



**Digital disruption is not only about innovative features
It's something more ...**

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BANKING SUMMIT 2018, Stresa, 05 October 2018





Agenda

GETTING DIGITAL – mBANK STORY

- Innovation is in our DNA since very beginning
- Mobile first strategy and digital interactions
- Continuous reinvention of Digital Channels

BEYOND DIGITAL – WHAT'S NEXT?

- Implementation & Change management
- Strategic pillars for channel innovation
 - UX
 - Communication
 - eCommerce
- Results

Disruptive innovation is in our DNA since very beginning

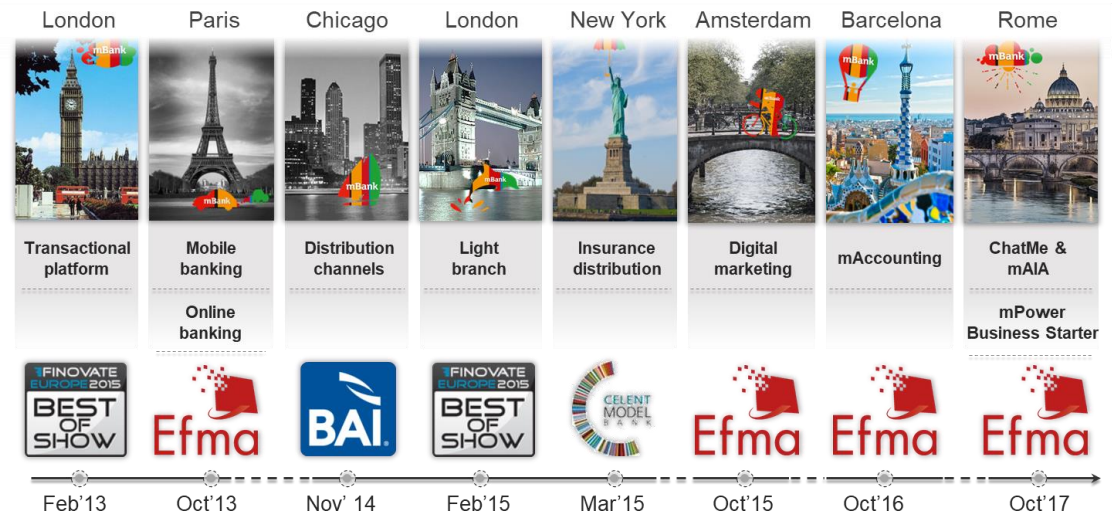


mBank – **born digital** as a remedy for queues and inefficiencies:

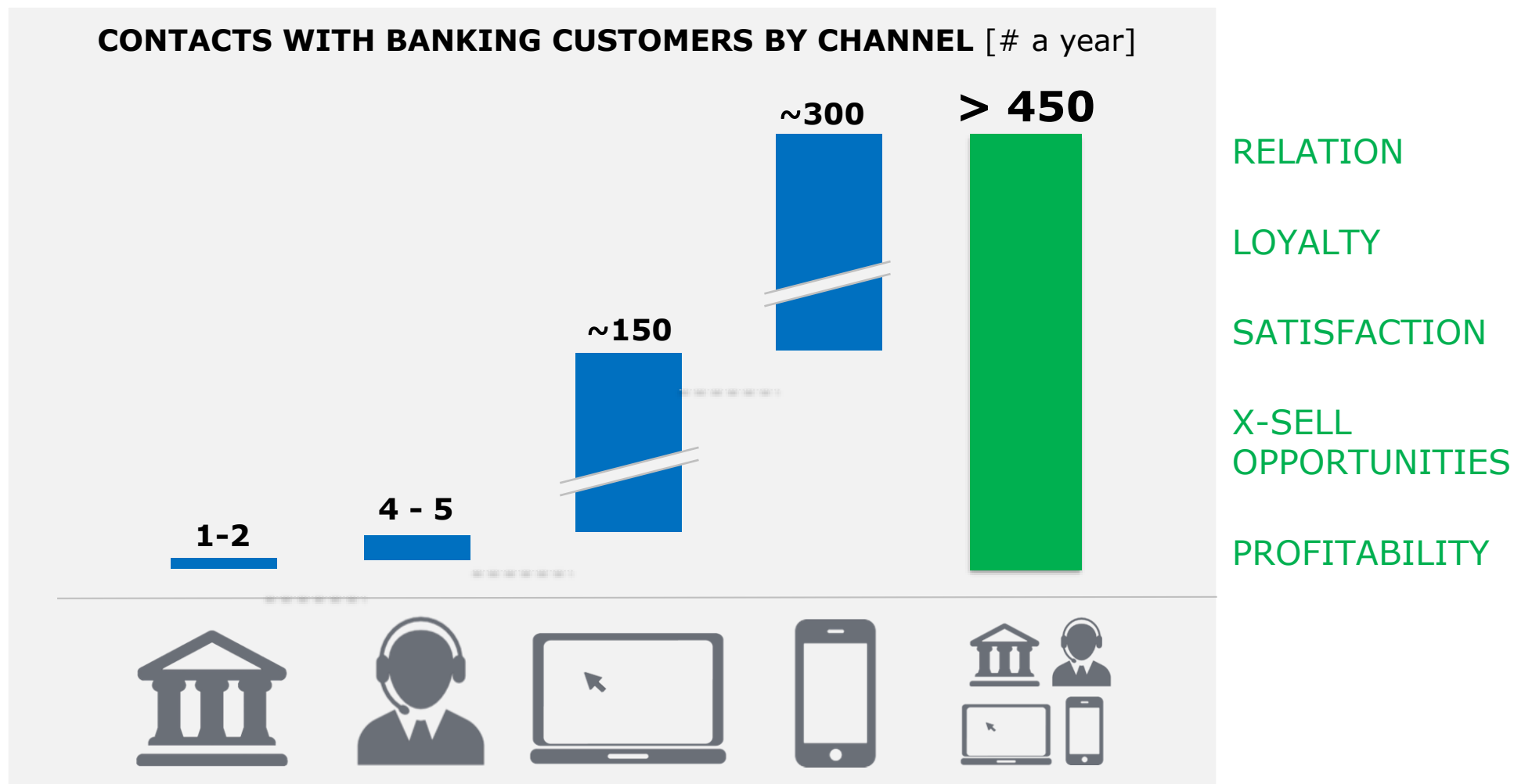
- **Very functional digital channels** (current account, saving account, debit card)
- **Products available online** 24/7 (accounts, cards, loans, insurances, mutual funds, brokerage, except mortgage)
- **No branch visit needed**

Global prizes for innovations in different parts of the business model:

- Digital & physical **channels**
- Digital sales **processes**
- **Products and platforms**

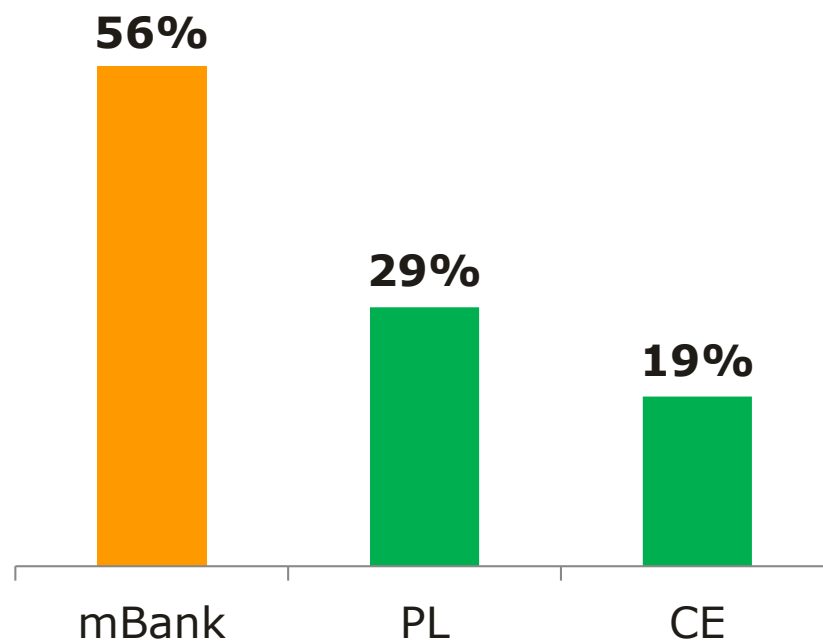


mBank customers are hyper-digital.
Thanks to digital channels we can interact with them every day.



We are also one of the most mobile bank worldwide

GLOBAL MOBILE ACTIVITY BENCHMARK¹
MOBILE USERS AS % OF ACTIVE CUSTOMERS
[%]

