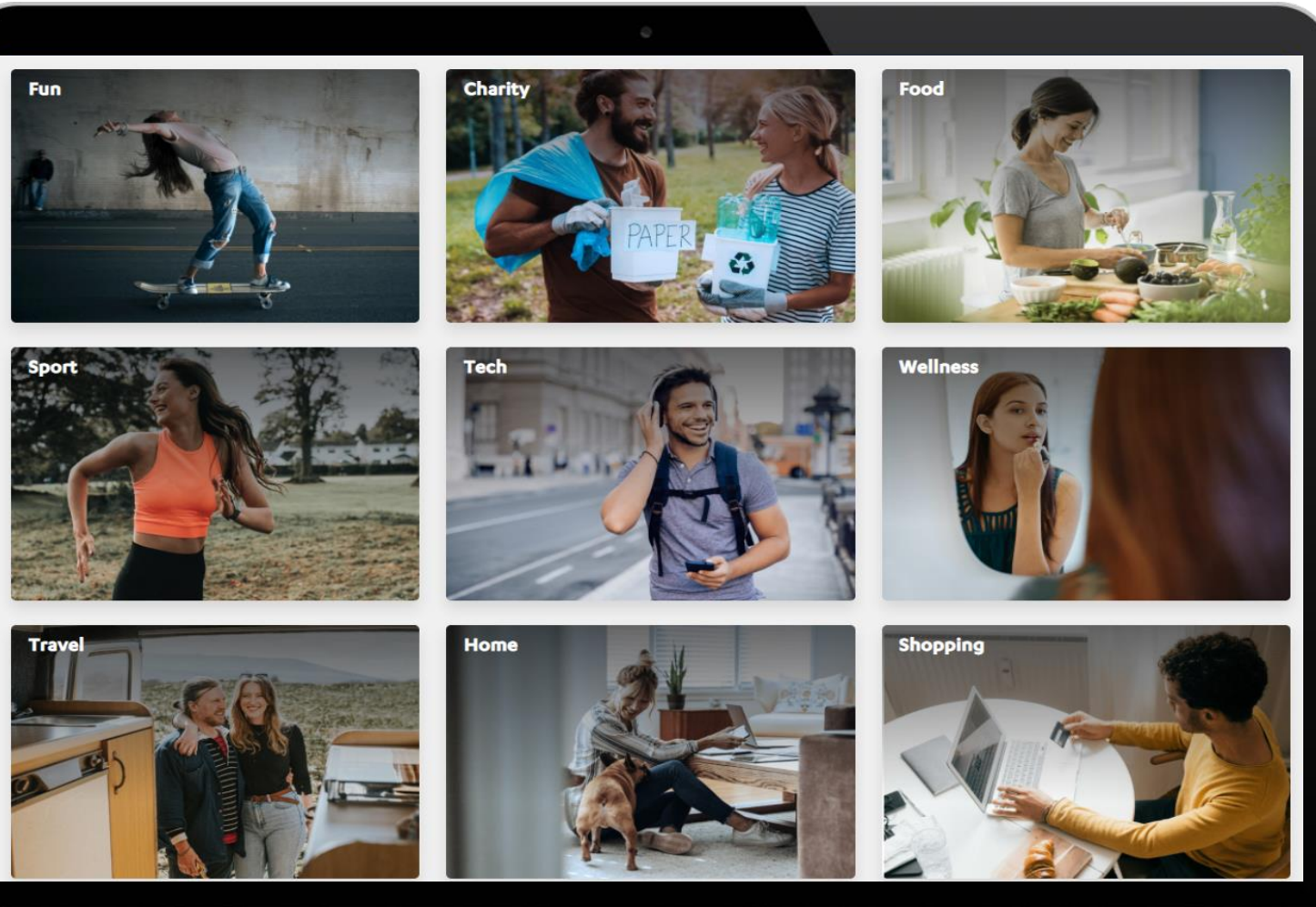


# The bank will have access to an extensive set of white label, plug and play modules to boost customer engagement



# EARN & BURN

Catalogue including multiple categories of rewards and points accumulation mechanics



