



Ellen A. Flaherty <writerchick12500@gmail.com>

# Messaging & One Click Highlights: Our most significant projects from 2023

1 message

Ellen Flaherty <ellen.flaherty@capitalone.com>  
To: Writer's Guild <writerchick12500@gmail.com>

Thu, Aug 22, 2024 at 3:25 PM

Trouble viewing this email? [View in browser](#)

Messaging and One Click

# HIGHLIGHTS

NOVEMBER 2023

Introducing the Messaging & One Click Highlights newsletter! Within each issue you'll receive concise, regular updates on the important work from Messaging.xd Execution & Operations, Taxi/Self-Service and One Click. For our first edition, we've pulled together some of our most significant projects from this year. Thank you for checking it out!

## 2023: A year in review

MESSAGING.XD & OPERATIONS

### Partnerships library

**What we did:** Developed a shared Figma library for universal Partnerships messaging containing updated code snippets, aligned Taxi modules and messaging components/patterns.

**Why it matters:** Decreases arbitrary uniqueness within messaging components by 70% and helps streamline the creation of Partnership email content for our

designers.

### **Taxi conversion**

**What we did:** M.xd designers and content editors partnered with MCoE to convert 147 email templates into self-serviceable Taxi mailings.

**Why it matters:** Kick-started enterprise Self-Service adoption and helps refine Taxi and Foundation tools, which is instrumental in setting the course to pilot other new tools for enterprise adoption.

### **Move to Jira**

**What we did:** Launched new, reusable, end-to-end Jira self-managed processes, and completed over 500 requests this year. For example, Messaging Review Board (MRB) reviews are now managed using Jira.

**Why it matters:** Streamlines the processes and resources that support our Messaging, Taxi/Self-Service Email Design System (EDS) and other requests. It also provides better tracking of throughput as a group and for individual performers.

## TAXI / SELF-SERVICE

### **Initial Taxi Email Design System (EDS) completion**

**What we did:** Developed a suite of design modules within Taxi, our 3rd-party email builder tool, that gives users the flexibility they need to autonomously create their email campaigns (marketing and/or servicing). We'll continue to enhance the EDS based on user feedback and needs.

**Why it matters:** Before Taxi, messaging intent owners were dependent on expert developers to build their digital messages. Now they have the ability to generate on-brand, consistent messaging to meet their own timelines. We're engaging with Brand Creative Leadership to evangelize for and enforce standardization and alignment to Taxi in email design—allowing more users to build emails at a faster, more efficient pace.

### **Taxi design workshops**

**What we did:** Implemented twice-weekly workshops to help Taxi/Self-Service builders. Includes help sessions and dedicated real-time support from M.xd SMEs. Consolidated existing "Taxi help" Slack channels into a one-stop shop for Taxi and Self-Service support.

**Why it matters:** Taxi builders can now get assistance from M.xd SMEs at any point during their project, eliminating friction and roadblocks within the messaging development process.

### Matchbox & premium serif fonts

**What we did:** Collaborated with our partners across Brand, Partnerships, and Matchbox to make more web font options available within our emails; added new Matchbox variables for partner fonts; incorporated the Matchbox font variables and premium serif fonts into the Taxi EDS and Messaging.xd snippets.

**Why it matters:** Supports our partners in their Self-Service journeys; allows more flexibility in design; streamlines the email-building/coding process, decreasing total project completion time.

## ONE CLICK

### Delighting our customers with frictionless experiences

**What we did:** In 2023, we launched 29 new One Click experiences, allowing us to meet customers where they are and enabling them to take action. Some noteworthy campaigns include: Product upgrades, Consumer and Small Business Bank check fraud, BJ's Partnerships virtual card numbers and Enterprise customer consent.

**Why it matters:** One Click has earned \$132M incremental present value (PV) and a 91.5% customer satisfaction score across all experiences year to date (YTD).

### New One Click-enabled push experience

**What we did:** Launched a new One Click-enabled push template so now One Click can be used in any push experience. The first use case is the Card Lock Decline-Card Lock Notification.

**Why it matters:** Customers can now unlock their card directly from their push notification itself, allowing them to return to making purchases successfully within a matter of seconds. In the first week of launch, we saw over 150,000 views. We expect to see an overall call reduction, a faster turnaround for customers to return to spend, and higher task completion overall. Next use case to explore is enhancing the Fraud Alert push notification, which is estimated to drive \$4.6M in PV.

### SFMC & One Click integration is complete

**What we did:** The Enterprise One Click and Salesforce Marketing Cloud (SFMC) teams have joined forces to accelerate our journey to unlock real-time, intelligent messaging experiences that both delight our consumers and drive value for our business partners.

**Why it matters:** Our shared goal with this initiative is to extend One Click's 98%+ conversion capabilities with a 92% consumer satisfaction rating to SFMC, and to leverage SFMC's advanced next-generation journey building capabilities (coupled with Self-Service) to improve overall consumer engagement and our associate experience. Our hypothesis is that by improving consumer engagement by 10% and leveraging Self-Service, we can drive an incremental \$100M PV for our business partners and reduce journey-build cycle time to under 2 weeks for our associates.

---

And that wraps up our summary of 2023 with Messaging and One Click! "What to watch for in 2024" is coming to your inbox in January. Thanks for reviewing, and enjoy the holiday season!

**Capital One Confidential** The information contained herein is confidential and/or proprietary to Capital One, its parent and/or affiliates. The information transmitted herewith is sensitive information intended only for use by the individual or entity to which it is addressed and may only be used solely in performance of work or services for Capital One and may not be disclosed, used for any other purpose, copied or otherwise duplicated without the permission of Capital One. If the reader of this message is not the intended recipient, you are hereby notified that any review, retransmission, dissemination, distribution, copying or other use of, or taking of any action in reliance upon this information is strictly prohibited. If you have received this communication in error, please contact the sender and delete the material from your computer.

Powered by 



**Ellen Flaherty**

Principal Associate, Content Lead • Bank  
Messaging.XD | Richmond, VA



**Ellen Flaherty**

Principal Associate | Content Lead  
Enterprise Messaging Operations | Richmond, VA

---

The information contained in this e-mail may be confidential and/or proprietary to Capital One and/or its affiliates and may only be used solely in performance of work or services for Capital One. The information transmitted herewith is intended

only for use by the individual or entity to which it is addressed. If the reader of this message is not the intended recipient, you are hereby notified that any review, retransmission, dissemination, distribution, copying or other use of, or taking of any action in reliance upon this information is strictly prohibited. If you have received this communication in error, please contact the sender and delete the material from your computer.