

OBSERVING
UNICORNS JUMPING RAINBOWS
OR
HOW ANALYTICS WILL HELP YOU
DRIVE NEW BUSINESS
BY OPTIMISING YOUR BANK'S
ONBOARDING JOURNEYS



BANKS ANALYSE THEIR COMPETITORS'
DIGITAL STRATEGIES (EARLY 2019)



Gartner® Pace Layers

“Even small application teams should be thinking about how they can organize to deliver according to rates of change”

Gartner® Pace Layers

System of Innovation



- Supports new opportunities
- About a 1 year lifecycle

System of Differentiation



- Supports unique processes
- 1 to 5 year lifecycle

System of Record



- Packaged software
- 10+ year lifecycle

Gartner® Pace Layers

System of Innovation



Digital Customer Acquisition
Temenos Journey Manager



System of Differentiation



Digital Front Office
Temenos Infinity



System of Record



Core Banking
Temenos T24 Transact



Gartner® Pace Layers

System of Innovation



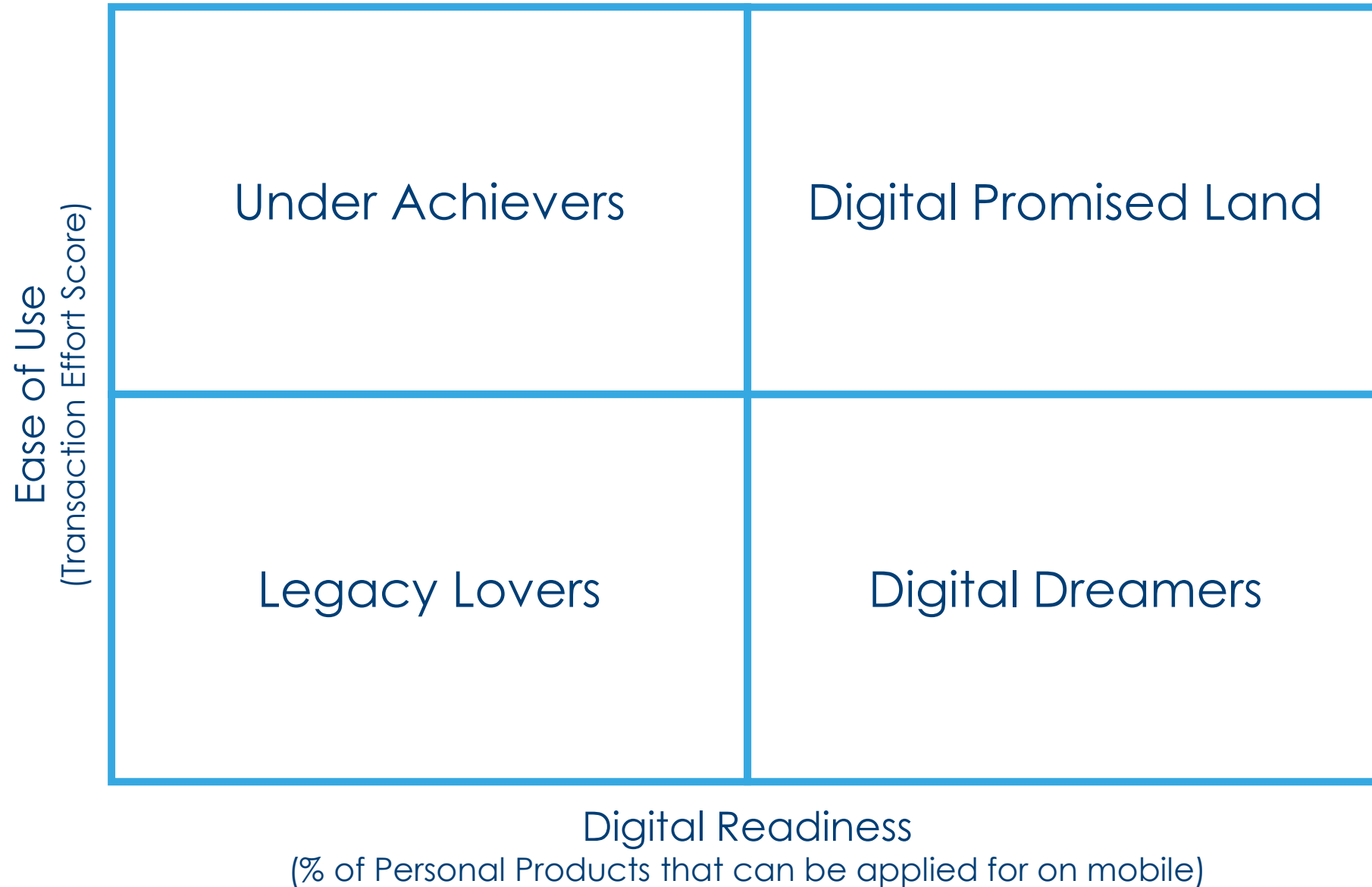
- Supports new opportunities
- About a 1 year lifecycle

How do we measure how banks have utilized
Systems of Innovation
to optimize digital customer acquisition?