## VALUE PROPOSITION

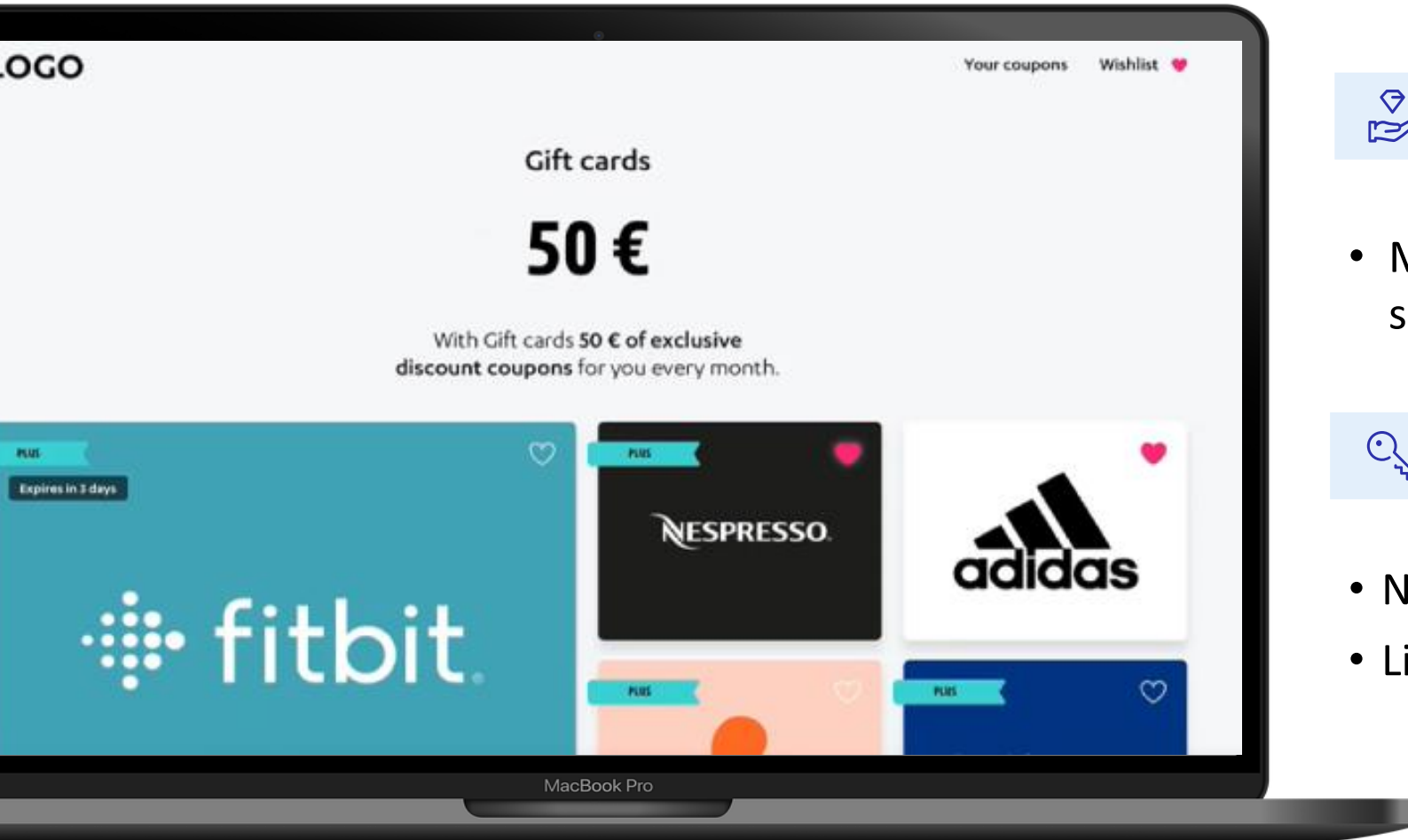
- **Catalogue with multiple categories of rewards designed around passions,** constantly updated every month according to seasonality

## KEY COMPONENTS

- **Points accumulation mechanics** can be customised on bank's business needs
- **UX with static and dynamic catalogue** (dedicated outlet and special offer)
- **Rewards selection** based on transactional data/ trends and bank positioning

