



Use Cases for Banking

From fragmented consumer data
to reliable banking insights

USE CASE 1:

The Visibility Illusion: Is the Most Talked-About Brand Really the Strongest?

Problem

An increase in a bank's social media conversation volume (Share of Voice – SoV) is often interpreted positively. Reports note that “our visibility is rising.” However, growth in volume is not always good news.

Enlighty data clearly demonstrates this risk in the banking sector. For example, in the final quarter of 2025, one bank's SoV rose significantly and reached the highest levels of the year. Yet during the same period, its “brand favorability” remained flat, and NPS did not show a proportional increase. This divergence is a critical signal: people are talking more about the bank, but the tone of those conversations is not becoming more positive. If volume grows while perception remains stagnant, the source of growth may be complaints, operational issues, or negative publicity. The danger lies in timing. During year-end budgeting periods, rising SoV can trigger a “we have momentum, let's invest more” reaction. But investing before addressing the decline in quality only amplifies negative conversations, not positive ones.

What Enlighty Does?

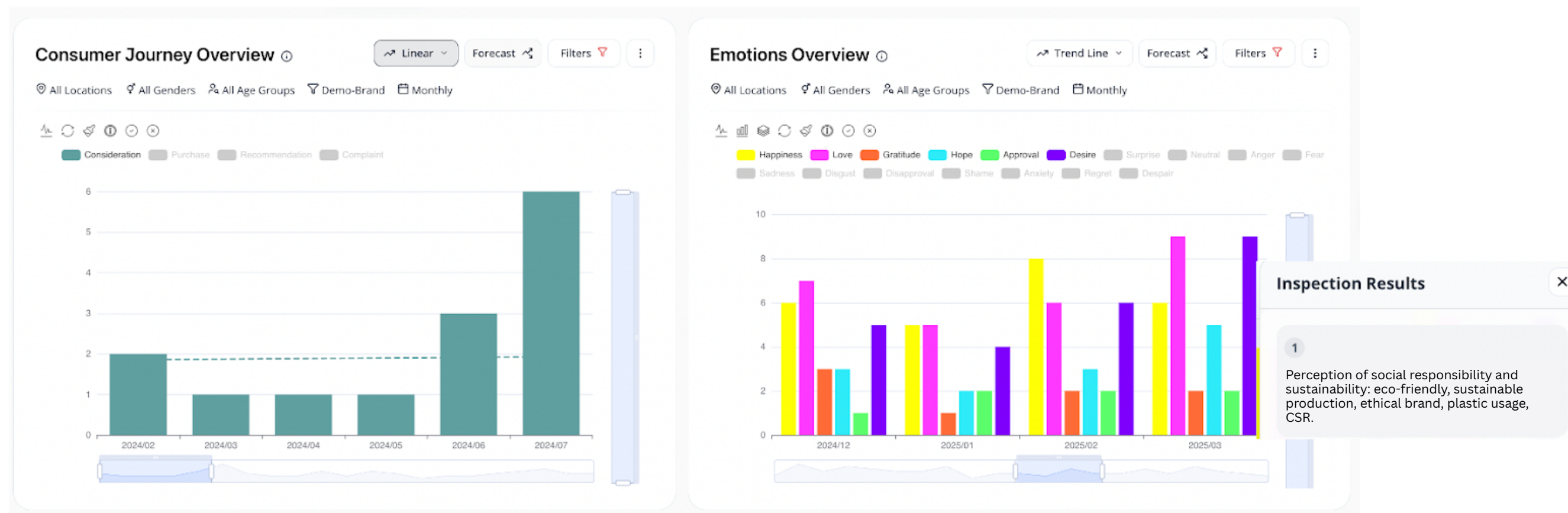
- **Volume–quality separation:** Automatically matches SoV growth with the emotional composition underneath it. Distinguishes whether rising volume is driven by anger, disappointment, approval, or advocacy. This makes the difference between “growing conversation” and “growing satisfaction” measurable.
- **Consumer journey signals:** Identifies which stage of the consumer journey is driving the increase. Is it concentrated in consideration and recommendation, or in complaints? If complaints rise while purchase intent remains stable, friction within the existing customer base is increasing.
- **Root cause detection:** Uses trending topics and text/content analysis to determine the trigger behind rising volume. Was it a mobile app update, an interest rate change, customer service experience, or a viral complaint? Once the root cause is identified, the issue can be directed to the right team.

Expert Insight

Enlighty data does not make positioning decisions on its own, but it grounds strategic decisions in evidence. If one bank maintains SoV leadership while its NPS declines, a sector expert may ask: Is our volume driven by campaigns or complaints? Why is a smaller competitor's NPS rising? Which product area is driving their growth, and why are we absent there? Enlighty answers the question "What are consumers feeling?" The questions "Why?" and "What should we do next?" become stronger when combined with operational data and expert judgment.

Enlighty Panel Examples

The SoV trend can be monitored simultaneously alongside emotional composition and consumer journey stages; during periods of volume growth, emerging topics and root causes can be identified, while demographic breakdowns help isolate which segments are experiencing deterioration.



USE CASE 2:

Campaign Impact or Temporary Spike? Measuring the Real Trace of Activation

Problem

Campaign success in banking is often evaluated through reach, clicks, and media spend. But whether a campaign truly moved brand perception — and whether that impact is sustainable — usually becomes clear much later. In 2025, a mid-sized bank outperformed all competitors, including major banks, by increasing both NPS and brand favorability during the summer. Yet once autumn began, both metrics dropped rapidly, and by year-end the bank had returned to the industry average. Two explanations emerge: A campaign or product launch created a short but intense positive reaction without a retention mechanism and an organic positive wave (viral content or a customer experience story) emerged but faded unnoticed. Traditional quarterly research often reports these signals only after the opportunity window has closed.

