



Van Lanschot delivers standout customer experiences thanks to personalization technology from Sitecore

Personal approach boosts conversions at private bank

Industry: Private banking • Founded: 1737 • Employees: 1,560
Headquarters: 's-Hertogenbosch, The Netherlands • vanlanschot.nl

'Outspoken personal' is one of the core values of Van Lanschot, a specialist in private banking since 1737, and part of financial service provider Van Lanschot Kempen NV. The bank offers financial services in the fields of wealth management, financing, savings, mortgages and investing, and has operations in the Netherlands, Belgium and Switzerland.

The Challenge

Van Lanschot has a renowned tradition of personalized service, and that core value needed to be reflected in its website. To enable personalized service, the company primarily needed to understand who was visiting its website and what visitors were searching for. "For us, the personal touch is very important," says Lisanne Smink, Product Owner for the Omnichannel Acquisition team at Van Lanschot. "We want to offer customized content to customers and prospects so they only have to tell their story once. After that, we must be able to recognize them and provide the information they are looking for."

Smink also points to the different banking needs of various customers, and the importance of quickly ensuring customers know what they can expect from Van Lanschot. "As a private bank, we have, for example, a different target customer than a retail bank," Smink explained. "We want to be clear right away about the audience our offerings are designed to support, so we don't disappoint customers with other needs."

The Sitecore Solution

In view of this goal, Van Lanschot started a project to work on a new website based on the Sitecore platform, in which personalization would play a prominent role. Today, in addition to the Dutch site, there are also Belgian and Swiss versions. The Omnichannel Acquisition team is responsible for all public websites, including that of the Kempen brand, which specializes in asset management, and the Van Lanschot Kempen career website.

3X

higher engagement

LOWER

TCO

BROADER

opportunities for personalization

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– Lisanne Smink, *Product Owner,*
Omnichannel Acquisition team at Van Lanschot

The Outcome

According to Smink, the most important advantage of using Sitecore is its personalization capabilities, including the ability to make customers feel comfortable sharing personal information online. “Today’s customers expect to be personally addressed. Personalization is in fact the norm.” Due in part to delivering personalized experiences, Van Lanschot has tripled the number of conversions.

In addition to these characteristics, Leonie Janssen Daalen, Product Owner Digital and Innovation at Van Lanschot, appreciates the diversity of the platform. “You can support many things within the one Sitecore platform, and therefore very few external tools are required. We currently only supplement the Sitecore platform with one additional tool which facilitates creating meetings with customers.

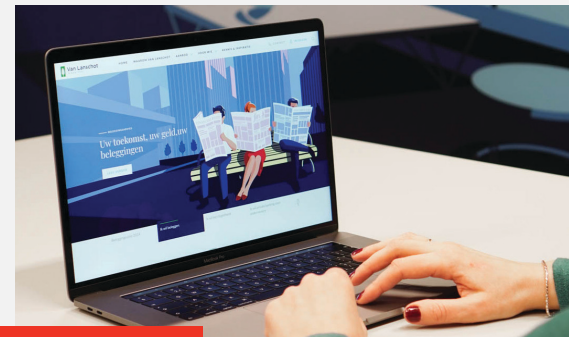
“Furthermore,” she continued, “our marketers can do a lot themselves, such as quickly setting up a survey.” Janssen Daalen points to Van Lanschot’s two in-house Sitecore developers as underlining the importance of the platform for the company: “With these colleagues, we can develop very quickly and offer new possibilities within the platform in a short time.”

With its planned upgrade to Sitecore 10 hosted on Microsoft Azure, Van Lanschot took the opportunity to review its licenses. Said Smink, “After two years it was very clear which features we did and did not use. With a thorough review, we were able to adjust the license agreements together with Sitecore which will lower the total cost of ownership significantly.”

As the bank focuses on further refining and optimizing the Sitecore platform, they are following Agile methodology, based on a DevOps approach and in close cooperation with Van Lanschot’s marketing department. A key focus moving forward is increasing the use of data in order to gain more insight into the results of campaigns and conversion.

“The ultimate goal remains to serve customers and prospects the content that suits them best,” Smink concluded.

Learn more at [Sitecore.com](https://www.sitecore.com)



Success Snapshot

- Personalized customer experience
- Delivering customized content
- One platform with broad functionality
- Agile development based on DevOps
- Sitecore XP 9
- Sitecore SXA