# CARD LINKED OFFERS

An «always on» online shopping window with a new service model optimised UX



## VALUE PROPOSITION

- Monthly discounts on premium brands selected data driven

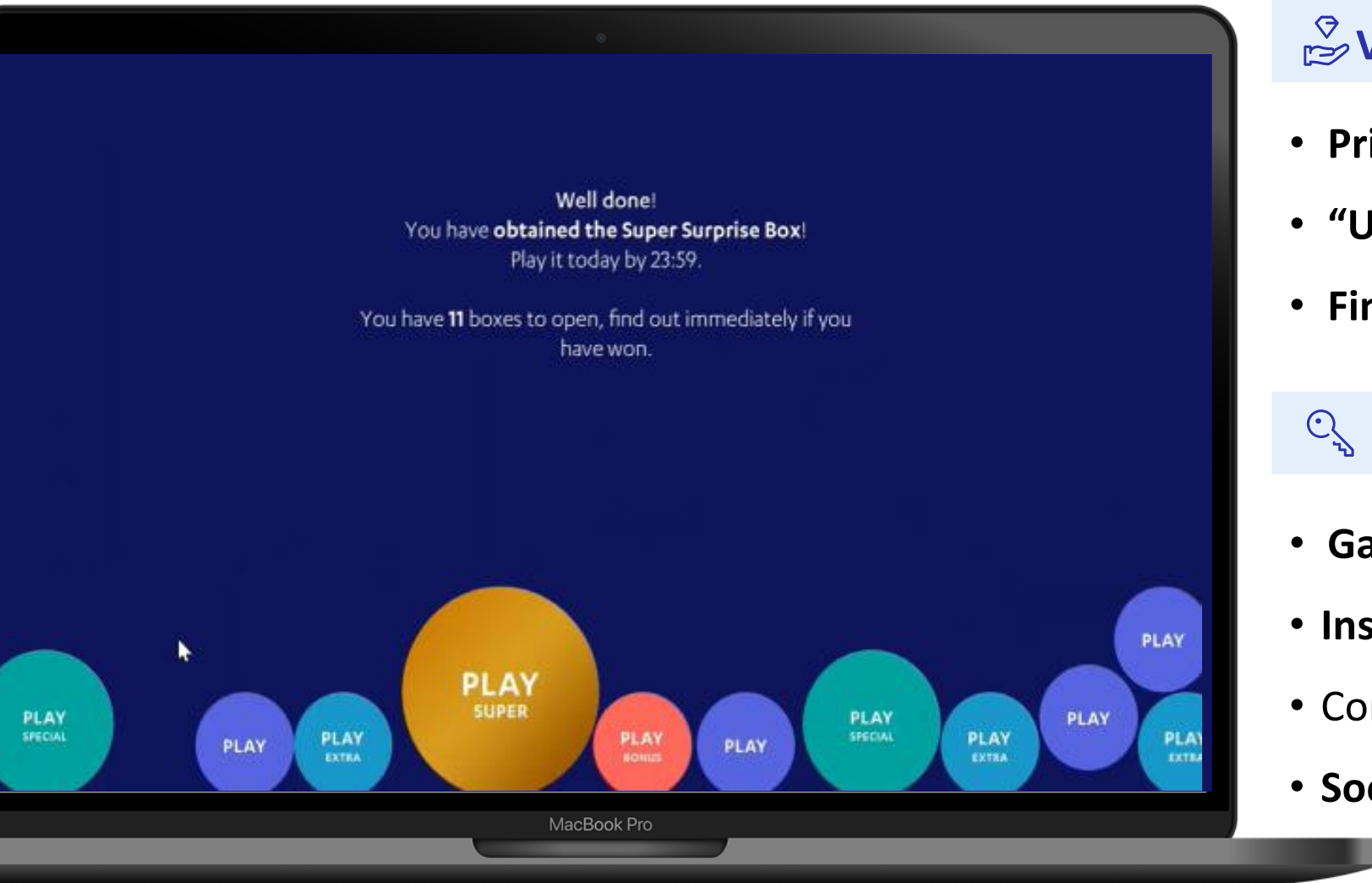
## KEY COMPONENTS

- Nominal value discounts
- Limited special offers



# TRANSACTIONAL ENGAGEMENT

An instant win gamification to keep clients engaged and boost access to digital properties