What Enlighty Does?

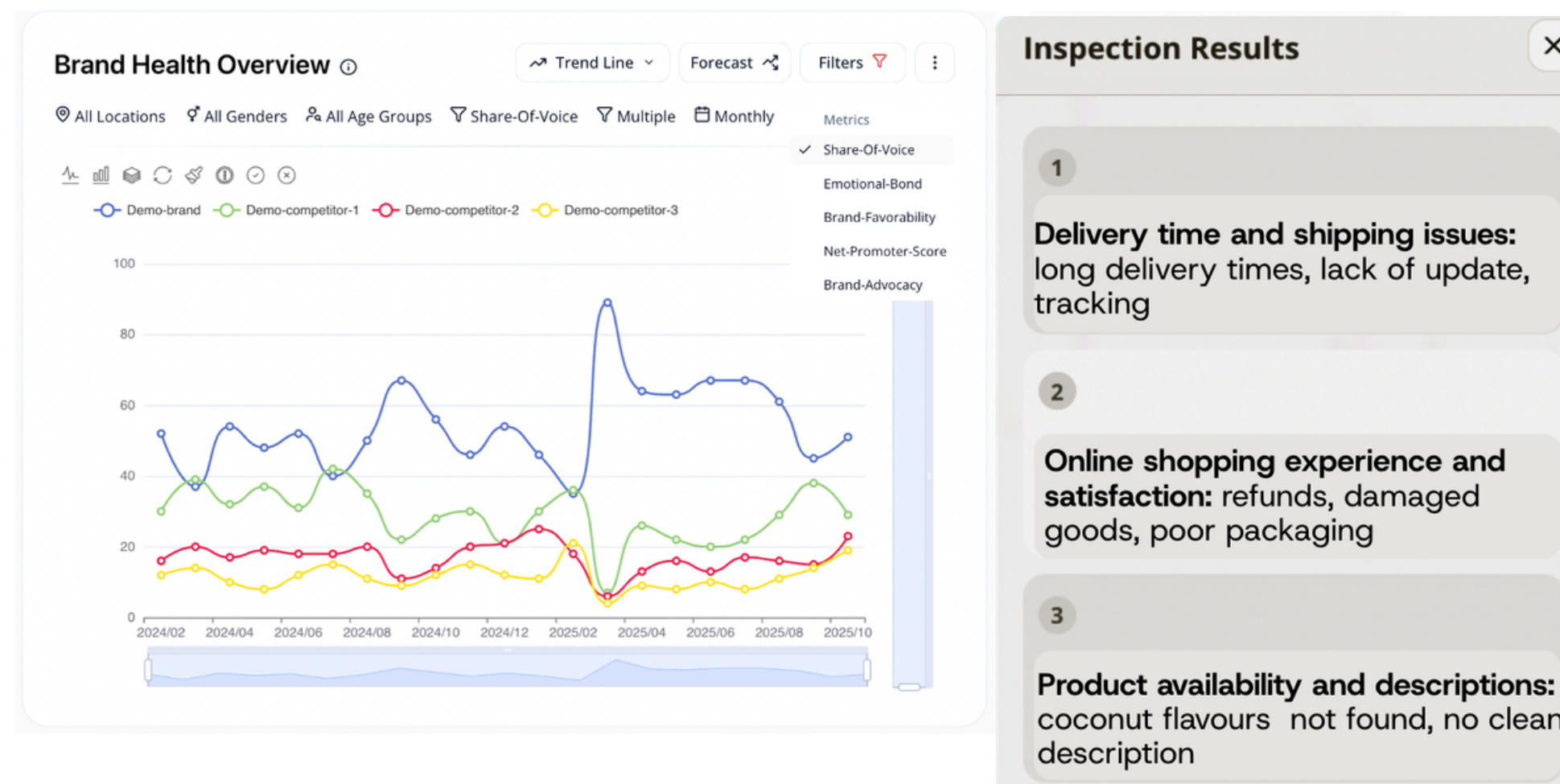
- **Real-time uplift detection:** Sudden rises in brand health metrics become visible the moment they happen. Which metric moved first — NPS, favorability, or advocacy — can reveal the mechanism behind campaign impact.
- **Sustainability analysis:** Tracks how fast metrics decline after the increase and where they stabilize. A rapid return to baseline suggests no structural perception change. Remaining above baseline signals lasting impact.
- **Competitive context:** Compares how competitor metrics move during the same period. If one bank rises while rivals decline, market share transfer may be occurring. If rivals remain stable, the bank may simply be activating its existing customer base.

Expert Insight

Enlighty measures what the campaign made consumers feel and, through its Trending Topics feature, provides clues about what created that effect. If a bank's NPS rises dramatically in summer, an expert may ask: Which product or service launch coincided with the uplift? Was the improvement driven by digital channels or branch experience? Did complaint volume fall during the same period, or remain stable? Enlighty makes the opportunity window visible in real time. Keeping that window open depends on operational execution and expert action.

Enlighty Panel Examples

During campaign periods, the direction of movement in brand health metrics, the scale of increases, and the speed of declines can be monitored comparatively against the competitive set; by identifying trending topics, the source of the uplift can also be determined.





www.enlighty.ai

 **info@enlighty.ai**

 **+44 7438 423 218**