



Smart UX Strategies for Banks, Credit Unions, and The Financial Industry

Success in your industry depends on strong customer relationships.

That's why you need to do everything you can to gain your ideal customers' attention and keep them engaged. User Experience (UX) is the physical and emotional experience customers have with your company as they navigate digitally across devices and omni-channels. In today's increasingly competitive online world, it's crucial to create exceptional customer experiences that make your business stand out in every interaction.

At The Good Life Consulting, we develop smart, humanizing user experiences that balance your customer and business needs. We leverage strong UX principles and tactics to drive greater customer satisfaction, retention, and receptiveness to cross promotion sales.

A Customer-Centric Approach

Whether your organization is large, mid-sized or a single branch, we offer comprehensive user experience (UX) services that:

- Research and assess the competition
- Leverage analytics to create memorable, easy-to-navigate experiences across multiple devices
- Enhance customer understanding of products and services
- Provide real-time user feedback
- Balance customers' needs with those of your organization
- Inform your business decisions and promote growth



Specialized Expertise. Extensive Experience.



Founder Tina Selwyn brings to The Good Life Consulting a unique combination of expertise in both the UX and financial fields. Coupled with her 15+ years of experience in the banking/fintech industry, she's also earned User Experience (UX) certifications from Google Analytics, General Assembly, and Interaction Design Foundation.



Results You Can Measure

Our UX consultants provide actionable insights based on facts, not gut feelings. We've helped clients:

- Increase customer retention
- Improve effectiveness of cross/up-sell campaigns
- Reduce errors and customer failure points
- Increase online engagement
- Generate revenue



A \$15 Million Example

For one Fortune 500 financial services firm, we leveraged UX design principles, data analytics, and competitive insights to improve application rates dramatically. Projected revenue increased by \$15 million annually. That is a significant return on investment.

Making the Most of Your Marketing Dollars

From improving customer retention and satisfaction to increasing cross-selling and up-selling, the bottom-line benefits of creating an exceptional user experience can't be overstated.

Look to the UX pros of The Good Life Consulting for pragmatic, measurable recommendations and intuitive design solutions that make your customers happy and your business grow.



Let's Talk!

Ready to improve your bottom line through better user experiences? Contact us today.

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