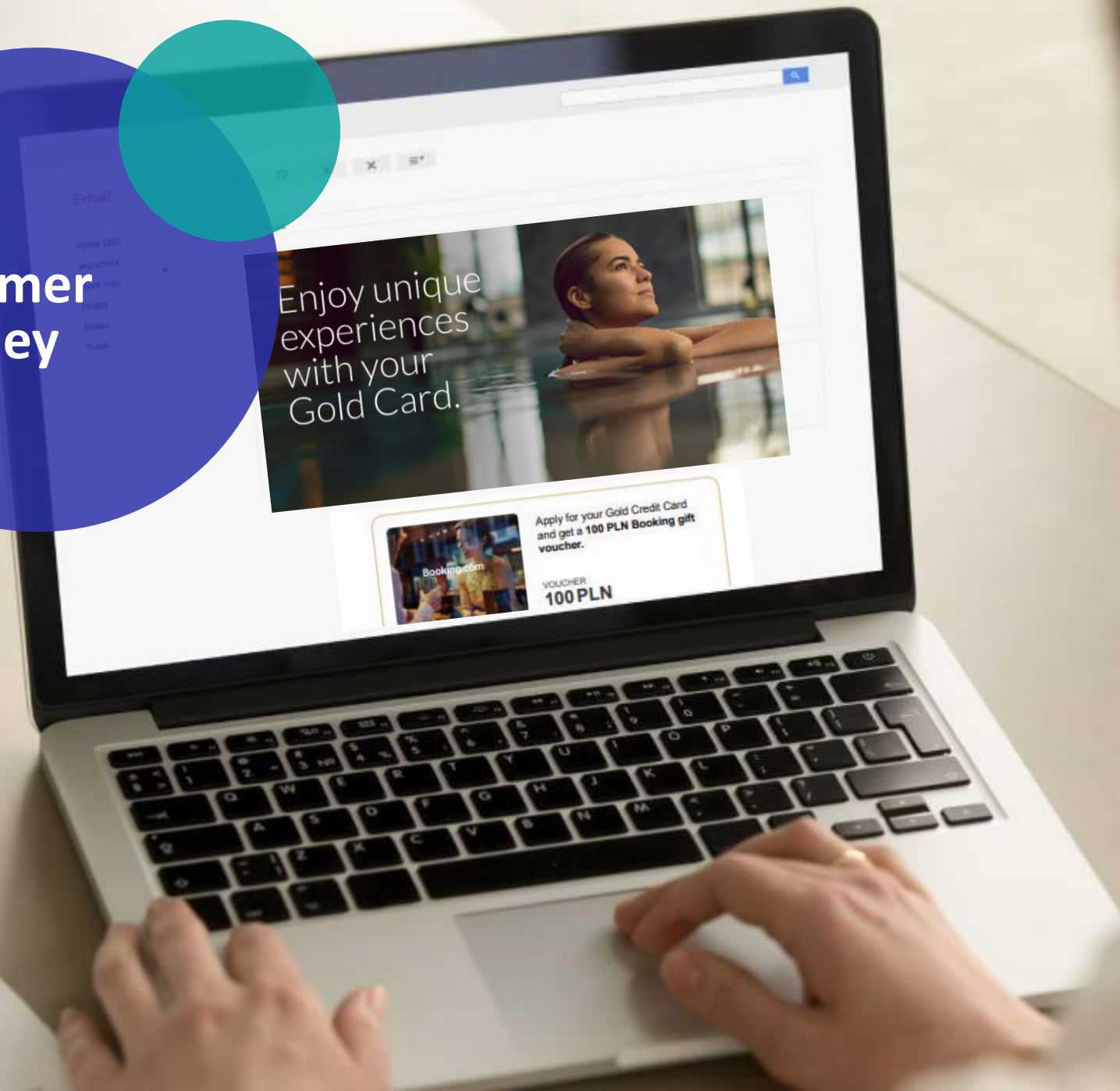
## VALUE PROPOSITION

- Prizes extraction
- “Unexpected” threshold prizes
- Final draw with Jackpot at 1m points

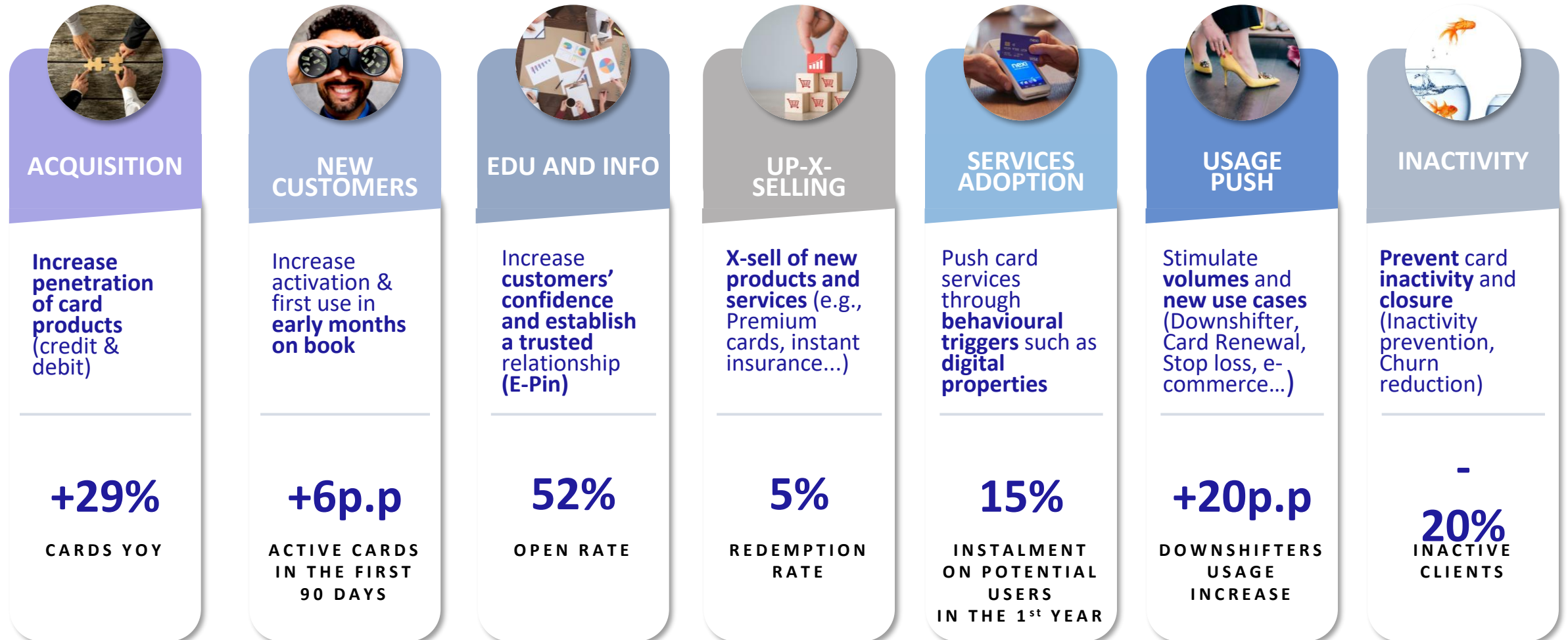
## KEY COMPONENTS

- Gamification
- Instant win algorithm
- Core on core; merchant-funded
- Social Sharing