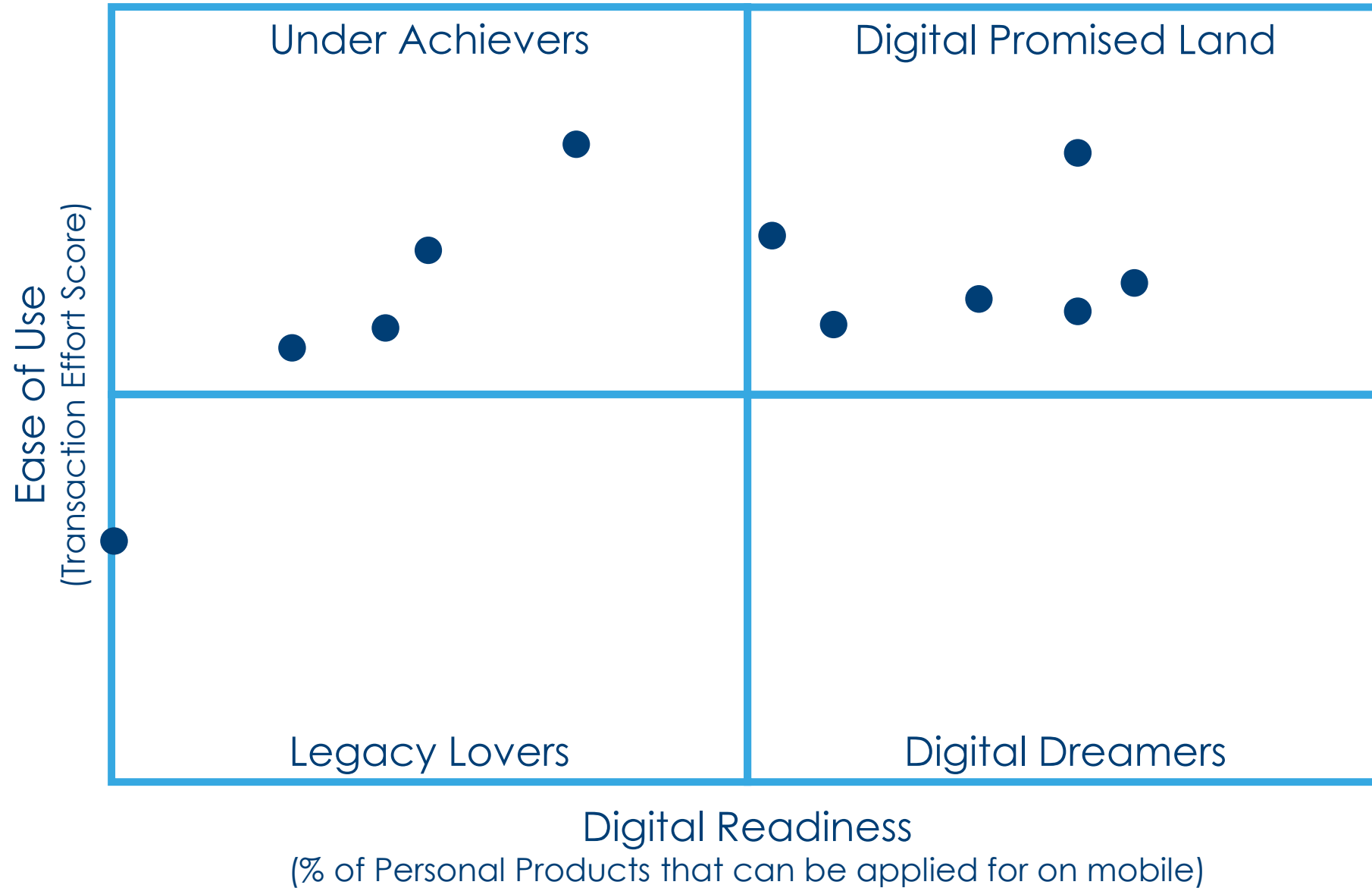
Since 2016, AVOKA | TEMENOS has published an annual

Digital Sales Report.

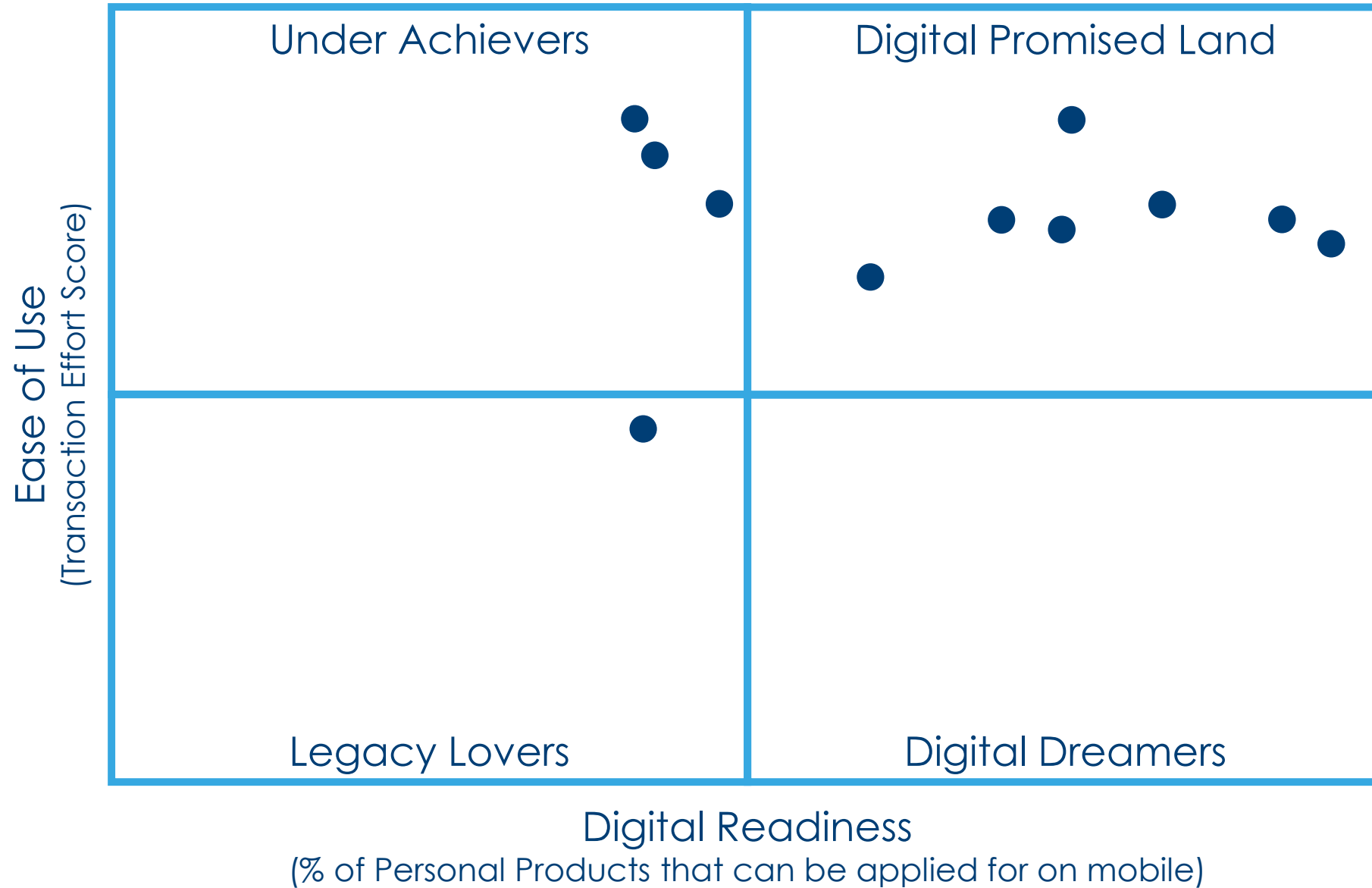
- Measuring how many products can be applied for on a mobile device and **how easy** the application process is for the user.
- It quantifies banks' **onboarding performance** compared to their peers over a multi-year cycle.
- It answers the questions **who has been doing what?** and **how well are they doing it?**



