

INNOVATION EXCHANGE

# Building a Digital Retail Bank

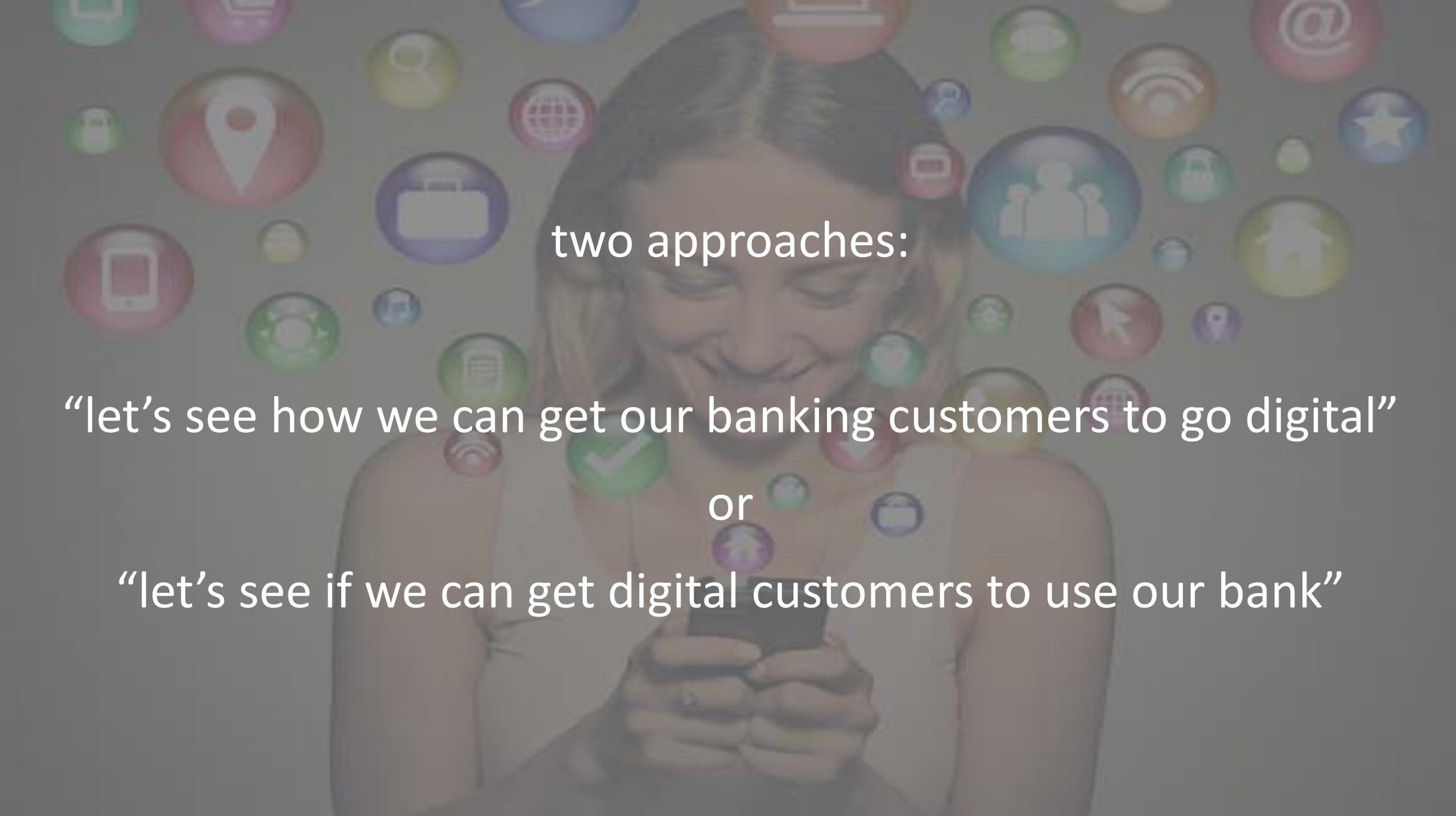
*presented by*

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***Co-founder of BankClub***

***Co-founder and former CEO of Timo***

***Founder and GD of Link Development***



two approaches:

“let’s see how we can get our banking customers to go digital”

or

“let’s see if we can get digital customers to use our bank”