## 1B. Customer journey



# Innovative catalogue of campaigns to address customer needs leveraging the right touchpoint, tone of voice and offer





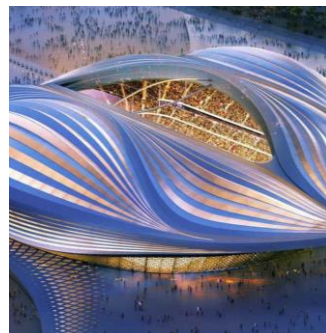
# Example of full stack campaigns for use stimulation

Full stack campaign to push card usage.

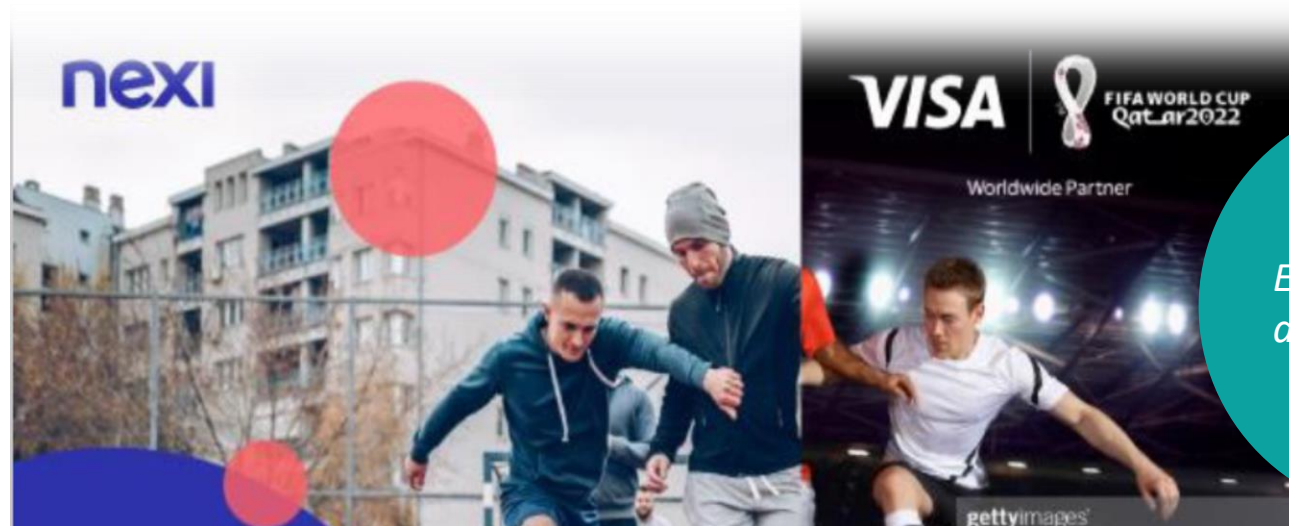
Mechanics and thresholds depend on the customer's current behaviour and that we would like them to have



**Every time  
you spend €50  
you can win 100  
Playstations 5 + FIFA  
23 (before mkt launch)**



**Every time  
you spend €500  
You can win 2 trips for  
2 persons (4-day VIP  
stay + flight) to fly to  
Qatar and attend the  
FIFA World Cup final**



*Enjoy football  
as main player*

Full stack campaigns include:



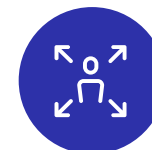
**PROMOTIONAL  
MECHANICS**



**MULTICHANNEL ASSETS**  
(Digital Funnel, DEM,  
Banner ATM, Banner  
Website, etc...)



**EXECUTION OF CJ  
ON BEHALF OF BANK**



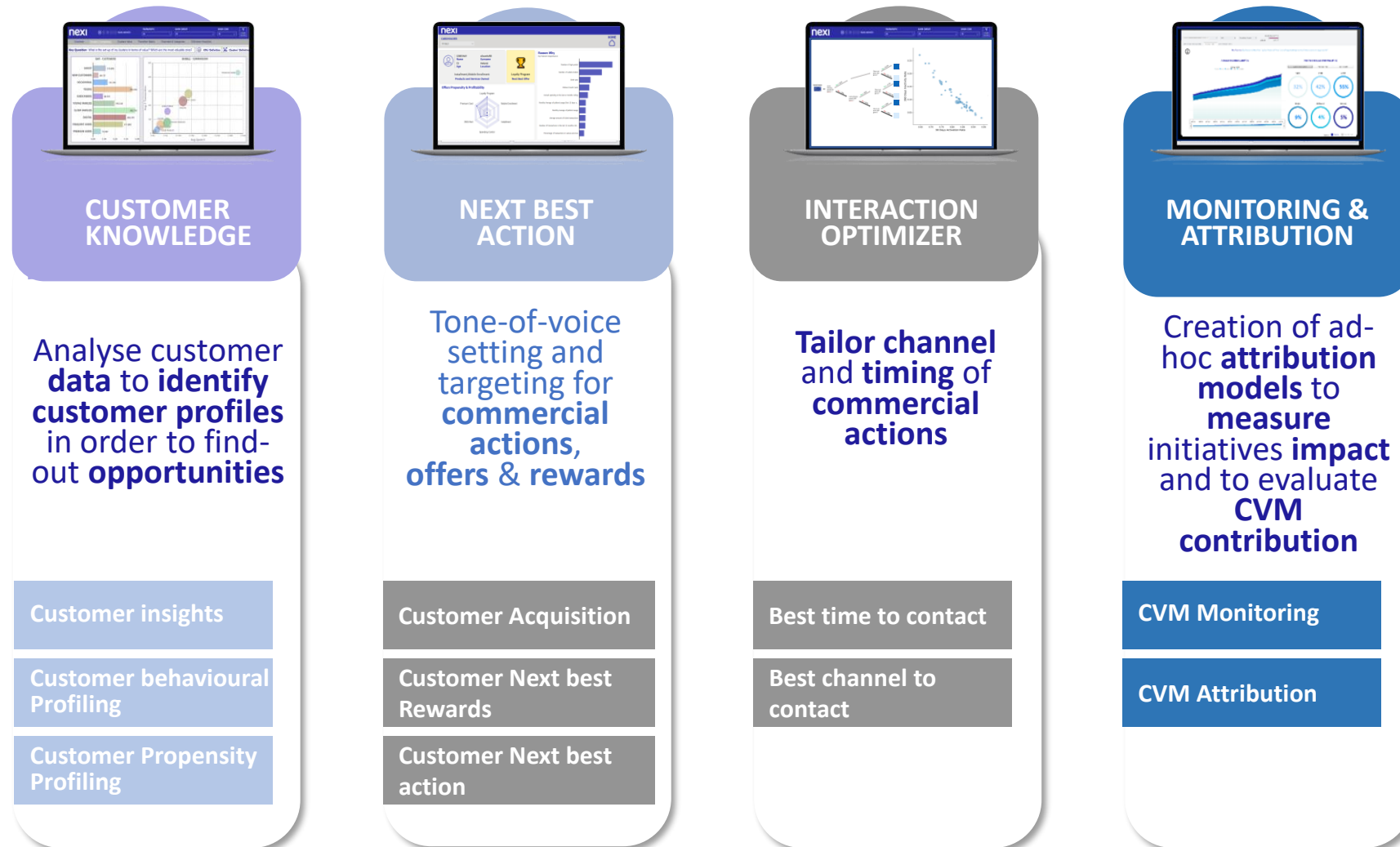