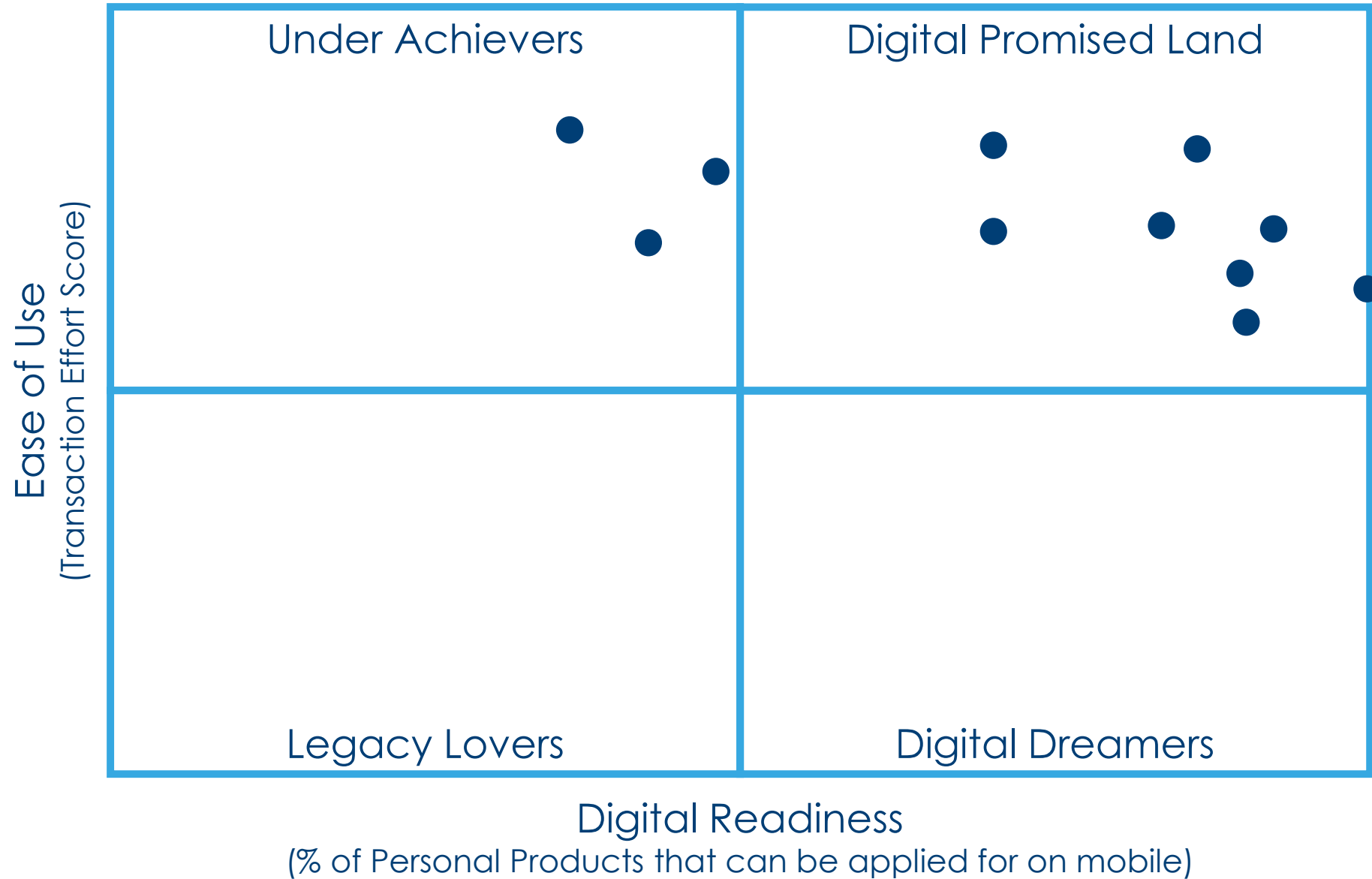
2017



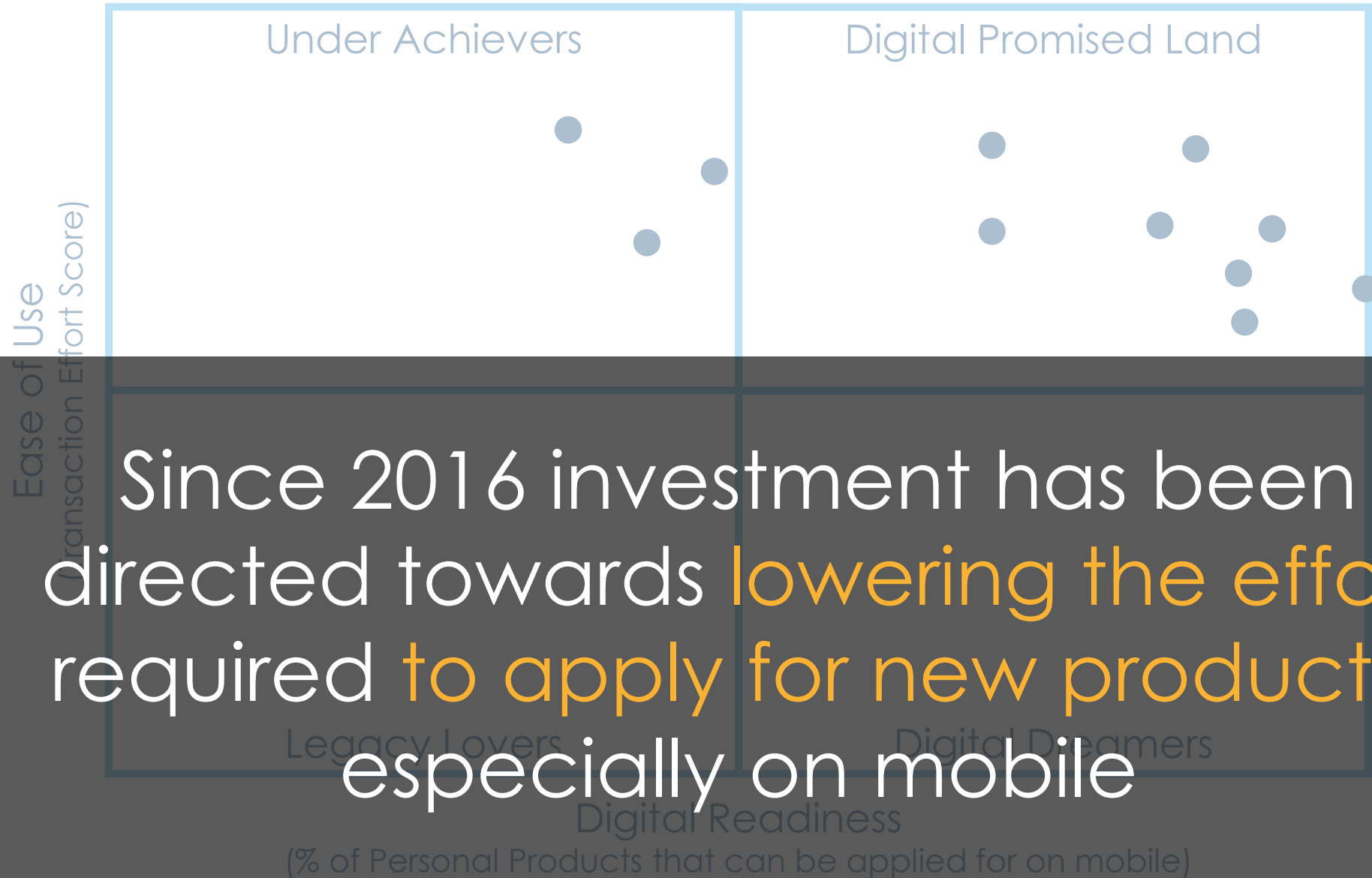
2018



2019

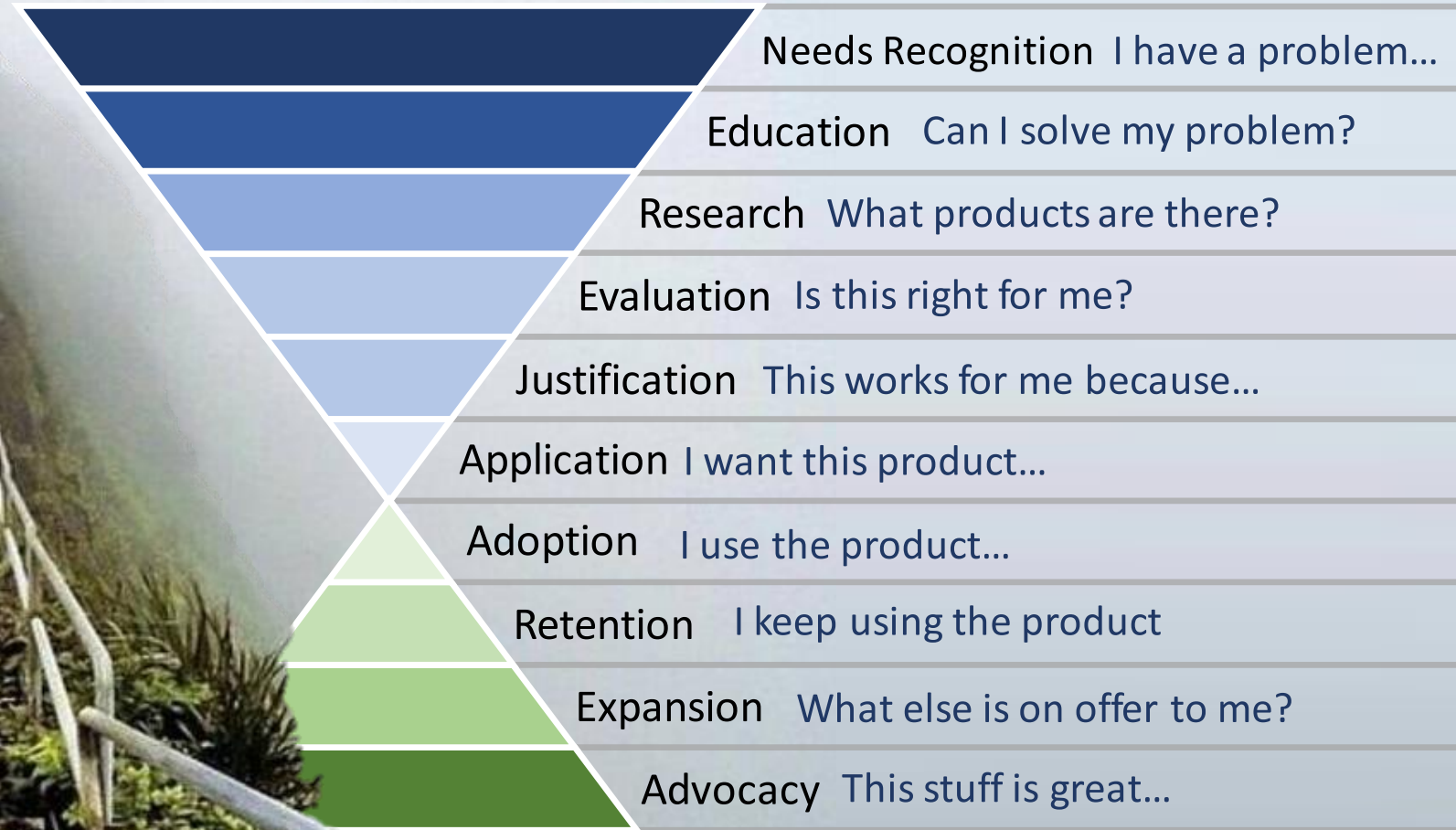


2019



Since 2016 investment has been directed towards lowering the effort required to apply for new products, especially on mobile