# AWARENESS & INTEREST

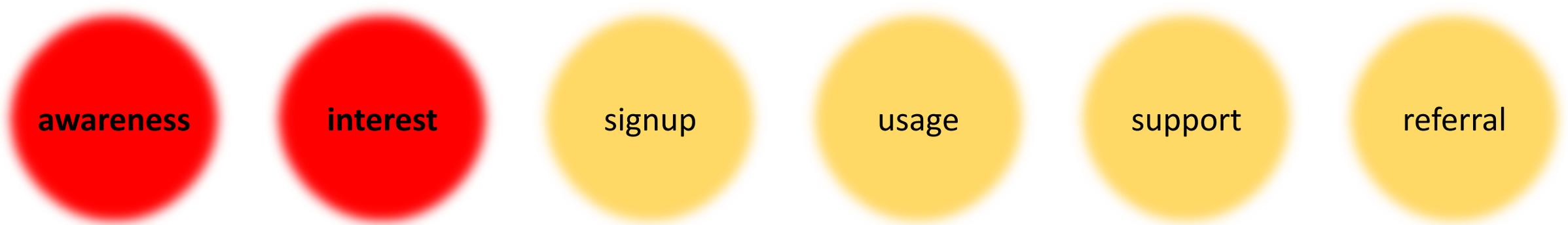
digital vs traditional marketing

digital usage vs demographic segmentation

social media

partnership growth hacking

referrals



**awareness**

**interest**

signup

usage

support

referral

# SIGNUP

branch KYC

café KYC

man on scooter KYC

digital KYC

on-boarding

awareness

interest

**signup**

usage

support

referral

# USAGE

functional

usable

engaging

rewarding

social

awareness

interest

signup

**usage**

support

referral

# SUPPORT

in-app

call centers

bots

CRM

awareness

interest

signup

usage

**support**

referral

# REFERRAL

referral reward

signup and usage

organic referral

partnerships

awareness

interest