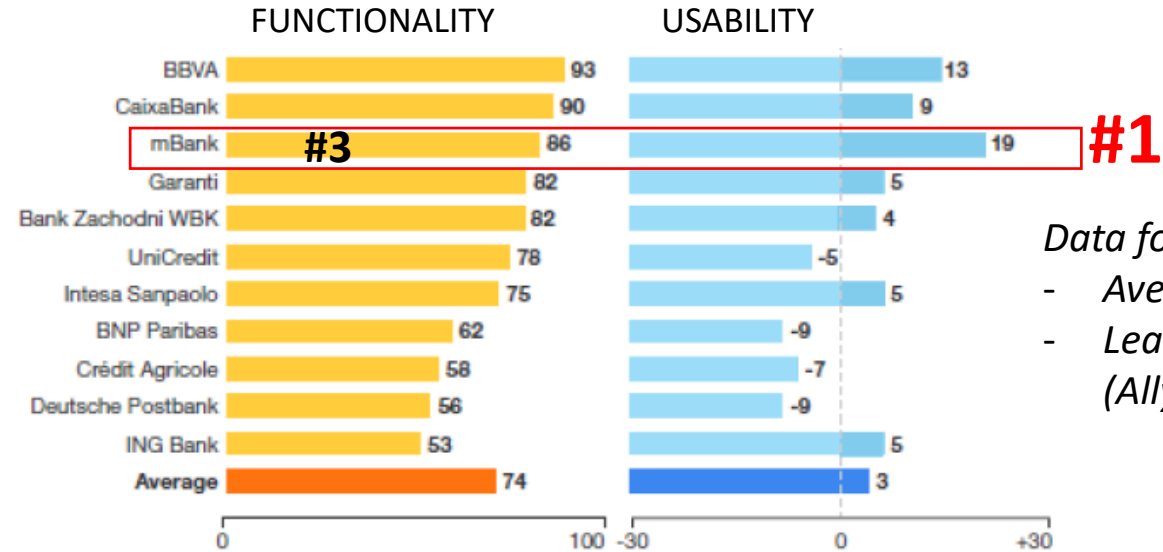


Source: 1) Finalta, mobile users as % of active customers, 2017

From the usability perspective our mobile banking app is the best in the world

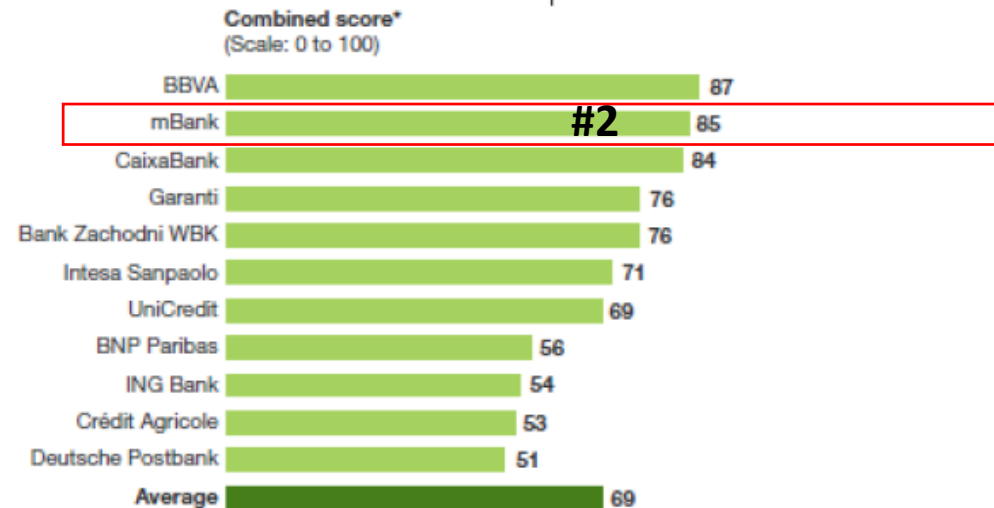
2017 European Mobile Banking Benchmark

FORRESTER®



Data for the US:

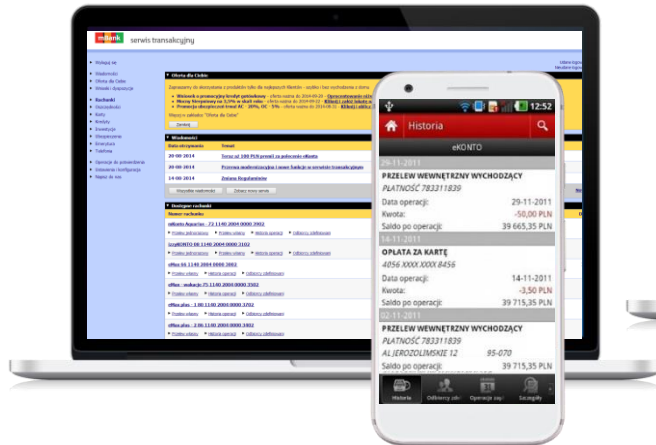
- Average 4 pts.
- Leader 12 pts. (Ally Bank)



Source: Forrester's 2017 Mobile Banking Benchmark

To achieve current position we went a long way. Almost 20 years of experience in digitization

SIMPLICITY & FUNCTIONALITY 2001-2010



Low cost
Best Price
Internet Banking
SMS banking
Functionality
WAP
Modem
SIM Application Toolkit
ISDN

DESIGN & FEATURES 2013-2014



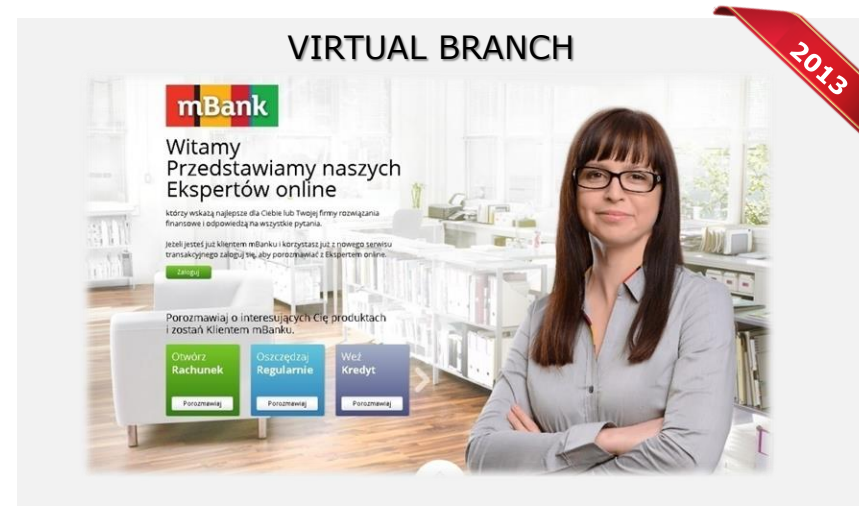
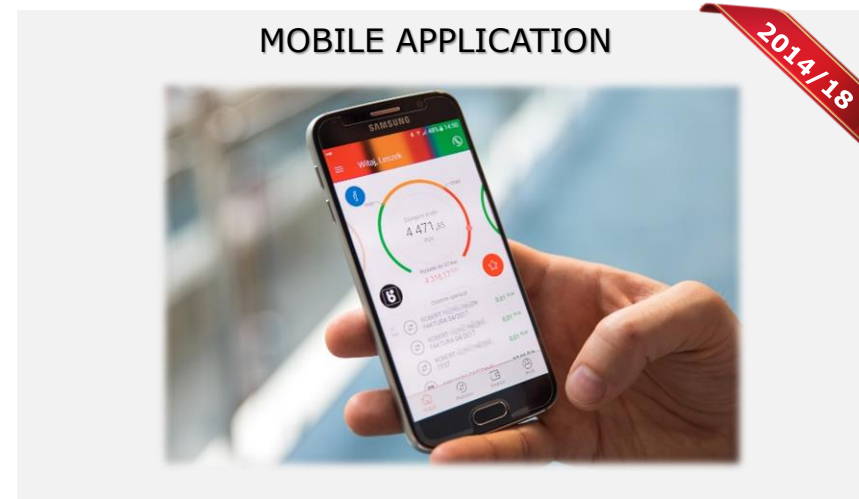
Mobile internet
Gamification
Design
P2P
Mobile banking
Videochat
Broadband
Beautiful interfaces
Features
App economy
Colours
Social media
Internet 2.0
PFM

USABILITY & EXPERIENCE 2016+



Feedback
Omnichanneling
Usability
Customer Experience
Design Thinking
Prototypes
Testing
Virtual Reality
Customer Centered Design
Robotics
Machine Learning
IOT
Als

We keep on reinventing ourselves instantly – since 2013 we have been developing and redesigning all contact channels



Source: mBank

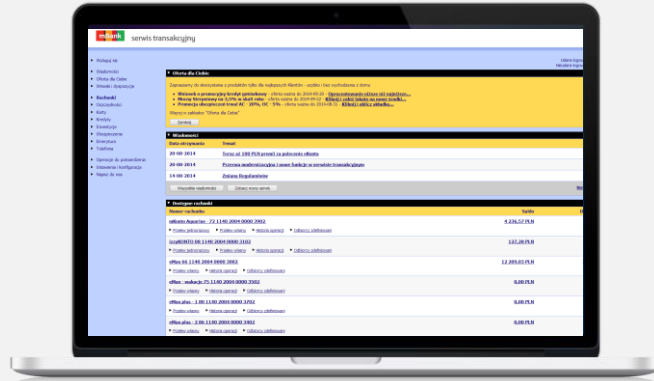
Every year customers get new devices ...



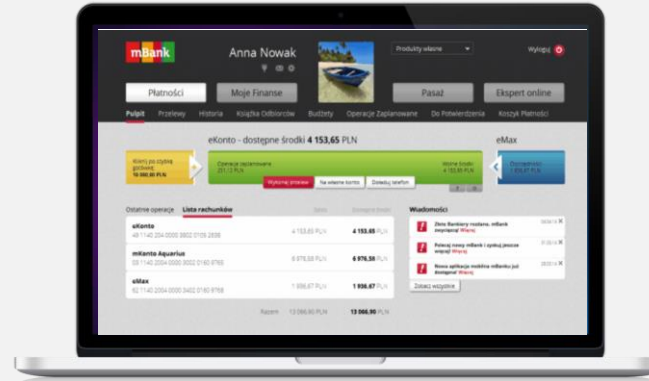
We should be agile too, but how to implement changes ?