The New to Bank customer onboarding journey and beyond



The New to Bank customer onboarding journey and beyond

Digital sales conversion relies on customer attention

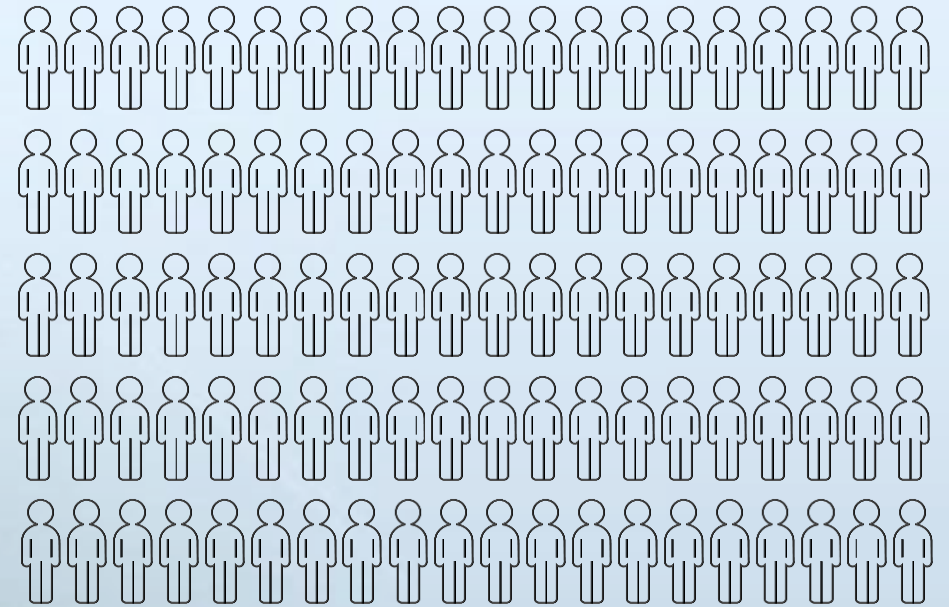
What do we understand about the effect of digital processes on customer acquisition rates?

Application I want this product...

Adoption I use the product...

The New to Bank customer onboarding journey and beyond

For every 100 prospective customers who start a digital application journey

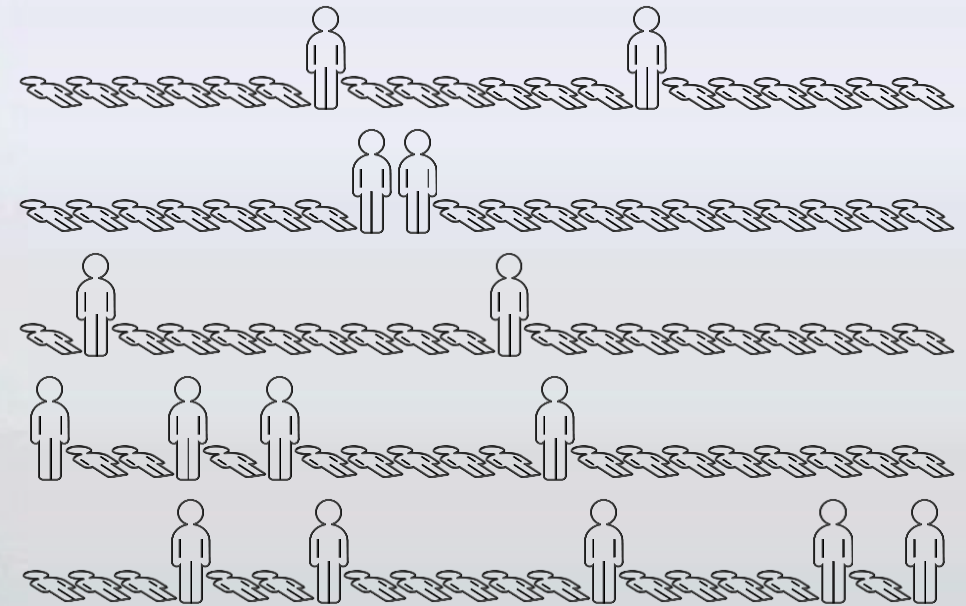


Application I want this product...

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The New to Bank customer onboarding journey and beyond