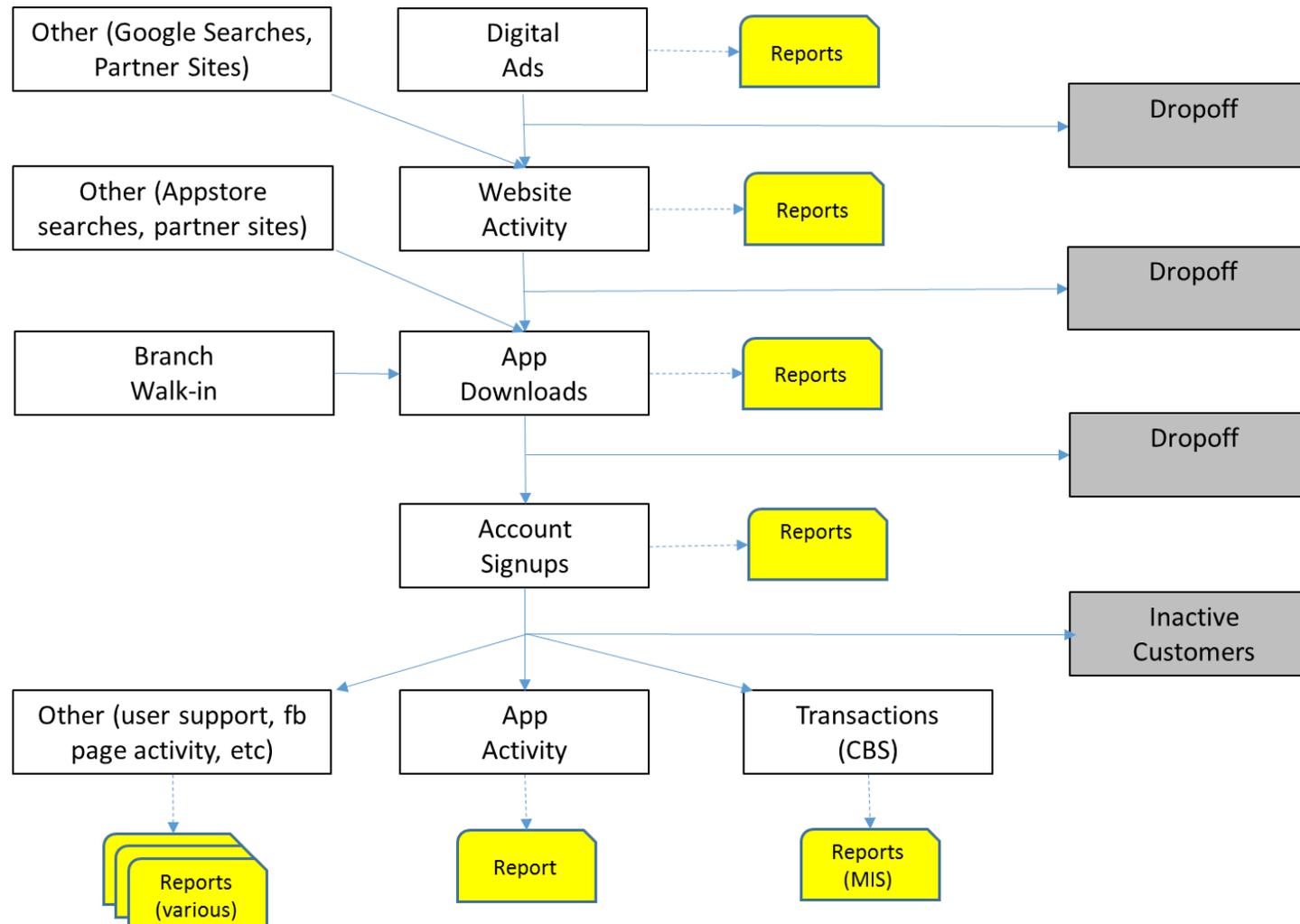
signup

usage

support

**referral**

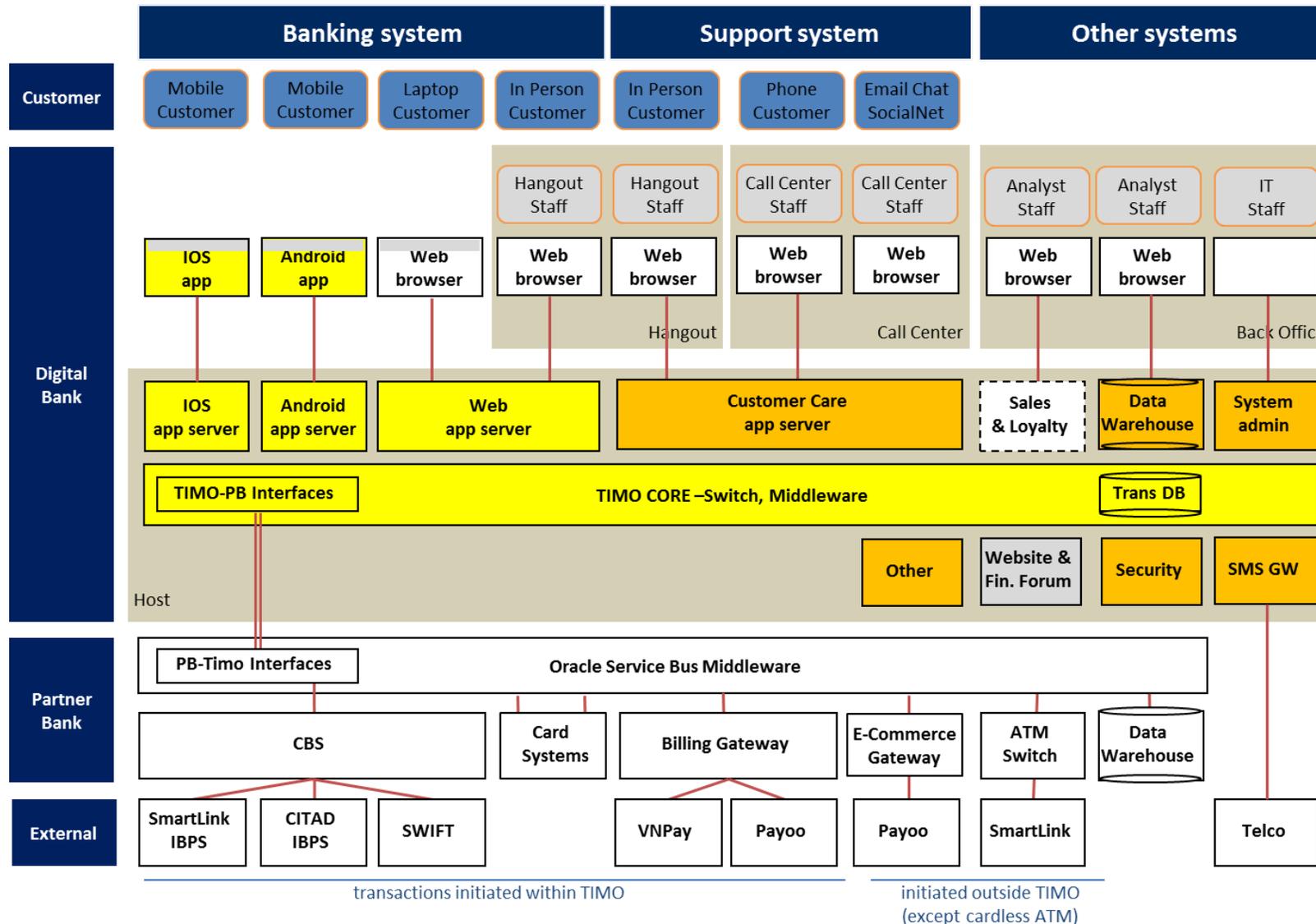
# CUSTOMER JOURNEY PLATFORM



## Key takeaways:

- A diverse set of data sources, data stores, and applications used by a diverse set of users
- Best achieved by deploying a comprehensive, configurable, scalable, and extensible core technology

# CUSTOMER EXPERIENCE PLATFORM



## Key takeaways:

- Design an architecture and build to it
- Use robust, scalable, extensible,, configurable core technology

5 years ago, banks were being told the mobile banking app is the most strategic differentiator for retail banking