One release

2001



2012

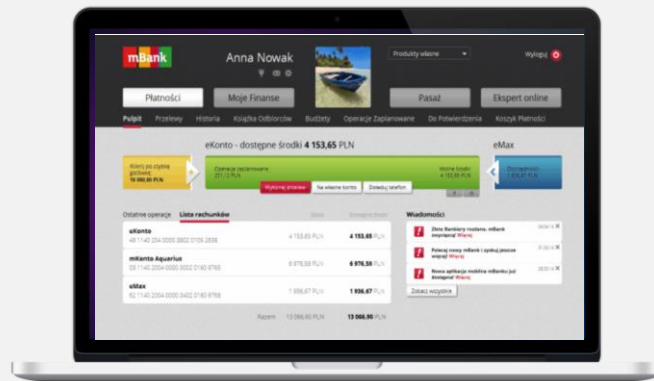


Customers feedback:

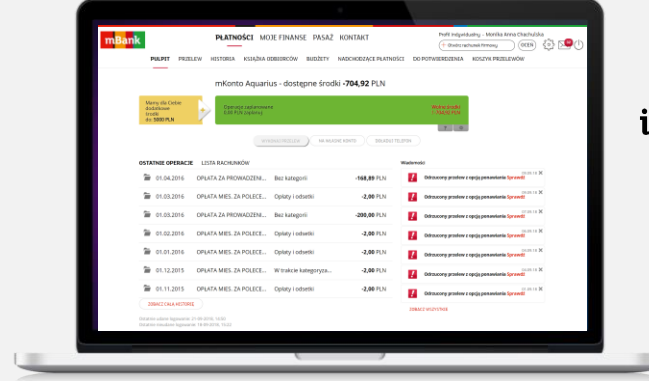
- „... don't like any changes”
- „... afraid of changes”
- „... don't want unwanted changes”
- „... don't want a lot of new features at ones”

Iterations

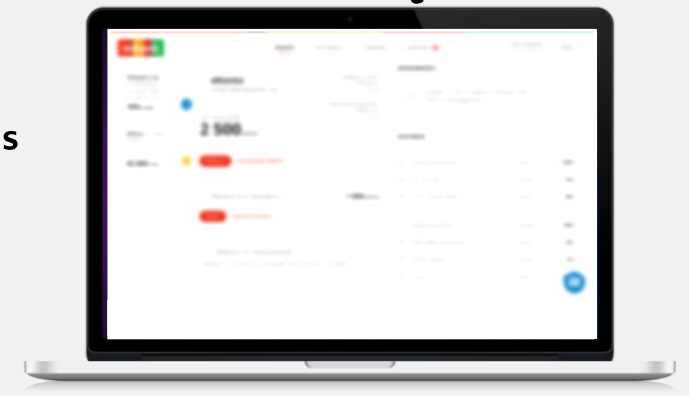
2012



First iteration
2018Q3



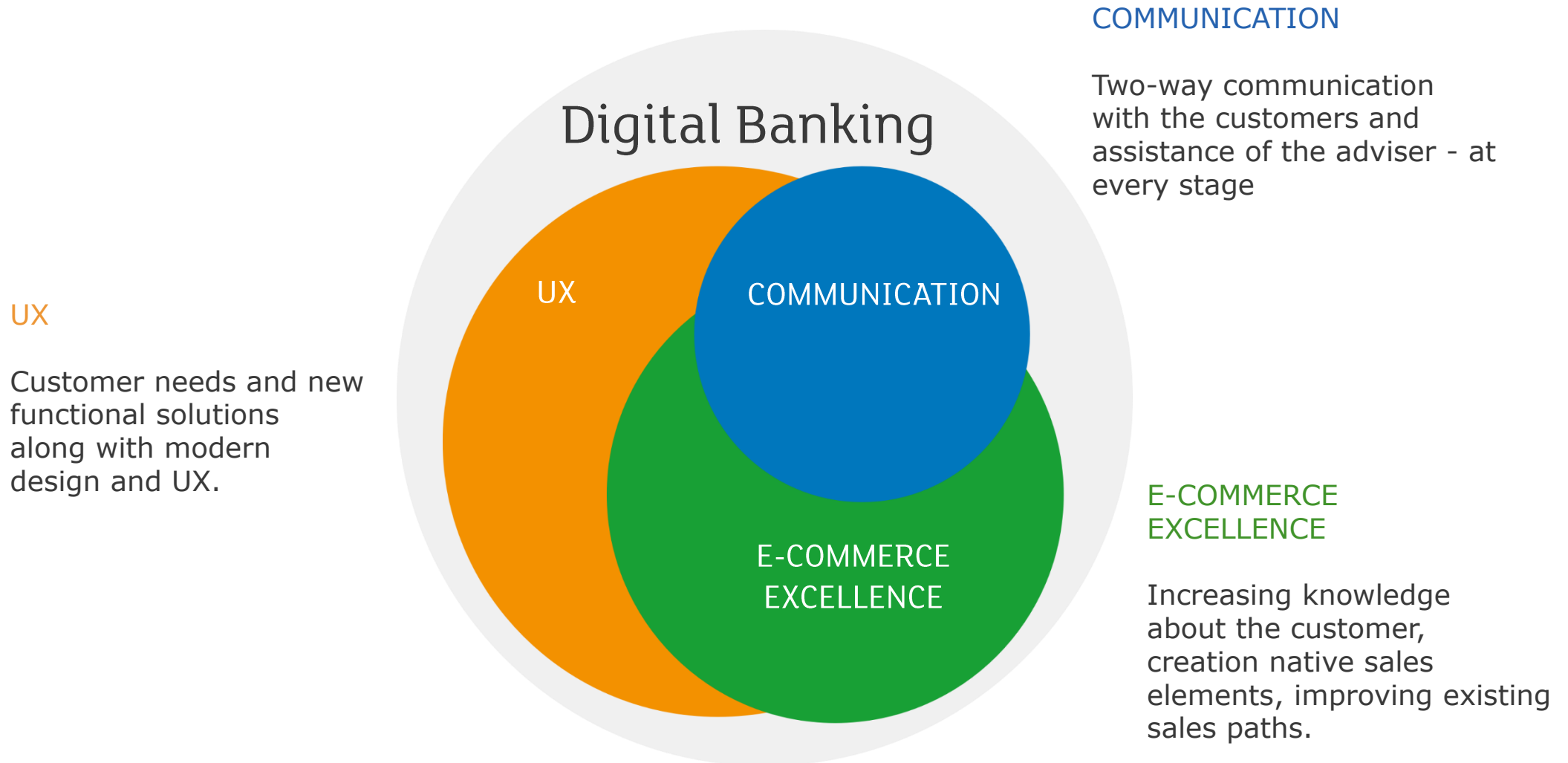
Last iteration
2019Q3



10-15
iterations
...

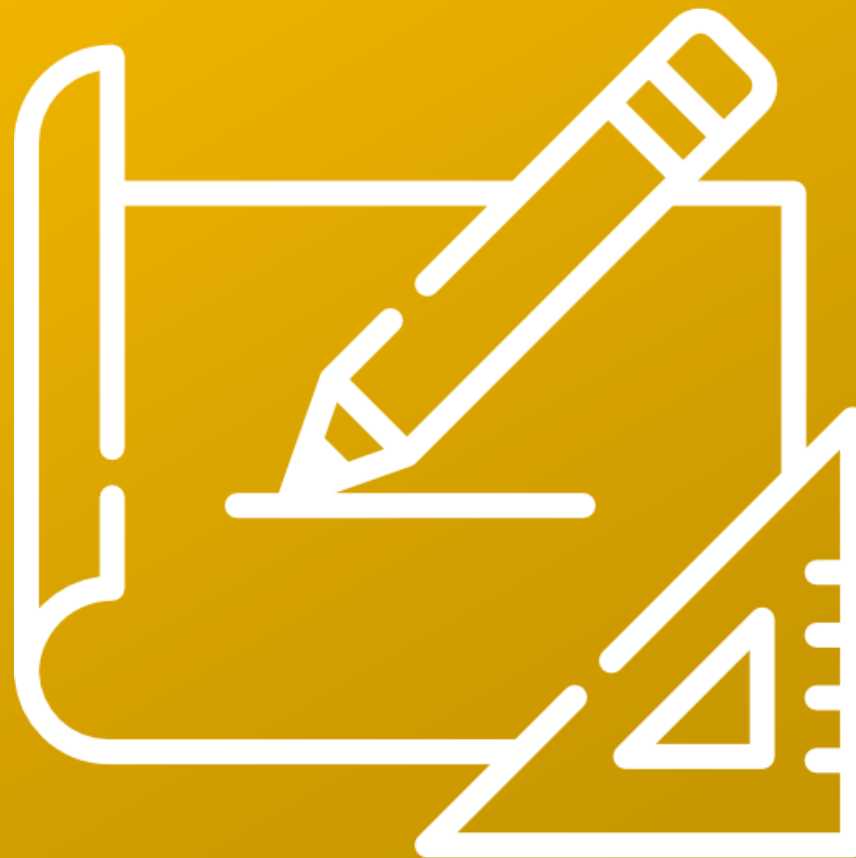
shorter periods = less painful change

Our strategic pillars for next digital banking innovations





UX





Alphabet



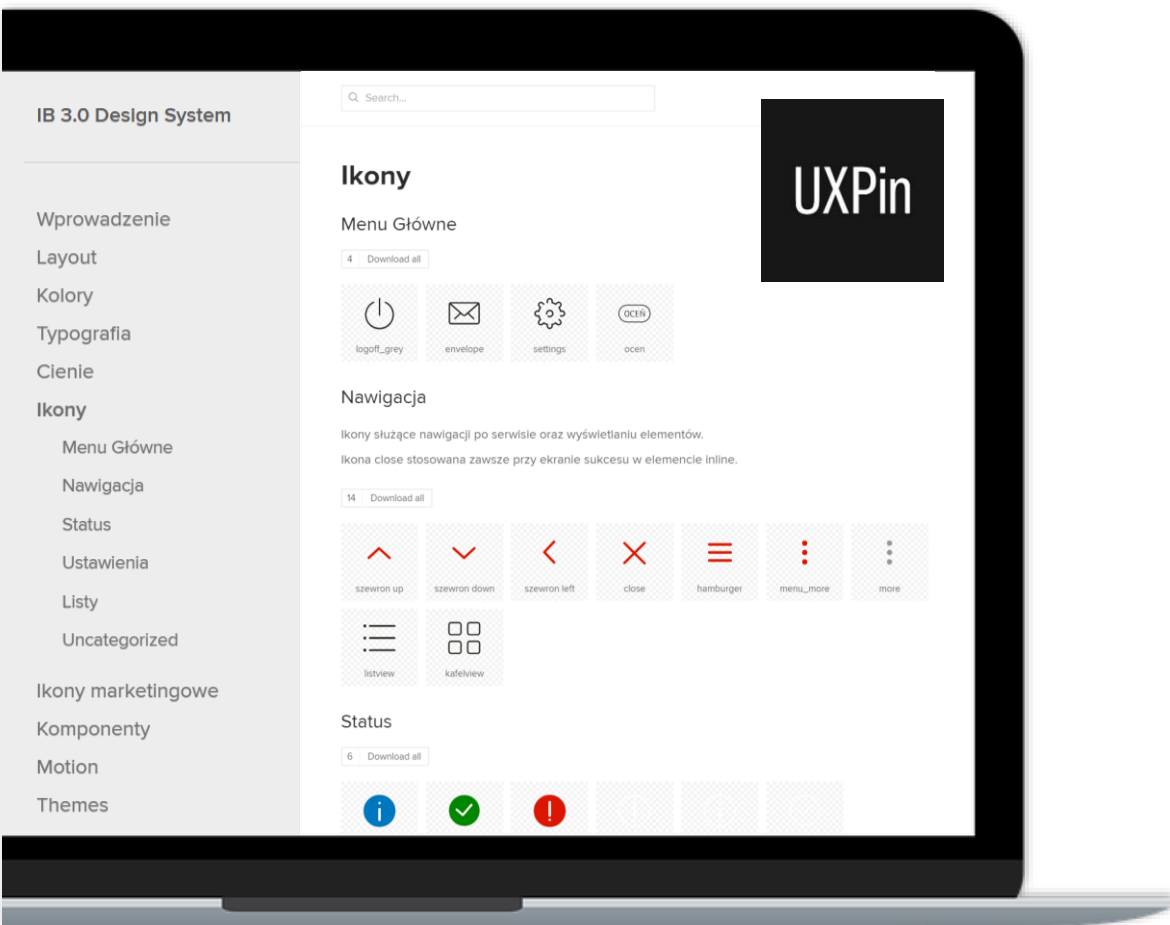
And in the past 12 months these companies increased their design headcount by an average of **65%**.



