

A Modern Communicator Case Study

Synchrony

Consumer Financial Services Company Utilizes Signal Labs' Narrative Intelligence Cloud to Help Turn Insights into Action

Synchrony is a consumer financial services company that provides consumers with customized personal finance solutions, including credit cards for retail, health, auto, travel and home. With more than \$140 billion in sales financed through its products, the company has made significant investments in technologies that allow it to engage with customers wherever they happen to be: in-store, online or on mobile.

In the rapidly-evolving financial technology space, simply keeping up with the pace of change can be a major challenge. When Synchrony hired a new head of external relations, the need to be on top of developments in the competitive landscape and proactively manage the company's reputation was top of mind – as was the desire to ground decisions about the company's communications strategy using data-driven insights.

Having leveraged Signal's Narrative Intelligence Cloud in a previous position at a large global technology company, Synchrony's new head of external relations, Lisa Lanspery, quickly made the decision to bring Signal's platform on board at Synchrony.

“When I joined Synchrony, I wanted to make one major investment – and that investment was in Signal,” said Lanspery.

“It's important that we have modern solutions at our fingertips to gain real-time understanding and help identify external advocates who can help tell our story.”



AT A GLANCE

Industry: Financial Services

Established: 2003

Headquarters: Stamford, CT

Employees: 16,000+

Customer Since: 2013

Why Signal?

- Deeper Insight into Fintech Space
- Refined User Experiences
- Enhanced Thought Leadership Program
- Proactive Preparation and Monitoring

Solutions

Synchrony immediately put Zignal to use to determine how its key messages were being reflected in conversations across a range of platforms and subjects.

Enhancing Thought Leadership

Synchrony has utilized Zignal's platform to analyze conversations around Synchrony's executives – an approach that enabled the company to better monitor and improve the impact of its wider thought leadership program.

Preparing for Challenges

In addition to reputation management, Synchrony has also harnessed Zignal to keep track of market intelligence, and even measure the impact of external events, such as news conversations discussing extreme weather events. For example, by paying attention to conversations around specific events, such as a hurricane or wildfire, Synchrony is able to offer assistance to customers who may have been affected and be temporarily unable to receive or pay bills.

Adding Value Across the Organization

Synchrony has even used Zignal's platform to track conversations about market moves, allowing the company to proactively monitor and respond to content that is not typically related to brand or product perception.

“The value add really has been around demonstrating that the messaging is penetrating across all different platforms and with different influencers.”

~ Lisa Lanspery, Head of External Relations, Synchrony

Results

With Signal's Narrative Intelligence Cloud, Synchrony has seen a wide range of benefits, including:

An Understanding Partner

When it came to setting up and integrating Signal's Narrative Intelligence Cloud, Lanspery found Signal to be much more than just another add-on to Synchrony's tech stack. "Signal's onboarding was a very collaborative process where we described our business needs and the outcomes we wanted to achieve from using the platform. They really worked with us to understand our business and suggested ways we could harness Signal to gain insights and transform them into action."

Deeper Insight into the Fintech Space

In a sector that is as innovative, complex and fast-moving as financial technology, simply knowing what to keep track of, and how, can be the difference between success and failure. "From AI to mobile banking, the team at Signal helped us narrow down searches and better understand how the dashboards could be set up to meet our needs," said Lanspery.

For example, by closely monitoring coverage and conversations around the company's program launches and technology capabilities throughout the year, the team gained deeper knowledge into audience reach and pull-through messages, and was able to quickly respond to real-time inquiries.

Refining User Experiences

While the ability to monitor what customers are saying has value in its own right, Synchrony has gone further, unlocking Signal's full potential by turning those insights into action.

"One of the best aspects of Signal has been the ability to roll up my sleeves and work side-by-side with the customer service and technology team," said Lanspery. "Seeing some of those updates being implemented as well has been really powerful and exciting." ■

About Synchrony

Synchrony is a premier consumer financial services company delivering customized financing programs across key industries including retail, health, auto, travel and home, along with award-winning consumer banking products. Synchrony is changing what is possible through its deep industry expertise, actionable data insights and easy-to-use digital tools. For more information, visit www.synchrony.com and Twitter: @Synchrony.


About Zignal Labs


Zignal's Narrative Intelligence Cloud analyzes billions of digital stories in real time to help customers discover and manage the narratives that can help or harm them. Used by the world's largest companies and public sector organizations, Zignal's natural language processing and machine learning algorithms identify risks and opportunities as they emerge, and provide insight into how to shape the narratives that matter most. Headquartered in San Francisco, Zignal serves customers around the world, including Expedia, Synchrony, Prudential, The Public Goods Project, and Uber.



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