



CASE STUDY

My Ally Connect - Using Data to Intelligently Engage Customers and Drive Desired Outcomes

Relevant Customer Touchpoints

■ CHALLENGE

The original Personal Web Pages were focused exclusively on Auto Lease and Loan Customers.

The goal is to create relevant and unique experiences continually re-engaging hand raisers by connecting an action directly to the individual. The data triggers an action to re-engage the customer and help them complete a task that returns actual ROI.

Consumers want more relevancy in their experiences. For example, 57% of consumers are willing to share personal data in exchange for more personalized offers, 52% for product recommendations, and 53% for a better more customized shopping experience.¹

■ SOLUTION

ChannelNet provided Ally with actionable data intelligence by individual customer:

Who they are: name, email, city, state, zip code, account

What they did on the Personal Web Page (PWP): pathing - multiple engagements



Ally Bank makes banking smarter and simpler while serving communities. We value and encourage the mantra of working better together. Our commitment to our customers has been at the core of who we are for 100 years.

¹ Source: Salesforce research study

■ When they interacted

How they interacted and engaged within PWP tools

Where they went (exit links) and what that intended task is

Their lease/retail, program, contract end, make, model, year

The dealer name that they are connected too through lease/retail loan



Ally can use the PWP data intelligence to personalize product recommendations and continue to engage customers in a timely manner to drive ROI goals.



CHANNELNET™
The Customer Experience. Reinvented.

Contact us now
and find out how
we can help you.

Paula Tompkins, CEO & Founder
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■ RESULTS

WELCOME ONBOARDING:

- **9.4% Product Utilization** (Mobile App, Auto Pay, Go Paperless, etc.)
- **2.9% Interactive Tool Engagement** (Online Savings, Ally Invest, Ally Home, etc.)
- **1.3% Cross Sell** (Save for the Future, Planning for Retirement, etc.)

RETAIL RETENTION:

- **5% Lead Generation** (Know Your Options, Monthly Payment Calculator, etc.)
- **3% Cross Sell** (Interest in Ally Products)
- **1% Interactive Tool Engagement** (Save for Big Purchase, Save for Emergencies, Retirement Calculators, etc.)



LEASE-END RETENTION:

- **42% Lead Generation** (Know Your Options, Mileage Calculator, etc.)
- **6% Cross Sell** (Interest in Ally Products)
- **1% Interactive Tool Engagement** (Save for Big Purchase and Retirement Calculators)
- **24.2% Self-Serve Engagement** (Vehicle Return Checklist, Lease End Resources, Vehicles Inspection App, Forms, etc.)