Companies all over the world started to notice that:

- the more they try to achieve,
- the more designers they hire
- the **slower** the process becomes and the more **inconsistent user experience** they deliver

The solution is Design System which allows to build digital channels „like from LEGO bricks”



Design System

Design + Code + Documentation

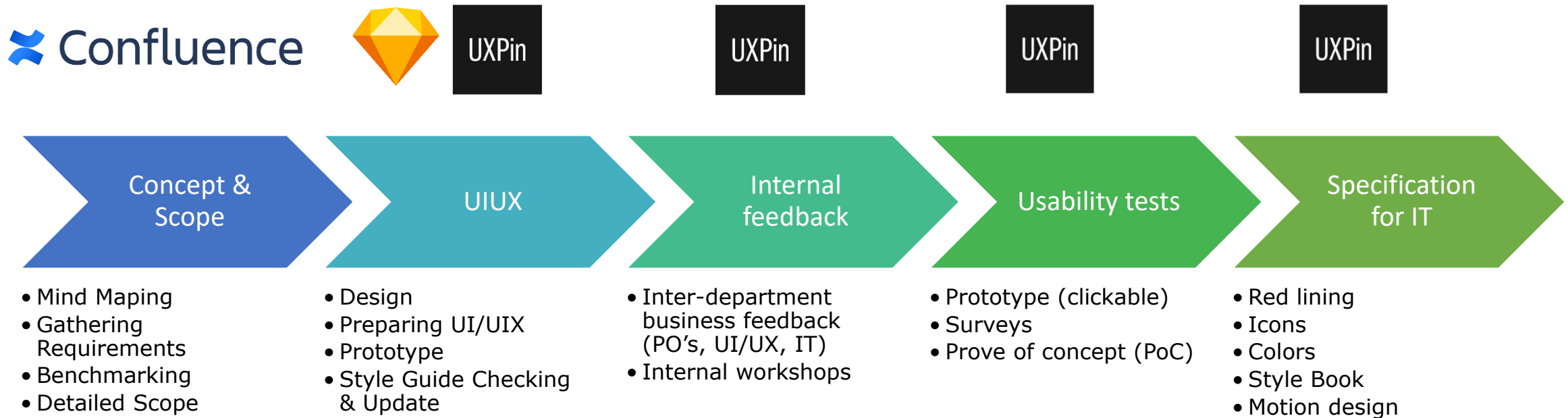
Benefits for Business

- UX Consistency
- Documentation
- Prototyping & Testing
- UX collaboration across whole business
- Style Guide
- Standardization

Benefits for IT

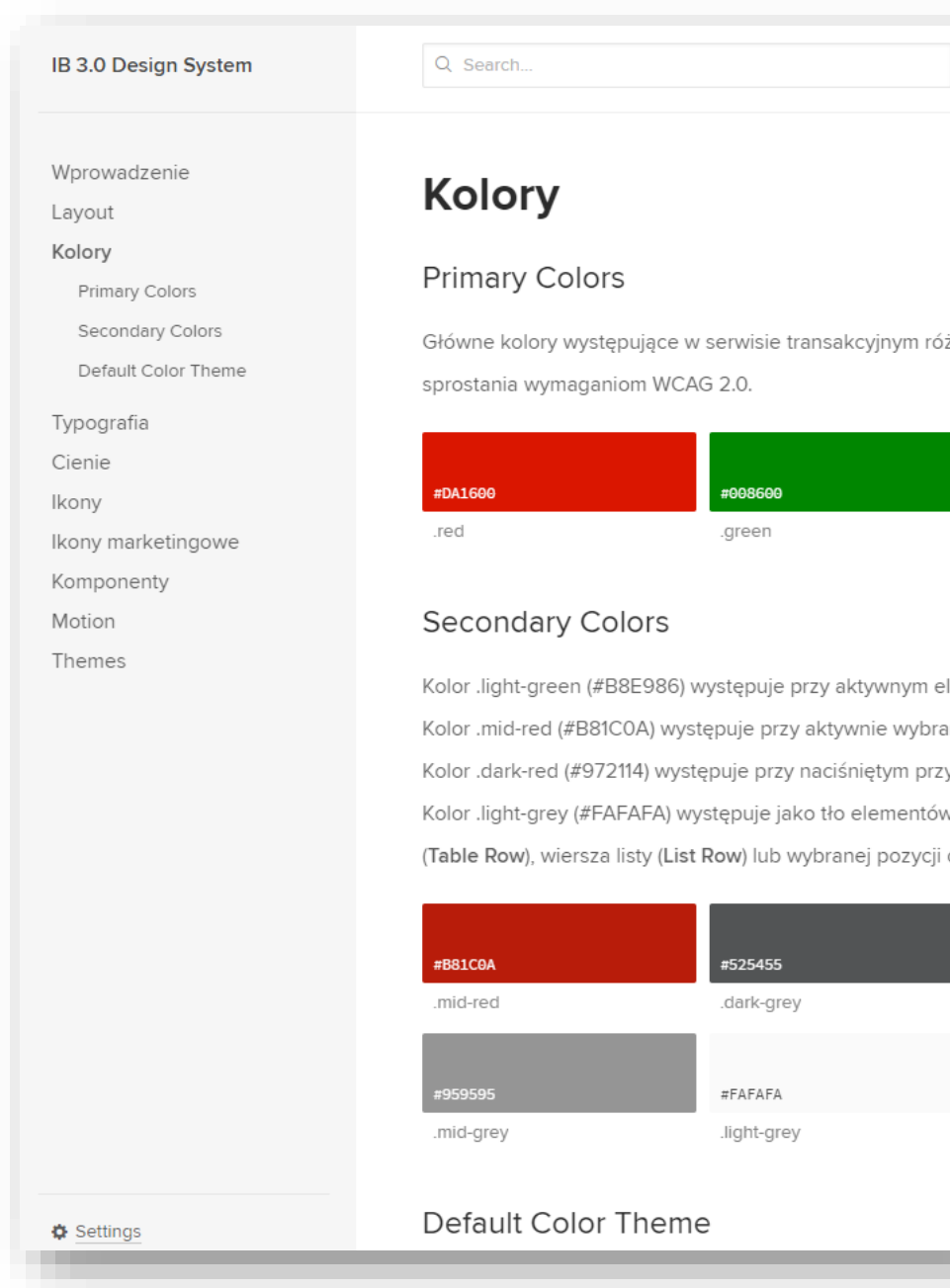
- Change in repository is changing everywhere
- Git Code Repository for all components
- Red-lining for developers, source of all icons, graphics, ...
- Style Book

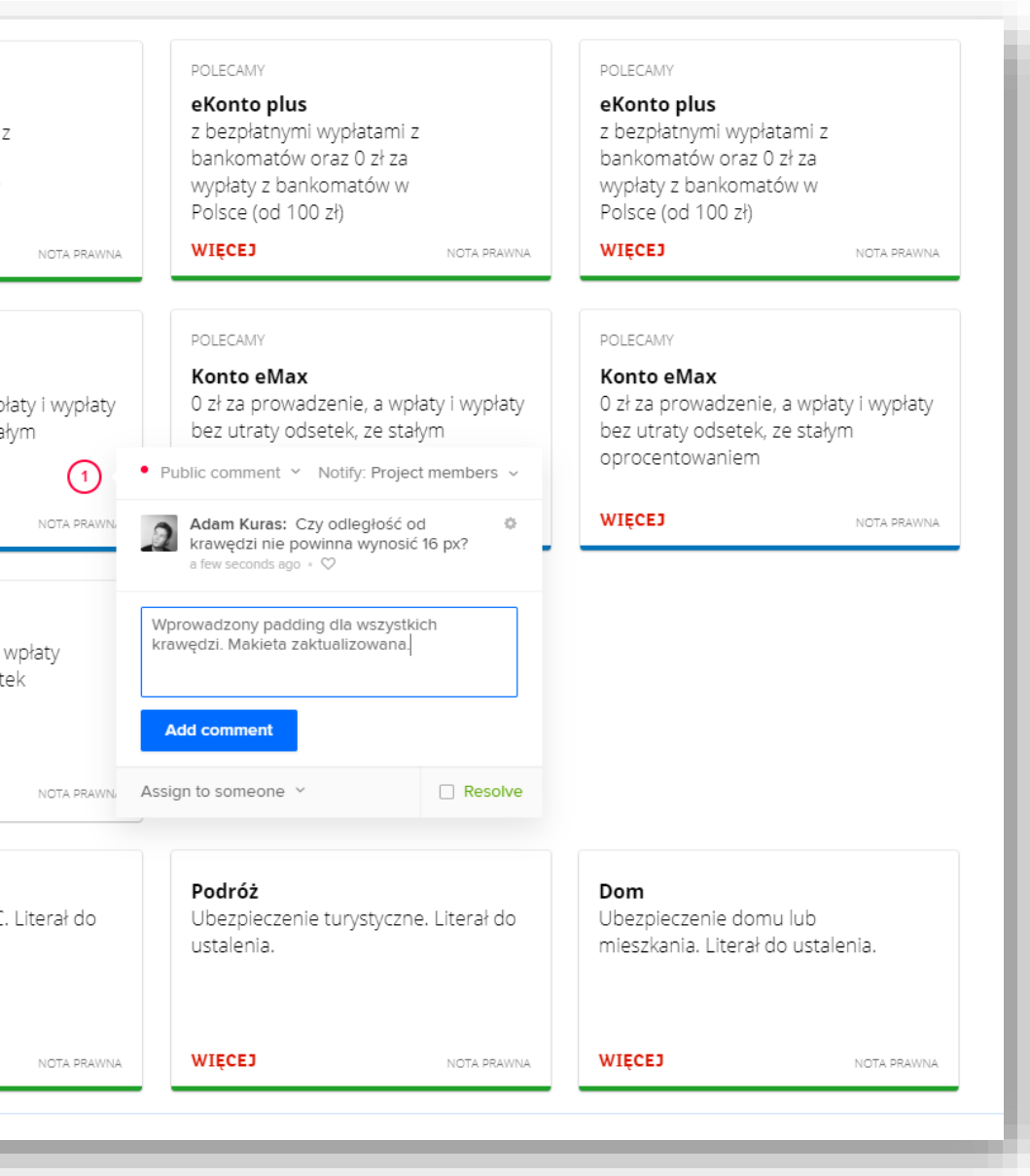
Design System and Process we build is based on the best digital tools



