

Citi Credit Cards



MYTHILY KAMATH, SENIOR VICE PRESIDENT - COMMUNICATIONS STRATEGY & DEVELOPMENT

As SVP, Communications Strategy & Development for Citi Credit Cards, Mythily leads an in-house agency and is also responsible for Servicing Communications. She has undertaken an initiative to transform 2,000+ existing communications, which are critical touch points that provide an opportunity to reinforce “Citi is at your side”. Her strategy ensures the right message hierarchy, tone, language, and user experience to make it easy, interesting, and appealing for our customers to get the information they need. Mythily is a management executive with 16+ years’ experience across several disciplines including acquisition, customer loyalty/retention, digital marketing, customer experience, servicing, analytics, and management of an in-house agency.



Citi’s Global Consumer Bank (GCB), a global leader in credit cards, wealth management and Commercial Banking, serves as a trusted partner to more than 110 million customers in 19 countries worldwide, providing financial services that enable growth and economic progress. Over the past few years, our business has transformed to become a simpler, leaner, focused franchise. As the world’s largest credit card issuer, we are an undisputed industry leader, with more than 55 million accounts, \$421 billion in annual purchase sales and \$140 billion in average receivables across Citi Branded Cards and Citi Retail Services.

DEPARTMENT BREAKDOWN

WHAT ARE YOUR KEY DEPARTMENTAL OBJECTIVES OVER THE NEXT 6 TO 12 MONTHS?

Drive customers to make digital self-service the preferred choice 2) Embed into key customer journeys to understand pain points, create journey servicing communication maps, rationalize those communications and overhaul relevant servicing communications from a design, language, tone and UX standpoint 3) Transform our internal agency (which reports to me) into a highly trained digital in-house creative agency that proves out a Cost Save for our organization and in shorter SLAs than our external agency.

WHAT IS YOUR CURRENT TECHNOLOGY STACK?

Publicis

HOW MANY PEOPLE REPORT TO YOU (BOTH DIRECTLY AND INDIRECTLY)?

19

WHAT IS YOUR TOTAL BUDGET OVER THE NEXT 12 MONTHS PERIOD?

Up to \$10 million

PROJECT INSIGHTS

PROJECT OR INITIATIVE DESCRIPTION

Overhauling all our Servicing Communications that are being sent across multiple vendors. We have over 2000 communications and we’ve only overhauled about 25% of them. Part of the overhaul work is to embed into key customer journeys to understand pain points, create journey servicing communication maps, rationalize those communications and overhaul relevant servicing communications from a design, language, tone and UX standpoint.

WHAT NON-BUDGETARY CHALLENGES DO YOU ANTICIPATE?

As an organization, we are beginning to work in an agile tech environment, but our processes are not set up to be agile. I would love to understand more about how other companies are dealing with the shift to agile.

WHAT 3RD PARTIES ARE YOU HOPING TO MEET WITH?

I’d love to hear from partners who can bring to the table marketing innovations, new testing methodology, or ideas on how to be disruptive in this ever-changing digital environment. An example of some companies that Citi works with are Movable Ink and Persado.

WHAT IS YOUR TIMELINE FOR IMPLEMENTATION?

We have phased work that happens all throughout this year into 2018.

What technology/services are of strategic importance to you in the next 12 months?

Please indicate level of need/importance below.

We realize everyone has priorities, so we asked the delegates theirs. This is so that we can create a more personalized experience for all our attendees.

Using Mobile And Web Apps To Reach Customers And Service Enterprise Needs	B
Transforming Customer Experience To Get More Value Out Of Every Customer Relationship	A
Improving Digital Customer Experiences With AI Driven Insights	B
Deep, Accurate And Actionable Customer Insights To Enrich Your Database	A
Getting Customer Experience Right: Personalized Omni Channel Journeys	A
Using Mobile-First Data To Grow & Engage Your Audience	B
Predictive Intelligence That Powers Cross-Channel Digital Marketing Campaigns	A
Leveraging Your Custom Research In A Programmatic Ad Buying World	E
Gathering Real-Time Customer Data To Deliver Smarter Interactions And Create More Profitable Customers	B
Omnichannel Digital Media Buying	D
Brand-Building Through Video	E
The Digital Performance Triangle: How Search, Social, And Programmatic Accelerate Sales	D
AI-Powered 1:1 Marketing At Scale	B
Performance Marketing: Paid Search, Display And Social Advertising, Integrated Digital Media	D
Increasing In-Store Sales With Digital Advertising	E
Intelligent Navigation Powered By Customer Behavior	E
Omni-Channel Digital Experiences And Personalized Communications	A
Increasing Mobile Web And App Conversion	C
The Future Of Search Marketing	C
Driving Traffic Through Advanced Search, Content Amplification And Geo-Targeting Strategy	E
Building Long-Term Emotional Customer Relationships Using AI	C
The Link Between Profitable Domestic Shipping And Cross-Border Revenue Growth	E
Marketing Intelligence: Combining The Power Of Audience And Attribution To Maximize Business Results	A