



*moving money for better*

# Western Union

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**TRANSFORMING CUSTOMER EXPERIENCE AIN'T EASY**



# WESTERN UNION THROUGH THE YEARS



Name changes to Western Union to mark the consolidation of several lines in the western-most reaches of the U.S. telegraph system



First trade on NYSE under ticker symbol WU

Introduces the money transfer



1851

1856

1861

1865

1869

1871



Hiram Sibley and others incorporate the New York and Mississippi Valley Printing Telegraph Company



First transcontinental telegraph line across North America



Introduces the first successful stock ticker

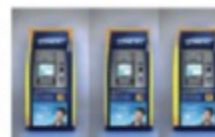


Delivers the first singing telegram

Money transfer revenue exceeds telegram service revenue for the first time



WU customers send and receive money at more than 100,000 ATMs



1914

1933

1974

1980

2012

2013

2015



Introduces first customer charge card

Introduces the first commercial satellite in the U.S.



500,000th agent location opens



Millions use ATMs, agent locations, mobile devices, and computers to send transfers in more than 120 currencies





# RAPIDLY CHANGING WORLD VIEW OF THE FUTURE (WU STUDY, 2017)

**NO**BORDERS



**2/5**

of millennials say creating a  
**world without borders**  
is a shared responsibility  
between individuals, government and the UN.

**GLOBAL**HEART





# CUSTOMER EXPERIENCE IN A GLOBAL WORLD (WU STUDY, 2017)

TOGETHERISBETTER



9/10

millennials feel that a better global future  
can be achieved through  
**collaboration** on a **global level.**

TECHFLOW



8/10

millennials say the rise of social media  
has played a significant role in uniting the world.  
It promotes transparency, debate and  
greater community togetherness.



**CONNECTING MULTICULTURAL CANADA TO THE WORLD**





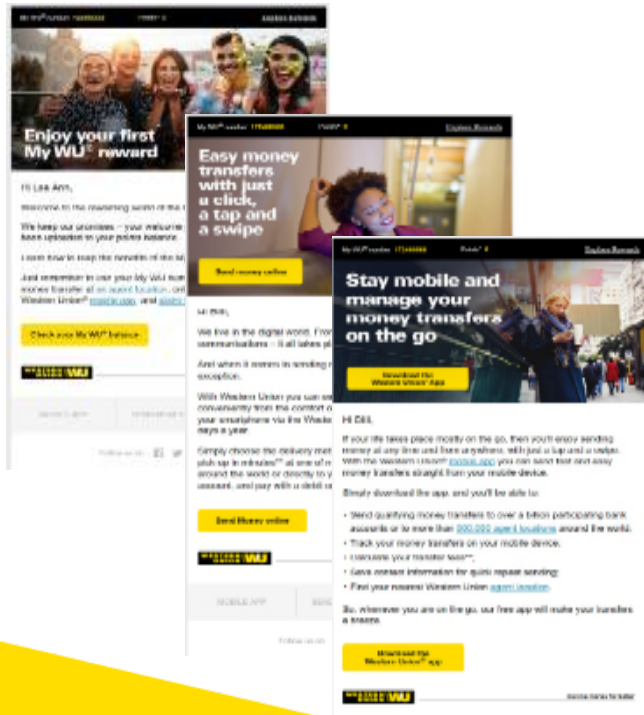




# CUSTOMER JOURNEY IS CRITICAL – LOCALIZED CONTENT

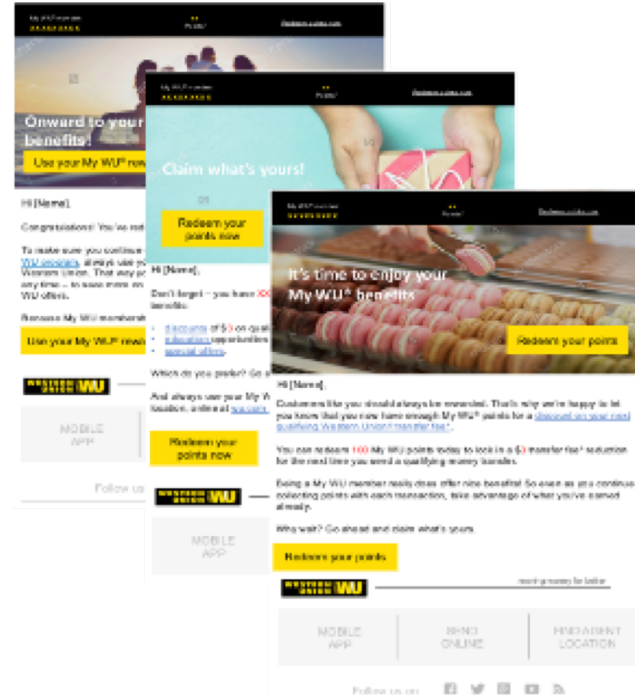
**Target:** Onboarding customers

**Timing:** Beginning at the first customer transaction, then scheduled triggered deployments throughout the journey.



**Target:** Mid-funnel customers

**Timing:** As qualifying criteria is met, customer enters the journey.



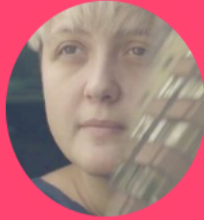
# BRING MULTICULTURAL INSIGHTS TO LIFE ACROSS CUSTOMER JOURNEY



# ROLE OF INFLUENCERS – LET EM GO!

## Our Modern Money Movers

#RightNow



**Mihaela**  
@The.Atlas.Of.Beauty



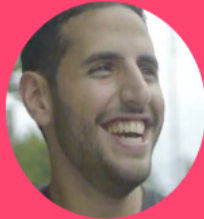
**Sean**  
@SeanPerezzz



**Maria**  
@LaCooquette



**Mowe**  
@MoweMusic



**Nas**  
@NasDaily



**Cat**  
@CatZingano



**Himanshu**  
@myyellowplate



**Mario**  
@MarioRigby



## TRANSFORMATION KEY TAKEAWAYS

- Learn from your past, history & failures
- Stay connected to shifting consumer trends, behaviors
- Change your storytelling style and branding if needed
- Communicate right time, right place, right customer
- Leverage multicultural insights in product, marketing and service
- Let influencers...influence



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— Thank You!  
Merci!  
Maraming Salamat!

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