5 Phases before production

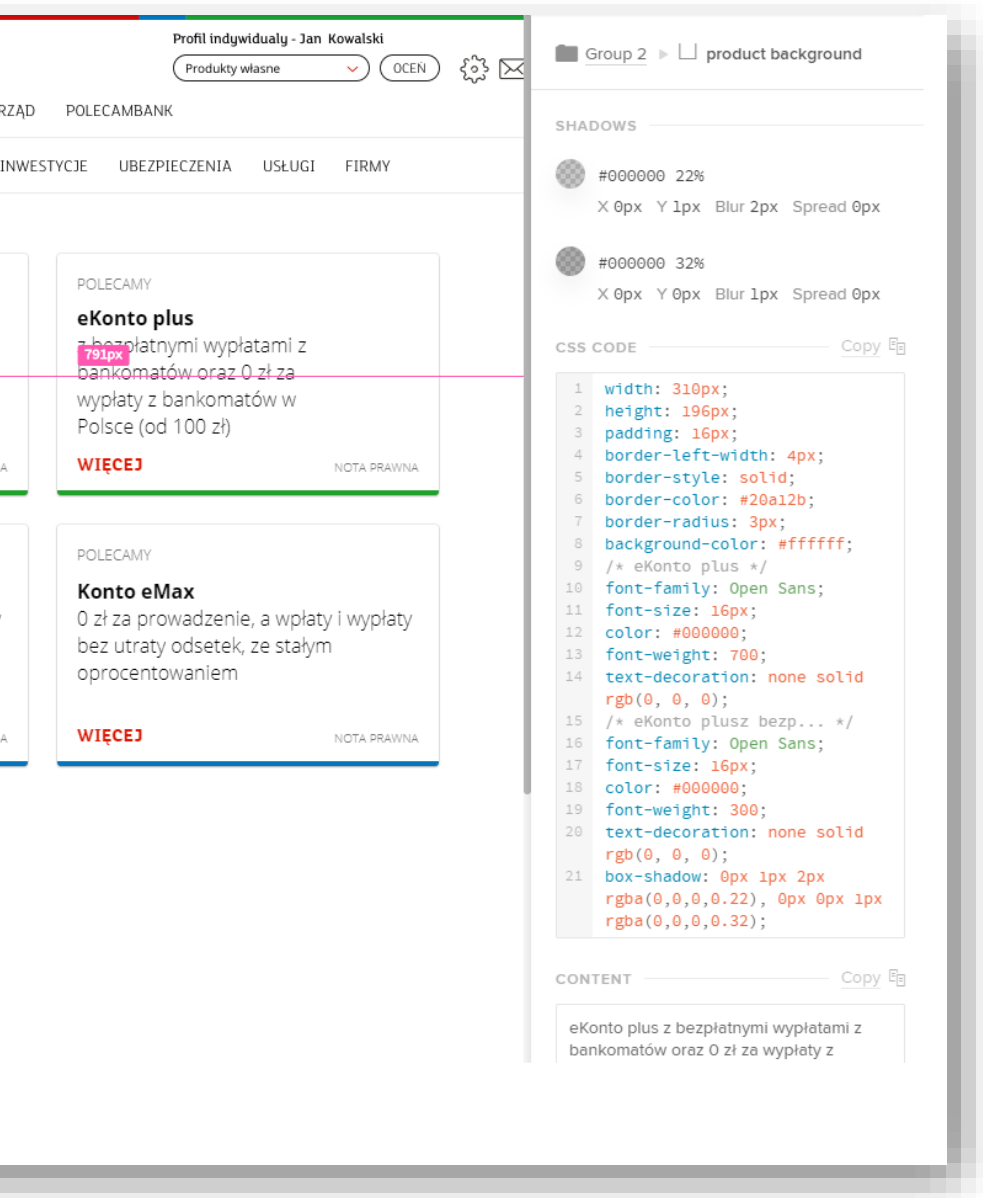
We are creating a company
wide UX standard.
**Design has never been
easier.**





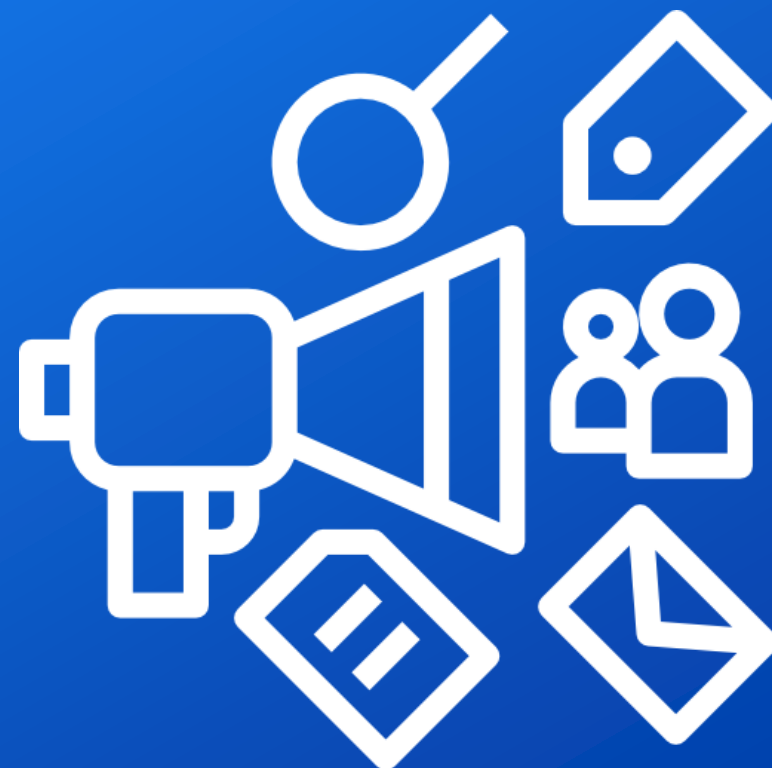
...with UXPin you can
gather feedback from
product owners, business
owners, other teams and
approvers.





UXPin automatically documents designs with CSS, redlining and design system documentation.

It saves hours of design and engineering work.



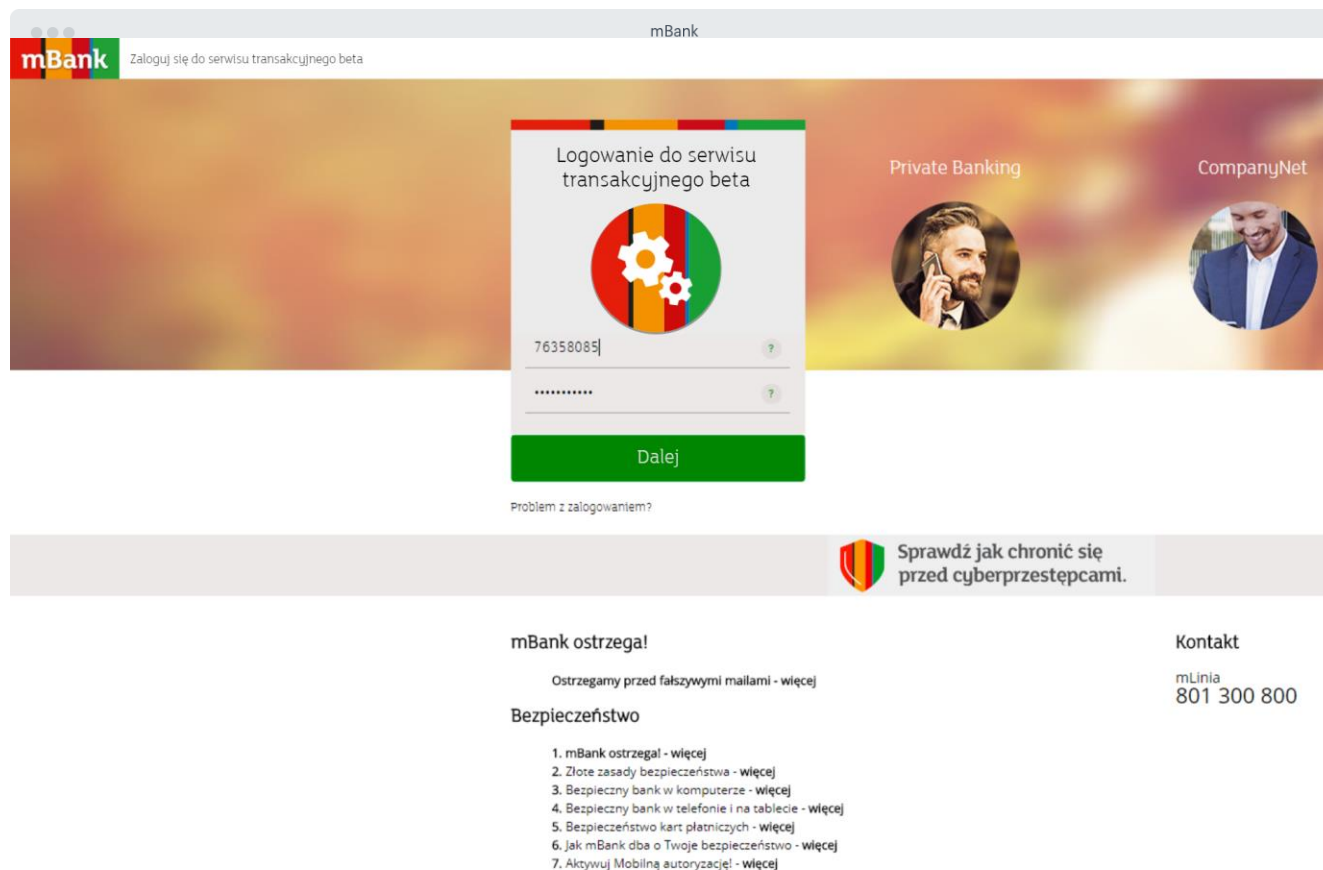
Communication

Engaged customers are giving us the best insights how to improve digital channels

