

# How Mobile Messaging Drives Revenue for Financial Institutions

Improving customer engagement directly impacts the bottom line

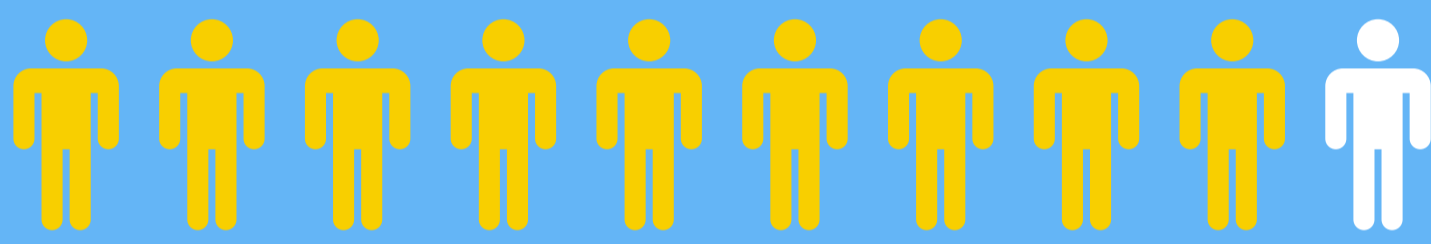


Each financial customer who is fully engaged brings \$402 per year in additional revenue to their primary bank.

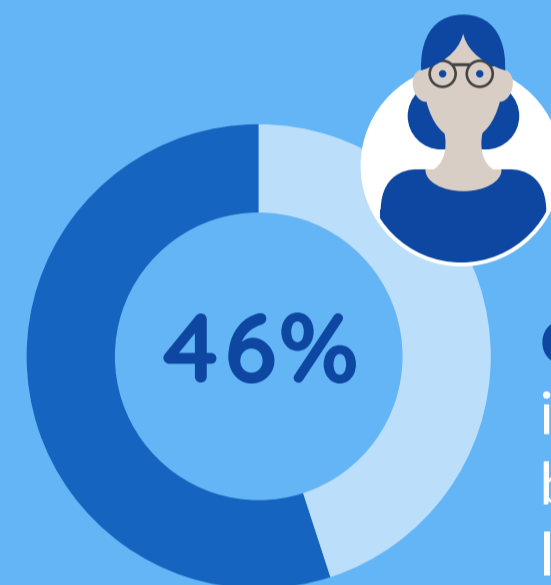


“Our conclusion: superior CX drives superior revenue growth.”  
– Harley Manning, Forrester

Customers expect their interactions using the methods and channels they prefer



9 in 10 consumers expect a seamless experience across multiple channels when moving from one communication method to another.



Mobile messaging channels are becoming the preferred method for customer engagement



98% of smartphone owners use messaging on a regular basis.



Personalization can drive up to **15% revenue growth**

Soprano Connect is an enterprise-grade omnichannel messaging platform that enables you to personalize, engage and build trust with your customers



Ready to get started?

Contact us at [www.sopranodesign.com](http://www.sopranodesign.com)