**DATA  
SCIENCE**



## 1C. Data analytics

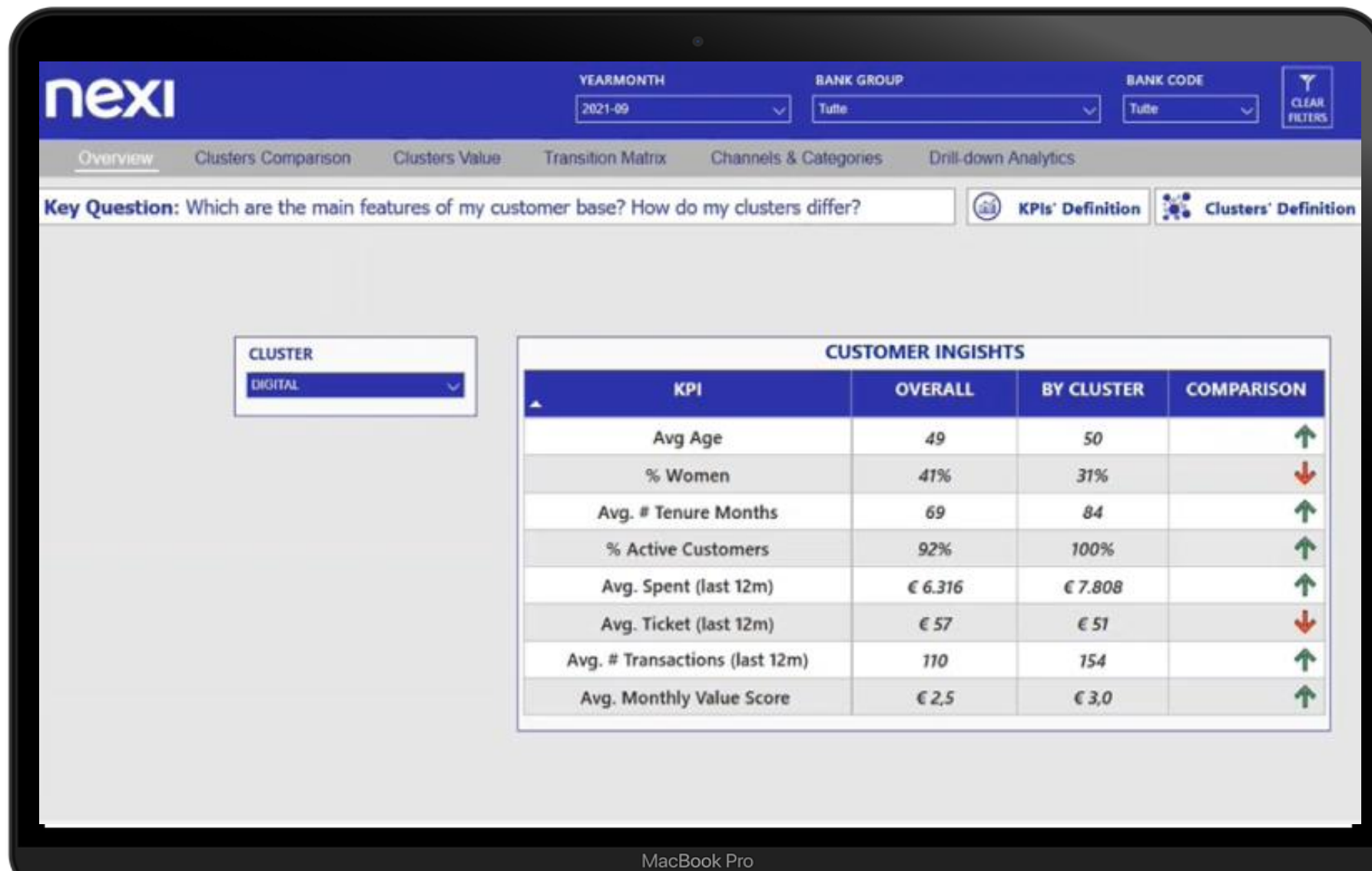


# Data Advanced analytics based on processing data to understand customer behaviour, tailor CVM initiatives, and generate ROI