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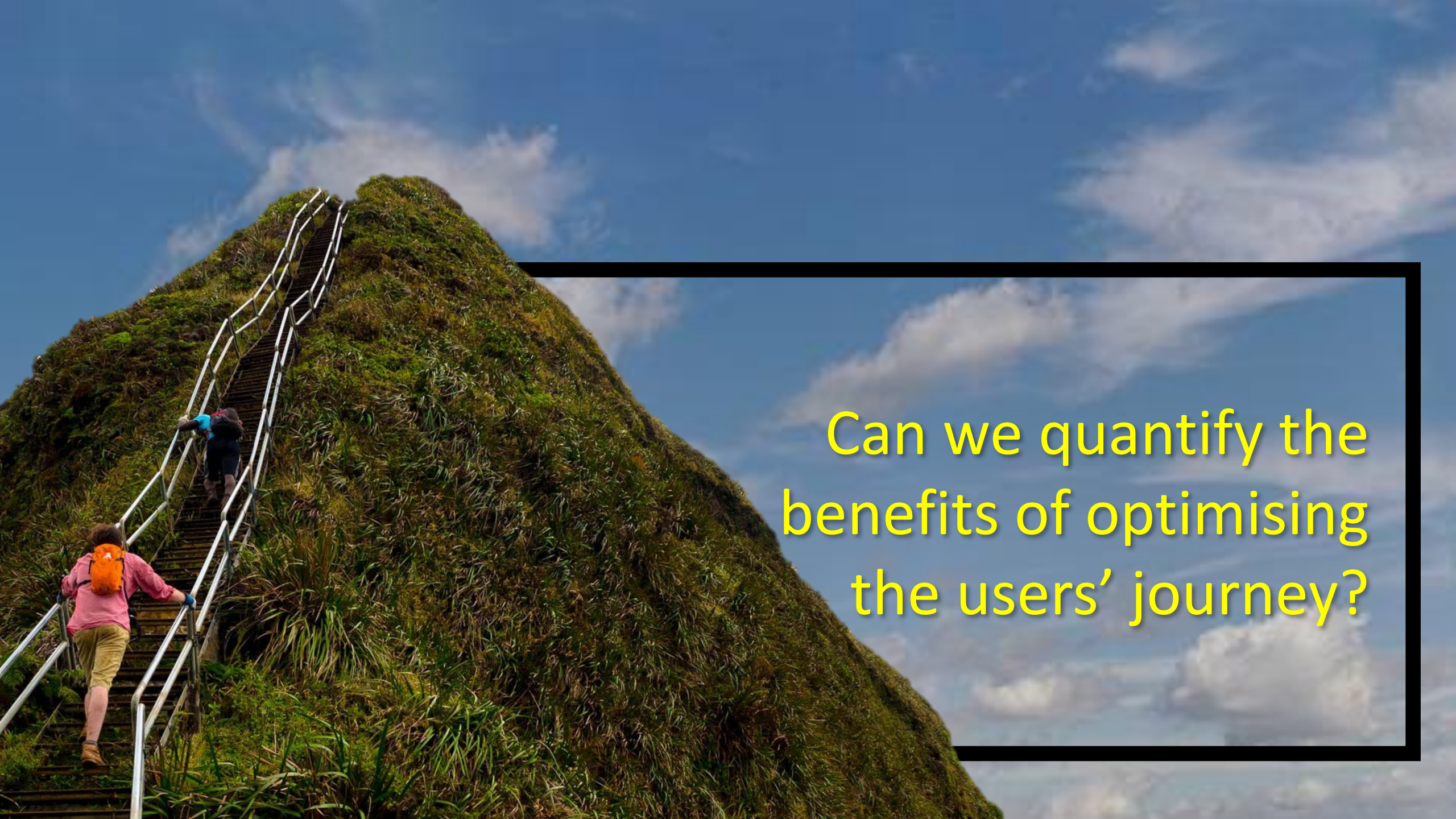


85% will **abandon** after entering some details...



Application I want this product...

Adoption I use the product...

A photograph of a steep, grassy mountain peak. A metal staircase with railings leads up the slope. Two hikers are visible: one in the foreground wearing a pink shirt and a bright orange backpack, and another further up the stairs wearing a blue shirt. The sky is blue with scattered white clouds. A black rectangular frame is overlaid on the right side of the image, containing yellow text.

Can we quantify the
benefits of optimising
the users' journey?

System of Innovation

Digital Customer Acquisition
Temenos Journey Manager



Mid-tier
Australian
Bank

78%

more applications were received through the digital channel.

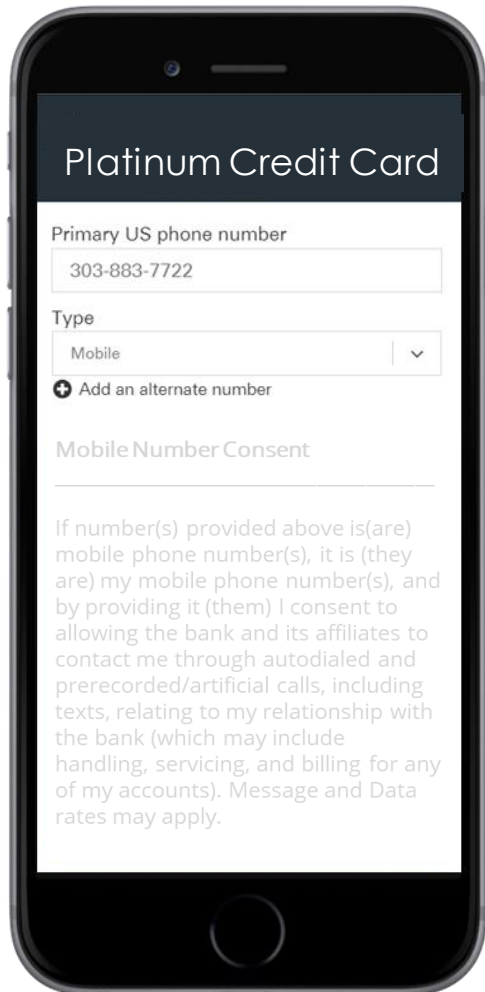
Three month program of work...

- Replaced an existing digital personal loan application.
- Did not change the product.
- Did not change marketing.



Fixing Digital Paper Cuts
(now we know how much they hurt)

Observing a Digital Paper Cut in the Wild...