5 Phases after production



Beta service is helping us to get feedback before mass rollout

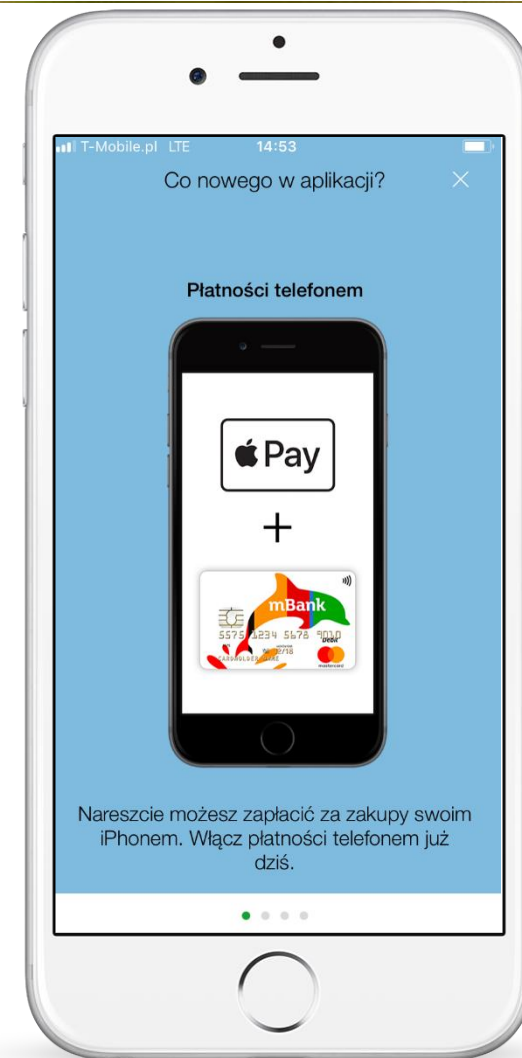
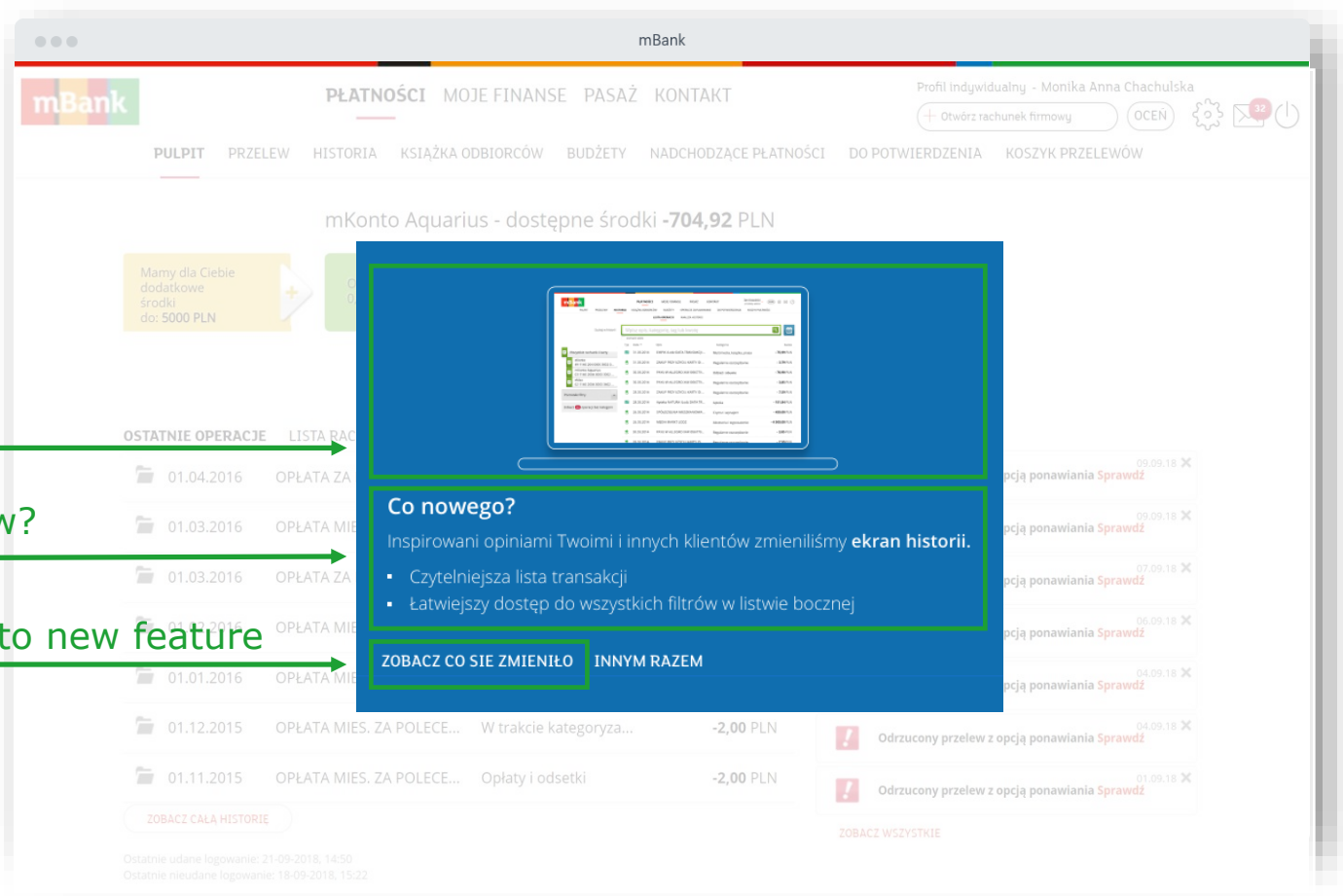


Personalized and contextual communication about changes is a key factor for adoption and customer engagement

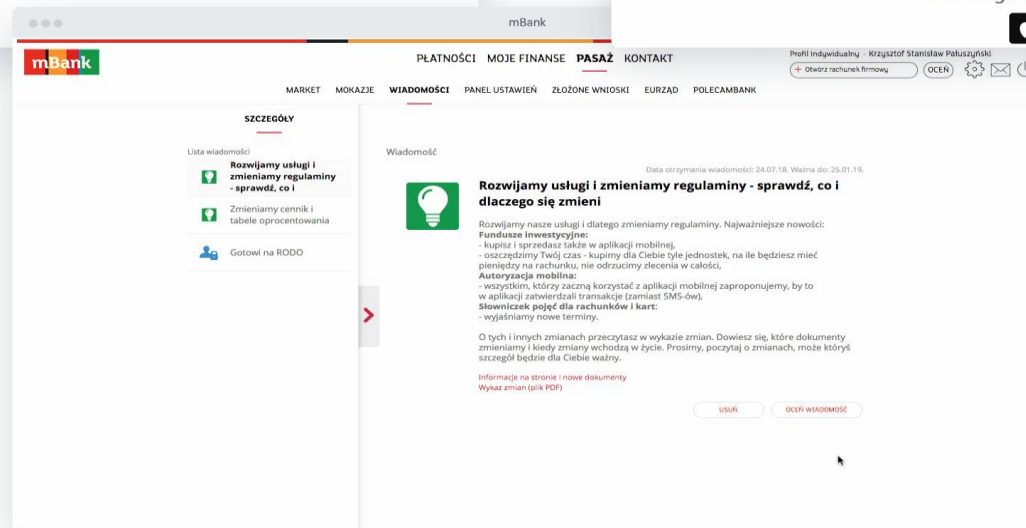
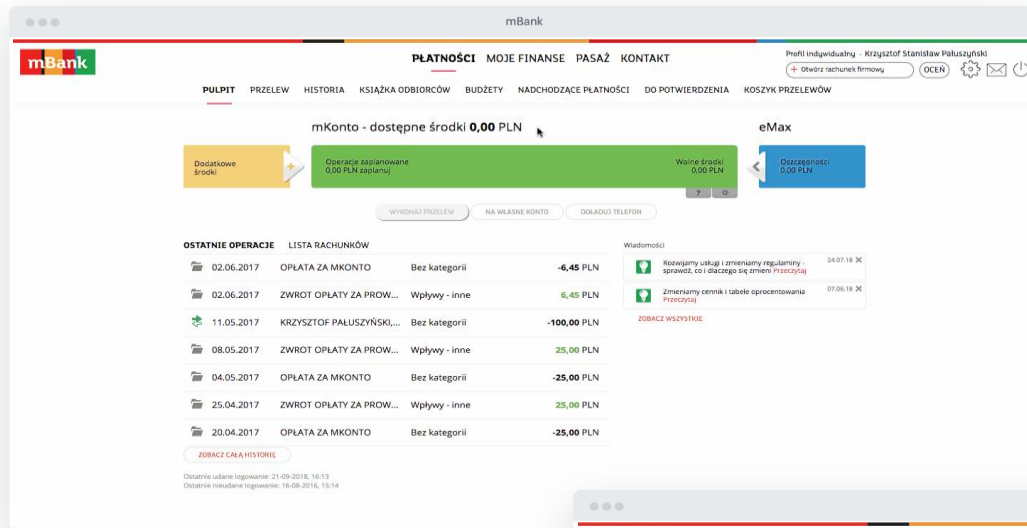
Visual

What's new?