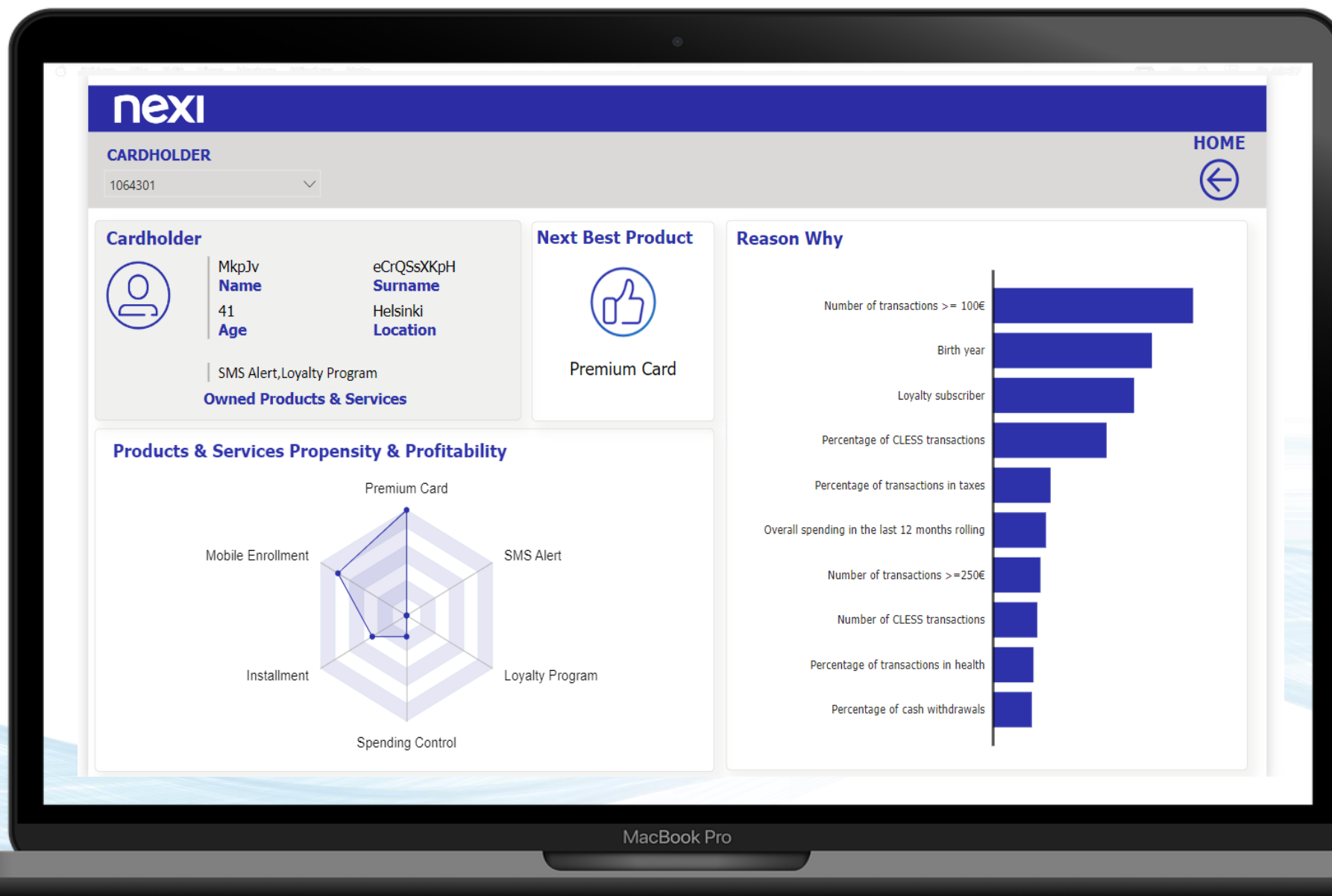




# Customer profile and value score



# Customer profile and campaign optimiser



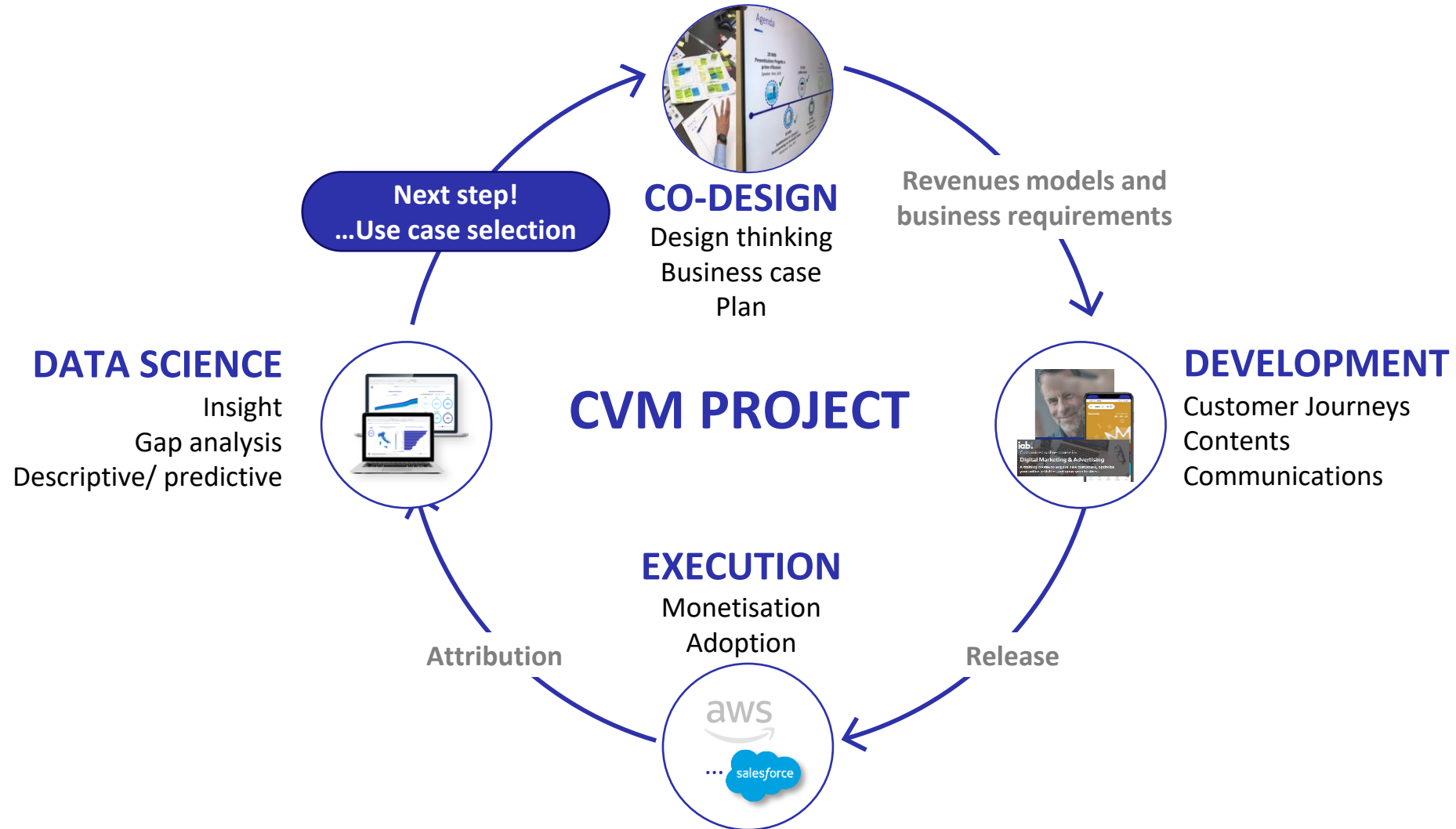
2.

## CVM operation cycle



# The next steps for our collaboration

From data, to execution and attribution...





Thank you!



nexi

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