Driving towards a **Customer Experience (CX)**

**Digital Bank**
Customer Experience Challenge.

To Narrow the Gap between Customer Expectation and Fulfillment.

74 percent of executives state their top 2015 priority is improving customer experience. *(WallStreet Journal Feb 2015)*

"only 25 percent of Customer Experience (CX) professionals say their company’s CX programs actually improve customer experience." *(Forrester Research)*
Inside to Out Mind-set

1) We are traditionally wired e.g. we think improved Cost:Income through Cheaper Channels...NO...Channel Migration is a product of getting the CX right.

2) We fail to Recognize that Manufacturing & Distribution are Diverging e.g. Ubur, Moven, RaboDirect, ApplePay, PSDs. Customers are now demanding an Innovative, Personal & Relevant Customer Experience

3) We are more likely to concentrate on new Products/Manufacturing & Channels/Distribution not Experiences
Mind-set to Behaviours

1) “Build it and they will come Model”
Investment in the provision of all services across all channels does not work. Investment must be driven by actual customer needs and measurable business cases.

2) “Encouragement Model”
Convincing ourselves that customer really like our new self service channels does not always work. Increased Charges, Concierge emerge.

3) “Single Portrait Model”
Not all customers will want the same channel experience…find out how the customer would like to work with the bank and use this profile to personalize future interactions
A large portion of controllable operating costs is spent on managing customer experience.

1) Aligns not forces.. more transactions via lower cost channels.
2) Increases customer access to products
3) Focuses Investment on key journey points
4) Positively change or remove expensive interactions e.g. RDC, CDMs, e-statements, MPayments.
5) Higher customer satisfaction, loyalty/retention and increased recommendation
Upside of “Getting it Right”

1) **Reduced Customer Friction:** Customers refuse to fit into segments based on single channel interactions (UX), they have become channel agnostic...they see us rightly as a single CX.

2) **Brand:** The Brand of a Bank is heavily defined by how well we measure & manage the end to end customer experience across all channels.

3) **Upselling/Cross Selling:** Customers that are provided with the right mix of touch points rather than a single channel demonstrate increased positive sentiment, on average spend more and have a higher lifetime value.
Upside of Getting it Right

Reduced IT Costs:

- Facilitates/Demands Application Rationalization and therefore reduced TCO (Common Architecture, Infrastructure, Software Stacks, Data)

- Gives increased flexibility and velocity in responding to change.
The Tools, Approaches, Architectures Exist

Customer Experience
An **information centric** approach is core to the best possible approach to reaching an understanding of customer experience and to inform the appropriate investment strategy.

Evolution FROM:

‘Presentation Layer’ -> ‘Channel Services Layer’ -> ‘Core Systems’

TO

‘Presentation Layer’ -> ‘**Unified Customer Experience Layer**’ -> ‘Channel Services Layer’ -> ‘Core Systems’
How ? – Attributes of a UCXL

1) Same brand experience on every device and in every channel.
2) It is flexible customer experience layer that runs independently from the Core Systems.
3) Correctly addresses the balance between CX/UX & Security
4) It is Information Lead: driven by Data and Analytics.
5) It requires Organizational Ownership…Department of Customer…not product silos.
6) It must have flexible APIs to the Channel Services.
7) It must support an approach where business and IT teams can work together on innovation e.g. Agile, Cloud.
8) Can quickly leverage 3rd party Best in Breed functionality, widgets, portlets e.g. RDC, PFM, EPOS.
Foundation in NBAD (Logical).

Distribution:

UX/Presentation

Unified Customer Experience Layer

Channel Services Layer

API

Manufacturing:

IBM

ESB

Core Systems

API
Demo of Next Gen NBAD Mobile Banking.

Please enter your Account number, Credit or Debit card, or CIF.

After a few steps, you can use this mobile account. First steps to identify your account.

Comfort Zone:
- my current account
  AED 331,069.09

Details:
- Cards
  - Credit
  - Debit
  - Scratch holiday card

Nearest ATM & Branch
- ATM
- Branch
Questions?