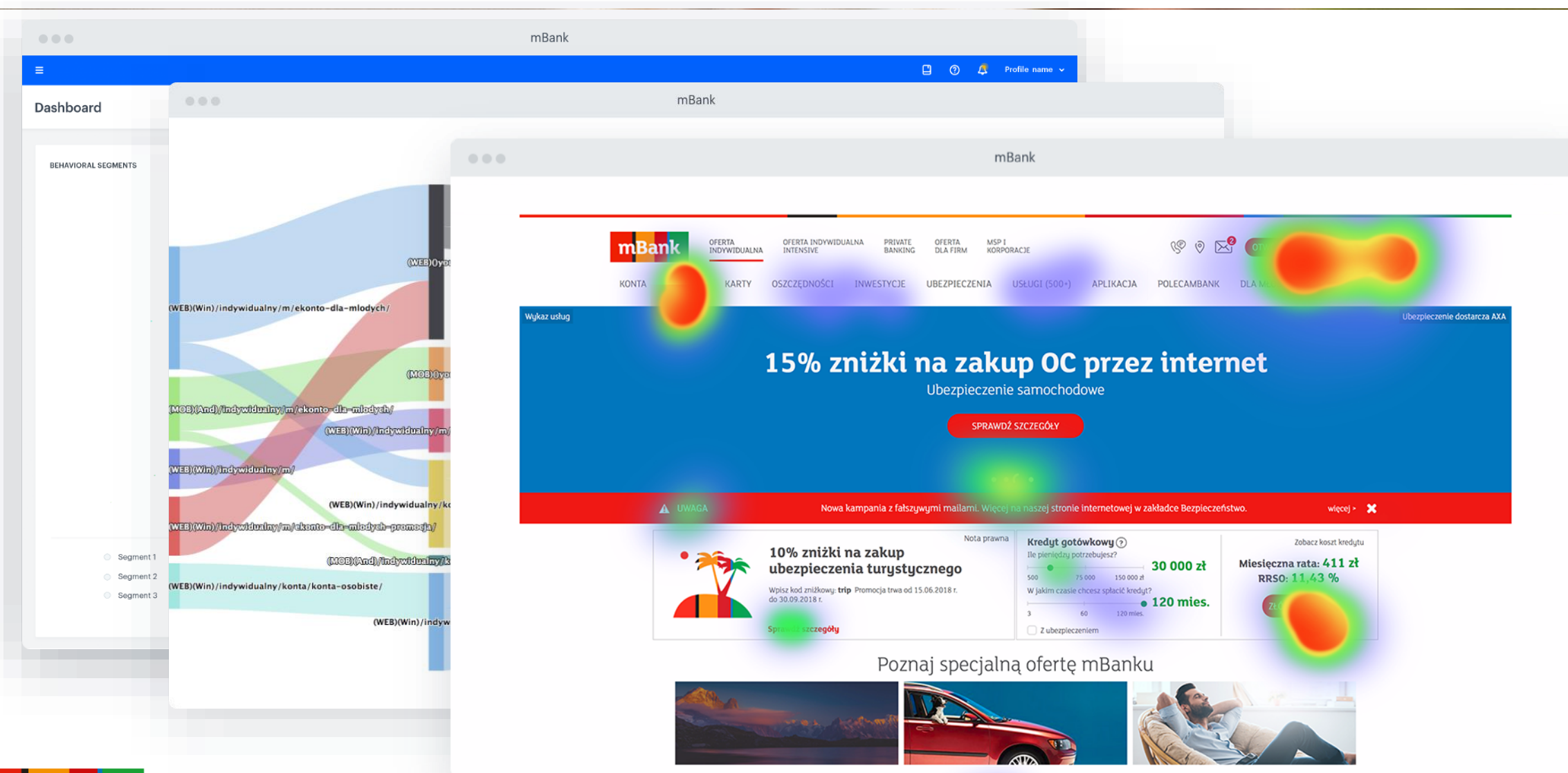
Direct link to new feature



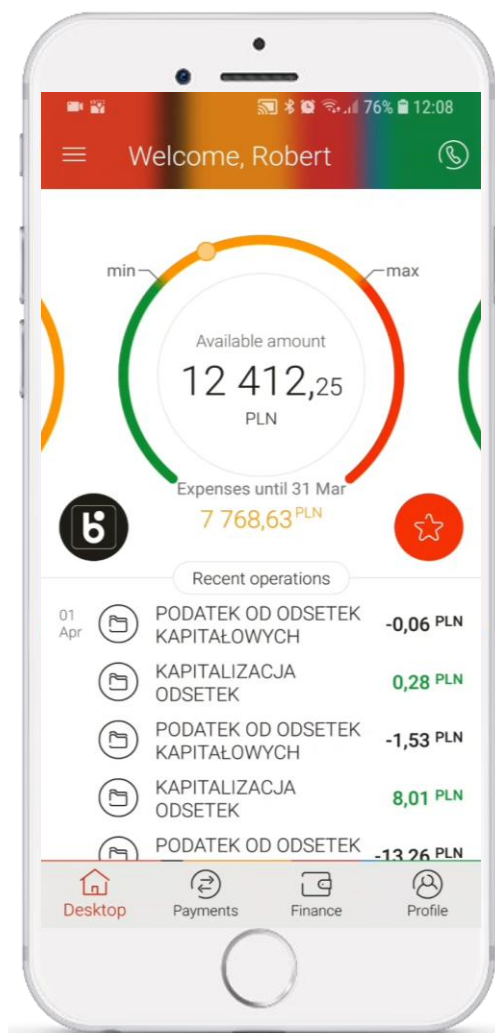
Customers are giving us Feedback from all channels