Customer: Tier 1 US bank

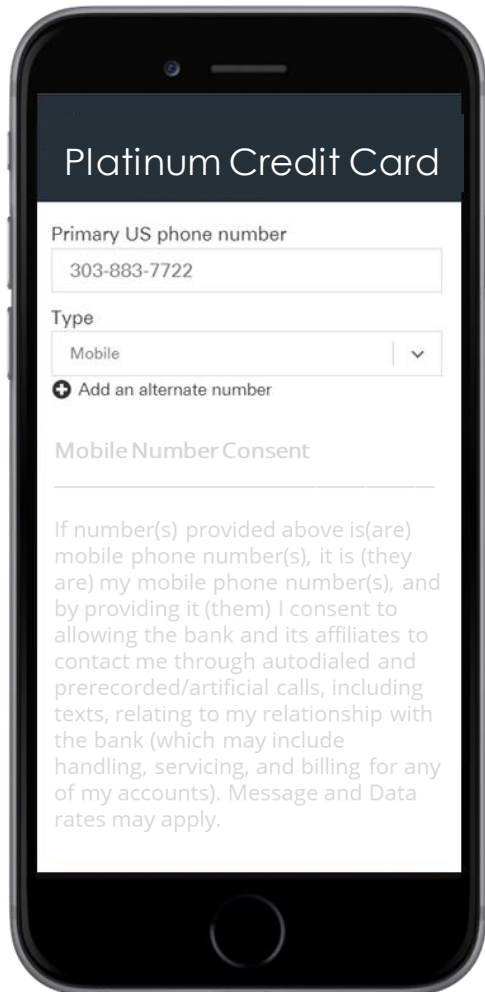
Product: Credit Card Application

Value: USD\$450 / customer / year

Symptom: Abandonment

Diagnostic: Transact Insights

Observing a Digital Paper Cut in the Wild...



Platinum Credit Card

Primary US phone number

303-883-7722

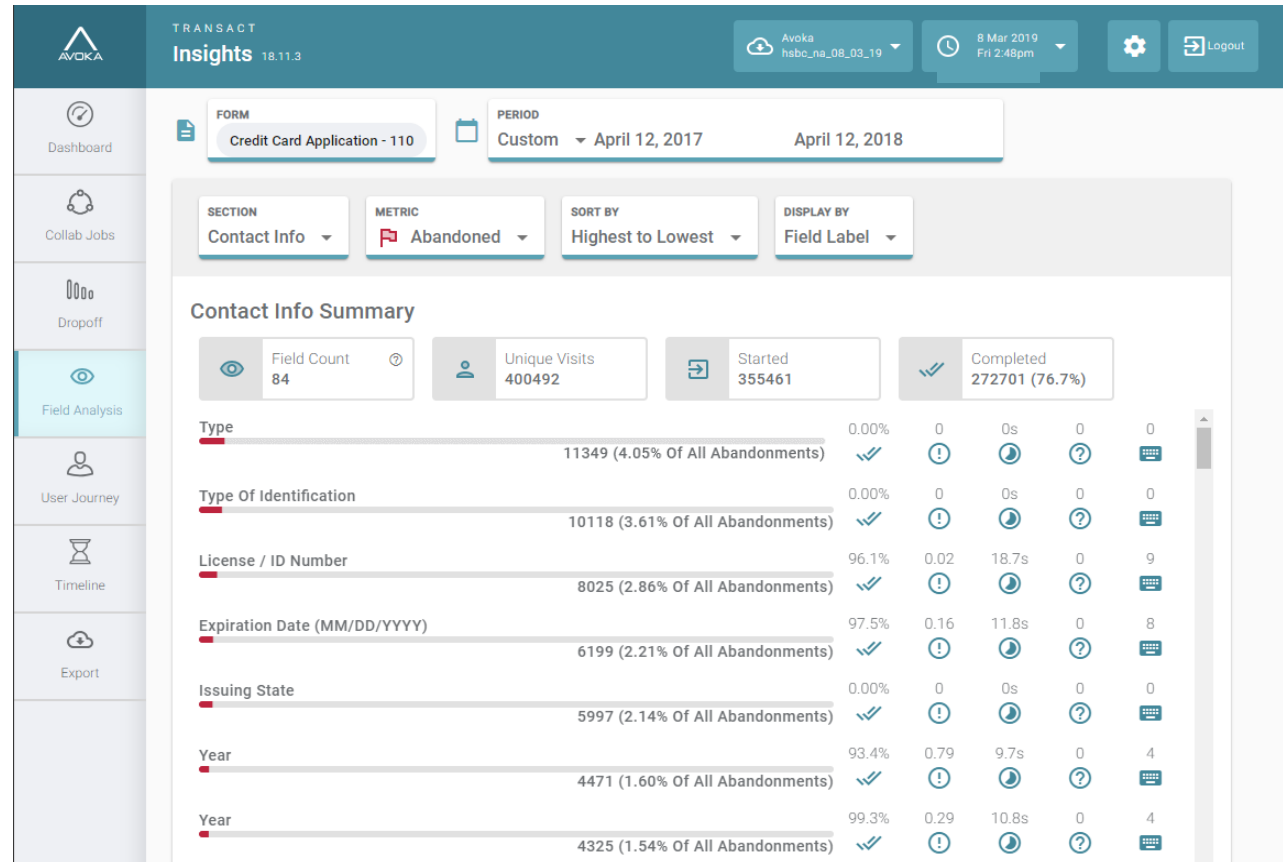
Type

Mobile

+ Add an alternate number

Mobile Number Consent

If number(s) provided above is(are) mobile phone number(s), it is (they are) my mobile phone number(s), and by providing it (them) I consent to allowing the bank and its affiliates to contact me through autodialed and prerecorded/artificial calls, including texts, relating to my relationship with the bank (which may include handling, servicing, and billing for any of my accounts). Message and Data rates may apply.



Diagnostic: Transact Insights

Observing a Digital Paper Cut in the Wild...

Primary US phone number

303-883-7722

Type

Mobile

+ Add an alternate number

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Type

11349 (4.05% Of All Abandonments)