Now, banks are being told the mobile banking app is not a strategic differentiator, customers cannot be attracted to the bank's platform, so put the bank on the customers' existing platforms, such as chat, e-commerce, or search engine

**BUT WAIT !**

survey of 30 mobile banking apps in Vietnam

most compete on two aspects: functionality & usability

these aspects not sufficient to give a competitive advantage

banks have not tried three other aspects which have driven virality in other (non-banking) apps

**functional**



**Usable**

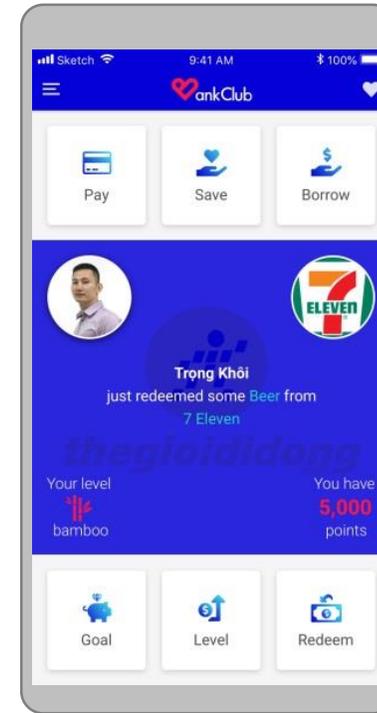
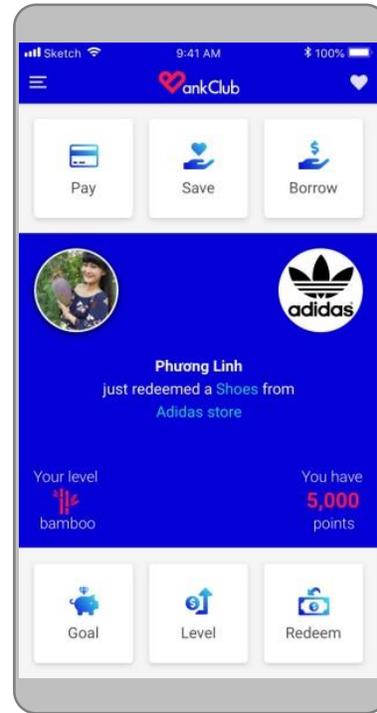
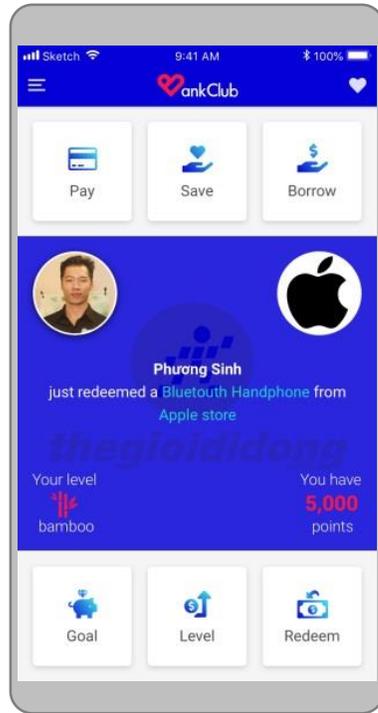


engaging

rewarding

social

# next generation mobile banking app example



functional



usable



engaging



rewarding



social