Analytics is fundamental to learn how customers behave

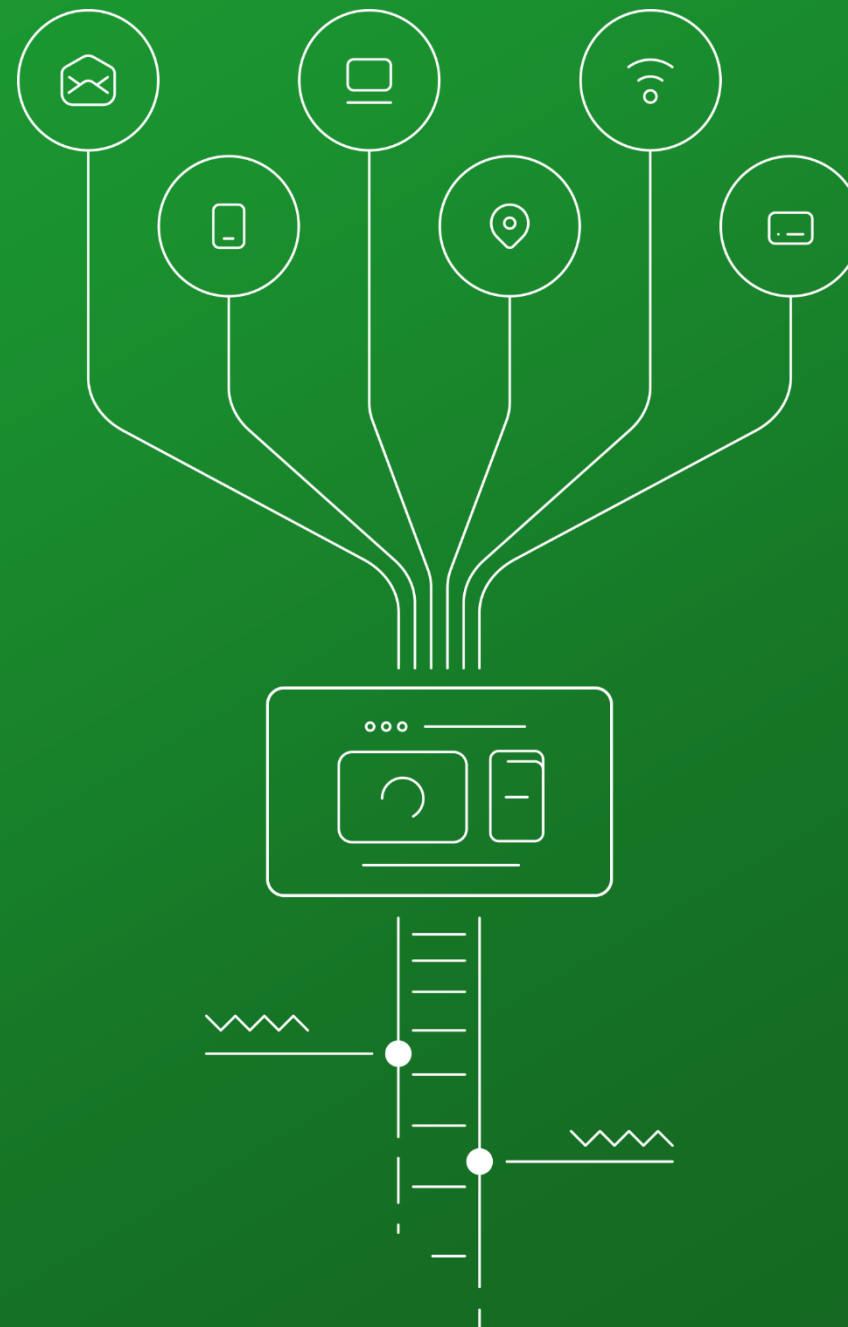


A/B testing is helping us because sometimes small things really matter





eCommerce
Excellence

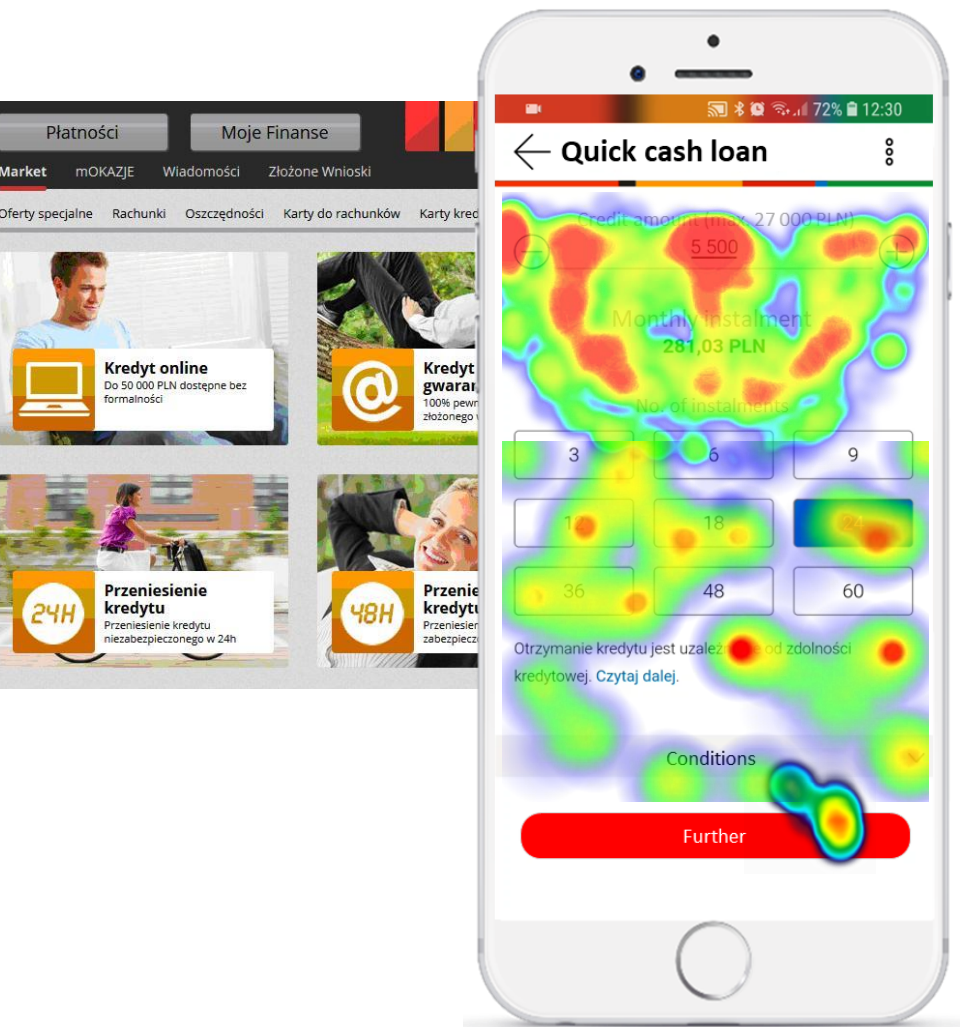


mBank is not only digital bank it's Omni-Channel bank



Combining different channels you can achieve synergy effects...

**CLIENT VERIFIES A CASH
LOAN BUT DOESN'T APPLY**



HUMAN ASSISTED CHANNELS

... CC CALLS BACK IMMEDIATELY



**... BRANCH RELATIONSHIP
MANAGER GETS A LEAD IN CRM**

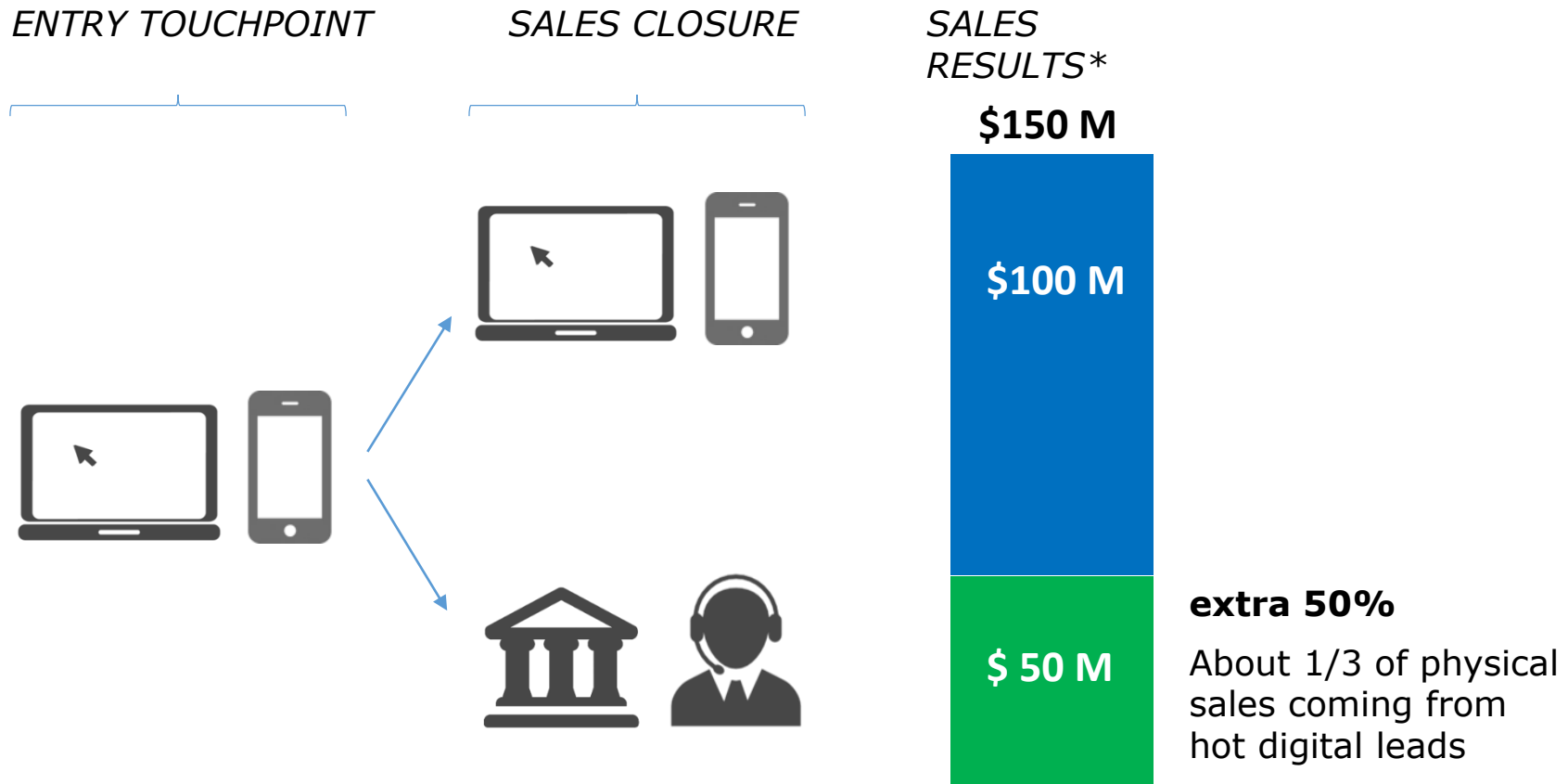




Results

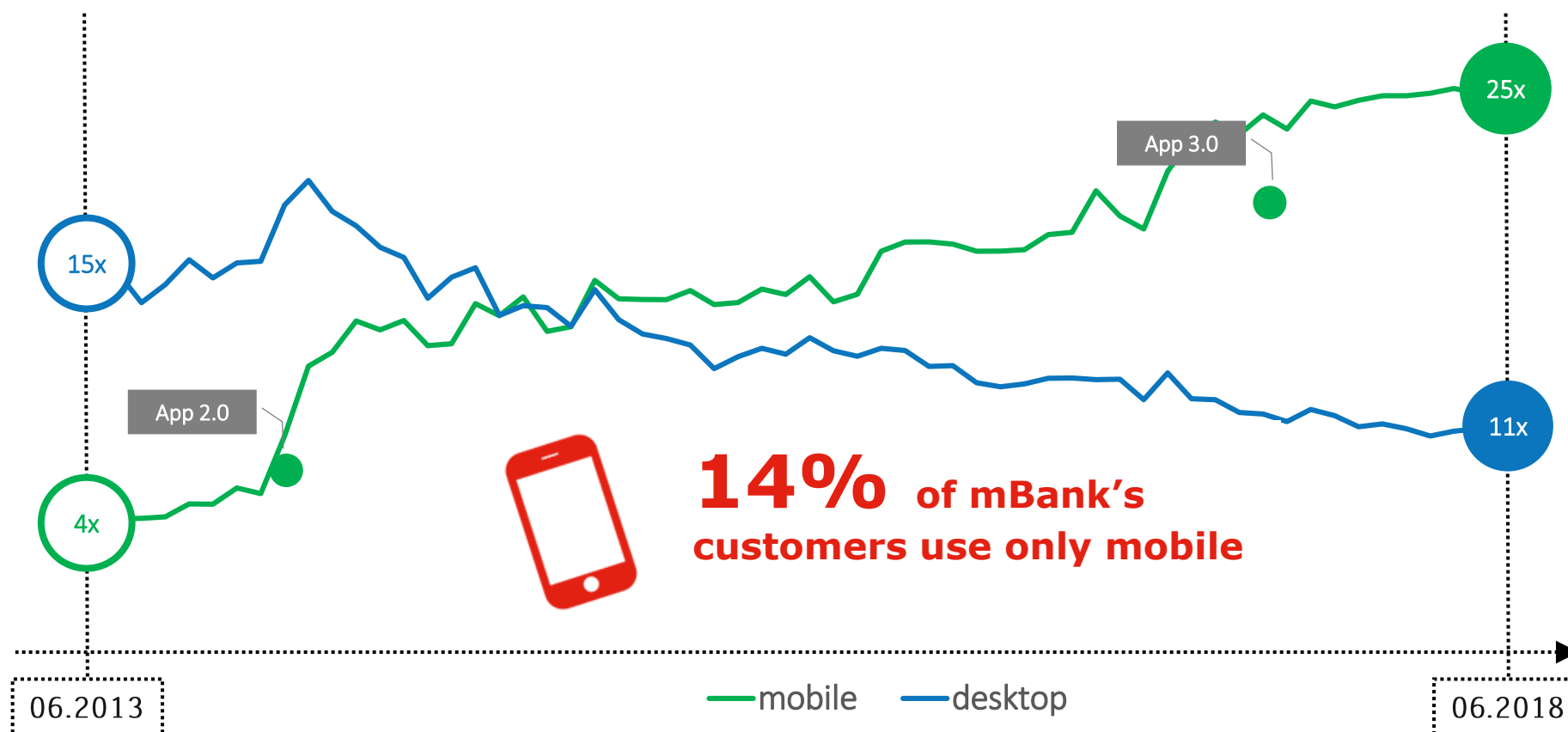
Omni-channel synergy effects are huge

mBANK CASE: DIGITALLY-GENERATED SALES OF CONSUMER FINANCE LOANS



It just works...

OF MONTHLY LOGINS PER USER (FROZEN MOBILE COHORT)





Thank you 😊

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