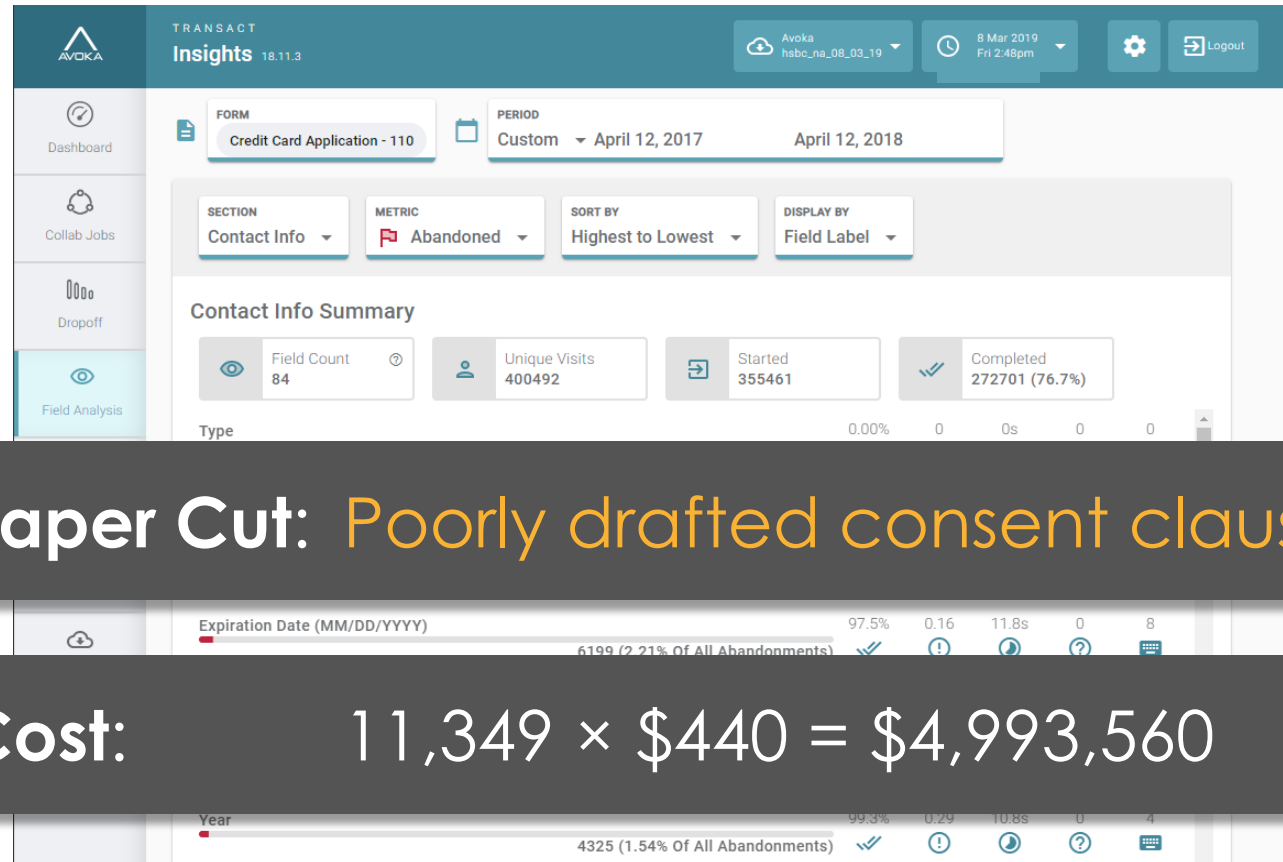
Cost: $11,349 \times \$440 = \$4,993,560$

Diagnostic: Transact Insights

Observing a Digital Paper Cut in the Wild...

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Paper Cut: Poorly drafted consent clause

Cost: $11,349 \times \$440 = \$4,993,560$

Diagnostic: Transact Insights

“The imperative for every organisation [is] to make a few strategic choices about specific capability platforms on which they intend to build what we call vectors of innovation.”

Escaping the Commodity Trap - The Future of Banking in Australia
Price Waterhouse Coopers, 2016



Customer Onboarding

Minimum Required Capabilities for Success

System of Innovation



- Supports new opportunities
- About a 1 year lifecycle



Detailed Customer
Analytics

API Ready

Abandonment
Management

Rapid, Safe, Iterative
Changes to CX

Omni-Channel
& Multi-Customer

Core Agnostic

Responsive Web &
Native App Ready

Save & Resume

And more

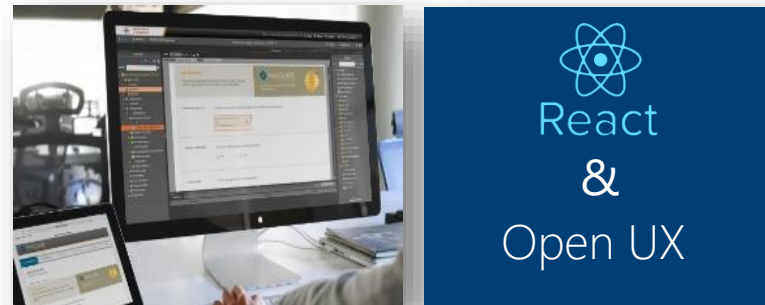


Customer Onboarding – Minimum Required
Capabilities for Success



Temenos Journey Manager is the **customer journey orchestration** layer :
Capture data and engage with customer

DESIGN



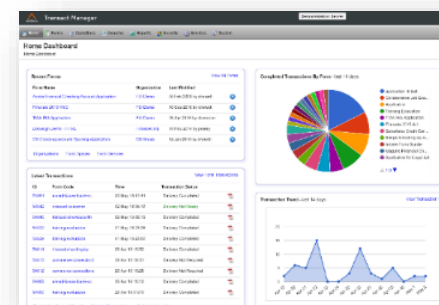
Maestro–Interactive Design Environment
Open UX–Use your own JavaScript Design

INTEGRATE



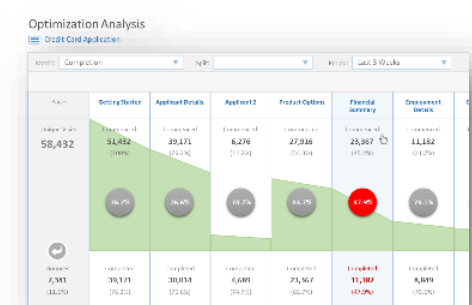
Avoka Exchange +
Temenos Marketplace

PROCESS



Journey Manager

OPTIMIZE



Journey Analytics

System of Innovation



Digital Customer Acquisition
Temenos Journey Manager



System of Differentiation



Digital Front Office
Temenos Infinity



System of Record



Core Banking
Temenos T24 Transact



TEMENOS
THE BANKING SOFTWARE COMPANY

Dr Christopher Wooldridge

Head of Client Advisory,
Temenos, Australia