



SOLVING THE HUMAN FACTOR DEFICIT IN FINTECH: HOW OMNICHANNEL COMMUNICATION IS THE GAME-CHANGER



The financial technology (FinTech) sector has revolutionized the way people manage money, transfer funds, and access financial services. However, despite these advancements, one key challenge persists: bridging the human factor deficit. Customers today expect personalized, efficient, and seamless interactions that match the speed and convenience of FinTech solutions. Addressing this gap requires more than just innovative technology—it demands omnichannel communication strategies that put customers at the center of every interaction.



This whitepaper explores how FinTech organizations can leverage omnichannel communication tools, such as SMS, WhatsApp, and Viber, to foster deeper customer relationships, improve retention, and maintain a competitive edge.

THE HUMAN FACTOR DEFICIT: A GROWING CONCERN

In the race for innovation, many FinTech companies risk losing sight of the human touch. Automated processes and AI-driven decision-making, while efficient, often leave customers feeling disconnected. According to recent studies:

70% OF CUSTOMERS

value human interactions as part of their customer experience, even in digital-first solutions.

62% OF CUSTOMERS

are more likely to stay loyal to brands that offer personalized communication tailored to their needs.

The challenge lies in balancing digital efficiency with meaningful, human-centric engagement.

OMNICHANNEL COMMUNICATION AS THE SOLUTION

Omnichannel communication—the ability to interact with customers seamlessly across multiple channels—is a powerful way to address the human factor deficit. By integrating tools like SMS, WhatsApp, and Viber into customer engagement strategies, FinTech companies can:



Enhance Personalization:

Tailor messages based on customer preferences, behaviors, and transaction history



Improve Accessibility:

Ensure customers can reach you on their preferred channels.



Boost Engagement:

Use real-time, interactive messaging to drive higher engagement rates compared to traditional email.



Streamline Operations:

Centralize customer communication for improved efficiency and consistency.

KEY USE CASES IN FINTECH

Use these SMS marketing best practices to amplify results.



Fraud Prevention and Alerts:

Instantly notify customers about suspicious activities or transactions through SMS or WhatsApp. The immediacy of these channels ensures customers can take quick action to secure their accounts.



Loan and Application Updates:

Keep customers informed about the status of their loan or application via Viber or SMS. Personalized updates reduce anxiety and improve the overall customer experience.



Payment Reminders:

Send automated, friendly reminders for upcoming payments using WhatsApp or SMS to help customers stay on track.



Customer Support:

Leverage WhatsApp's two-way communication capabilities to provide instant, personalized support, reducing wait times and improving satisfaction.



Onboarding and Education:

Use Viber or WhatsApp to share multimedia content, such as videos or infographics, to educate customers about new features or services.

THE MITTO ADVANTAGE

Mitto's omnichannel communication platform integrates seamlessly with CRM systems like HubSpot and Zoho, enabling FinTech companies to:

**Automate
customer
journeys.**

**Personalize
communication
at scale.**

**Track performance
metrics to continuously
optimize campaigns.**

With high delivery rates and global reach, Mitto ensures your messages reach the right audience at the right time, fostering trust and loyalty.

QUANTIFIABLE RESULTS

Companies that adopt omnichannel communication strategies report:

50%

higher customer engagement rates.

30%

faster resolution times for customer inquiries.

25%

increase in customer retention, directly impacting revenue growth.

CONCLUSION

THE FUTURE OF FINTECH LIES IN BLENDING TECHNOLOGICAL INNOVATION WITH HUMAN-CENTRIC COMMUNICATION.

BY ADDRESSING THE HUMAN FACTOR DEFICIT THROUGH OMNICHANNEL STRATEGIES, FINTECH COMPANIES CAN BUILD STRONGER CUSTOMER RELATIONSHIPS, IMPROVE LOYALTY, AND SECURE THEIR COMPETITIVE POSITION IN A RAPIDLY EVOLVING MARKET.

READY TO TRANSFORM YOUR CUSTOMER ENGAGEMENT STRATEGIES? PARTNER WITH MITTO TO UNLOCK THE POWER OF OMNICHANNEL COMMUNICATION AND DELIVER EXPERIENCES YOUR CUSTOMERS WILL VALUE.

Contact Mitto today to learn more

