



How a South African Financial Services Team Increased Email Engagement by 14% Using Personalised Reward Journeys

Industry Insight

Most financial services teams treat transactional emails as operational messages. They are not. They are one of the most underutilised engagement channels. Customers are already opening these emails; the problem is not reach. It is relevance. When messages do not reflect where customers are in their journey, they get read and ignored.




The opportunity is not to communicate more. It is to make existing communication work harder.

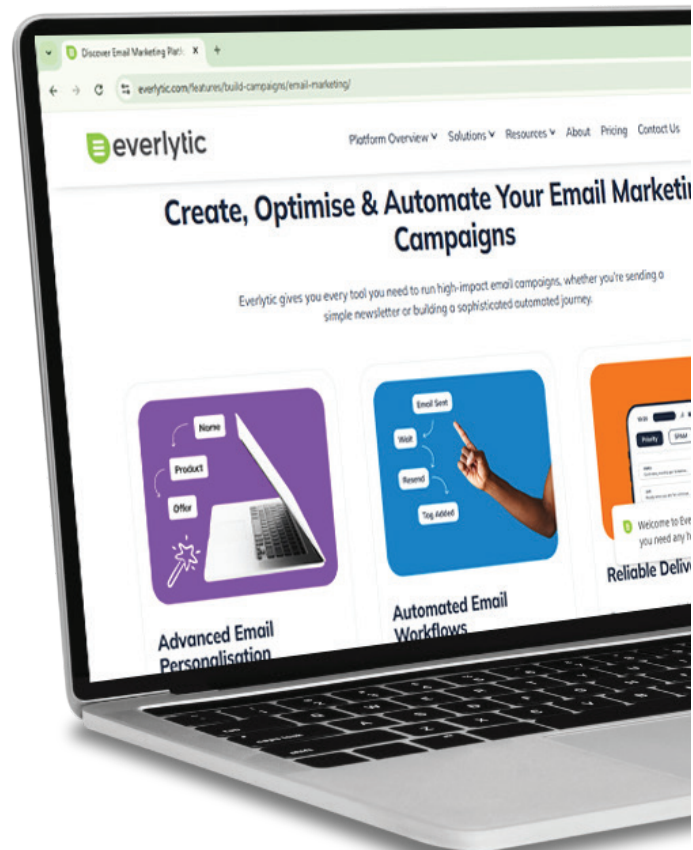
What This Was Costing the Business

- High open rates with limited customer action
- Missed opportunities to drive reward usage
- Generic messaging that did not convert
- Underperforming touchpoints already reaching a large audience

The Goal

To turn a routine monthly account email into a high-performing engagement channel that:

-  Drives reward usage
-  Encourages meaningful customer action
-  Increases the value of an existing customer touchpoint



What Changed

More Relevant Messaging Drove More Action



Instead of sending the same message to all members, content was personalised based on customer behaviour and their reward balance. Each customer received messaging aligned to their next best action.

Every Email had a Clear Purpose



Customers with lower reward balances were shown how to earn more. Customers with higher balances were encouraged to redeem. This removed friction and made the next step obvious.

Designed for Attention and Response



Mobile-first layouts, simple copy and clear visual cues made it easy for customers to read, understand, and act quickly.

Continuous Optimisation and Improved Performance



Customer engagement data was used to refine messaging over time. Testing ensured each iteration became clearer and more effective.

Connected Channels Increased Reach



Email and SMS worked together to reinforce key messages and improve visibility at critical moments.

Results



14% increase in email engagement with open rates improving from 42% to 48%



Click-through rates reached 7%, showing stronger customer action



32% increase in SMS engagement, rising from 25% to 33% within two months

By improving relevance rather than volume, the business turned a routine message into a consistent driver of engagement and programme value.

Key Takeaway

Most businesses try to improve performance by sending more messages. This case study shows a different approach.

You do not need more communication. You need more relevant communication.

When messaging reflects customer behaviour and intent, even routine emails can become powerful drivers of engagement and revenue.

See what Your Emails Could Be Doing

How much engagement are you missing from emails you already send? Turn everyday communication into a performance channel with Everlytic.



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Smart Communication Software