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## NatWest Group working with Adobe to improve customer experience

- **NatWest Group is working with Adobe as part of its 2025 transformation and innovation goals**
- **Adobe Real-Time Customer Data Platform will provide NatWest Group with a single customer view and assist with better personalisation for its 19 million customers**
- **The bank teams up with Adobe to unify data across multiple channels and analyse customer behaviour in real-time**

**London, UK – 24 March 2022**, Today, Adobe and NatWest Group, who serve over 19 million customers and are the UK’s leading business bank, announced an extension of their relationship to enhance customer experiences. This collaboration supports the bank’s 2025 digital transformation and innovation ambitions. With Adobe Experience Cloud and Adobe Real-Time Customer Data Platform, NatWest Group will gain a single view of interactions made by each of its 19 million banking customers across its branches and digital channels – including its website, mobile app and Cora chatbot.

NatWest Group plans to leverage Adobe’s technology to support the delivery of personalised experiences to its customers, while protecting their privacy. By centralising customer data on Adobe Experience Platform, part of Adobe Experience Cloud, NatWest Group is using the power of Adobe Real-Time Customer Data Platform to analyse the behaviours, needs, and interests of customers in real-time and eliminate friction points across every channel they use. Giving the bank the ability to tailor every message and experience for its individual and business customers, whichever channel they choose to use.

“This is another exciting step in our journey to become a data-driven bank, recognising the strength of our ambition and our data capabilities. Our customers lead increasingly digital lives and their expectations are changing fast so we need to move at the same pace.” said Zachery Anderson, Chief Data & Analytics Officer at NatWest Group. “As a relationship bank for a digital world, this collaboration means we can better understand our customers and support them more effectively throughout their lives - whether it’s helping to buy a house, saving for the future, or setting up and growing a business.”

By working in collaboration with Adobe, NatWest Group will gain a deeper understanding of their customers and identify and remove friction points along their customer journey. For example, analysing where and why customers drop out will enable NatWest Group to refine its approach and messaging each day. The artificial intelligence capabilities embedded within Adobe Experience Cloud will help deliver personalised, omnichannel campaigns for customers, in real-time, from a single application.

“NatWest is at the forefront of delivering stress-free banking to its large and growing customer-base and transforming services in a digital-first world,” said Lee Edwards, Vice President for UK and Ireland at Adobe. “Adobe Experience Cloud

will enable NatWest to have a comprehensive view of its personal banking and business customers and be able to deliver, personalised experiences at scale, across every channel.”

**About Adobe**

Adobe is changing the world through digital experiences. For more information, visit [www.adobe.com](http://www.adobe.com).

**About NatWest**

NatWest Group is a relationship bank for a digital world. We champion potential; breaking down barriers and building financial confidence so the 19 million people, families and businesses we serve in communities throughout the UK and Ireland can rebuild and thrive. If our customers succeed, so will we.

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