

Sydney, Australia – 23 July 2019









**Digital acquisition:** How to drive new business through optimization. The need of onboarding and origination journeys.

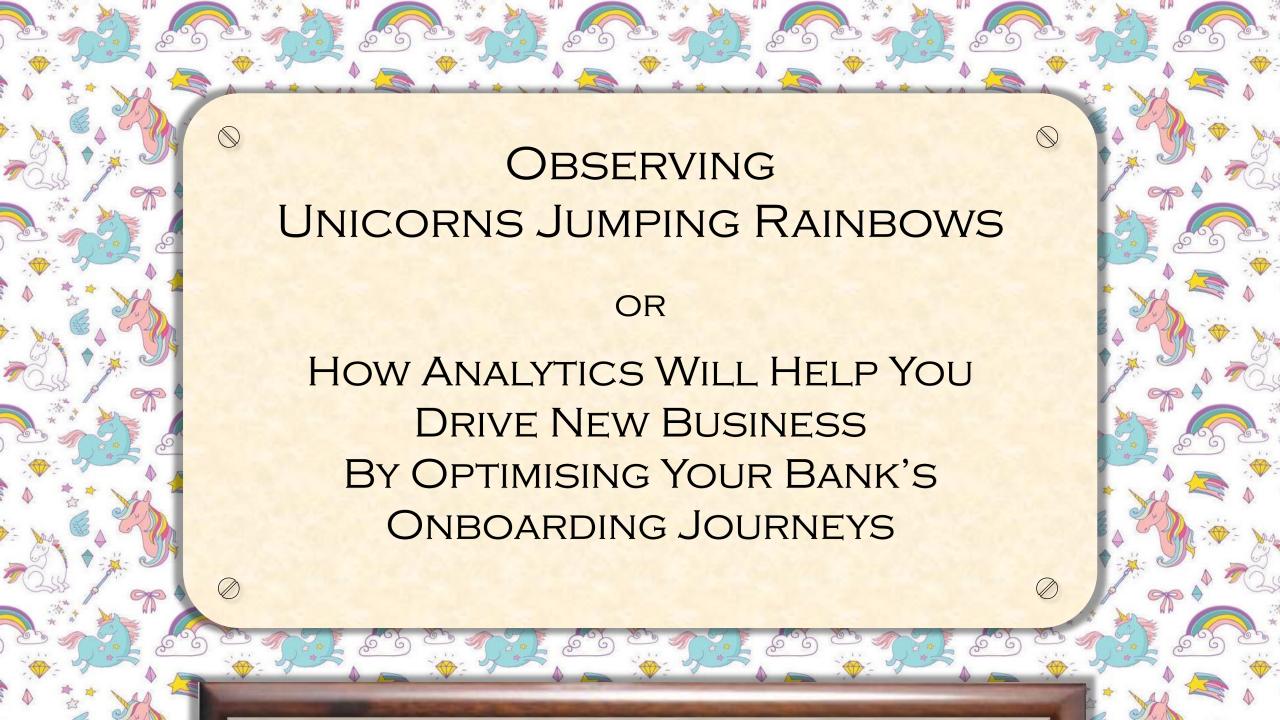


### **Chris Wooldridge**

Head of Client Advisory, Temenos









Let's start with a framework for understanding the speed of innovation in banks' technology stack

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

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

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** 





- 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

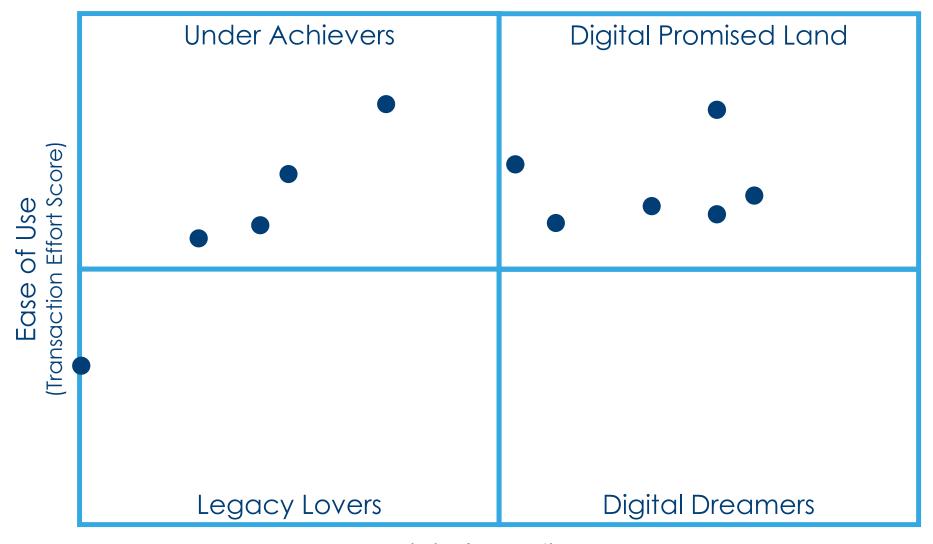
It quantifies banks' onboarding performance compared to their peers over a multi-year cycle

The Digital Sales Report answers the questions who has been doing what? and how well are they doing it?

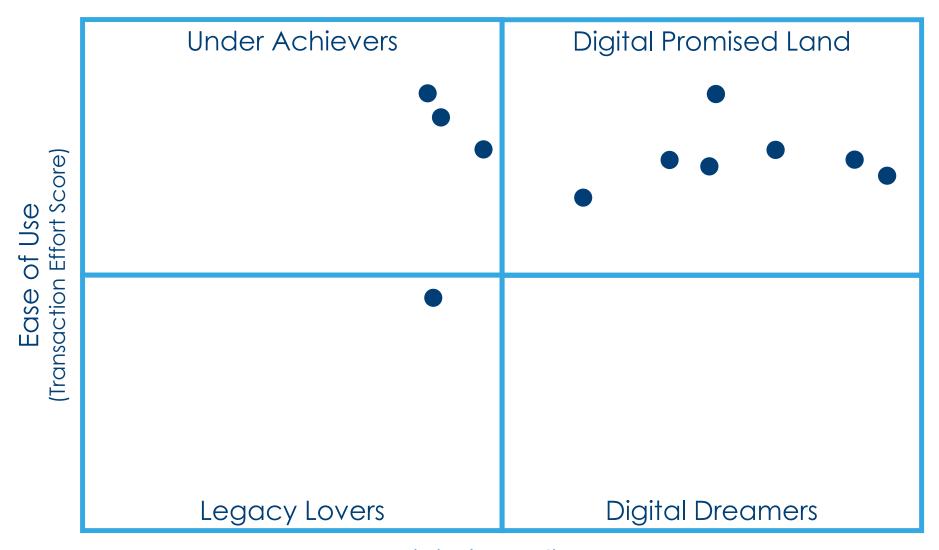
Digital Readiness
(% of Personal Products that can be applied for on mobile)

**Under Achievers** Digital Promised Land (Transaction Effort Score) Ease of Use Digital Dreamers Legacy Lovers

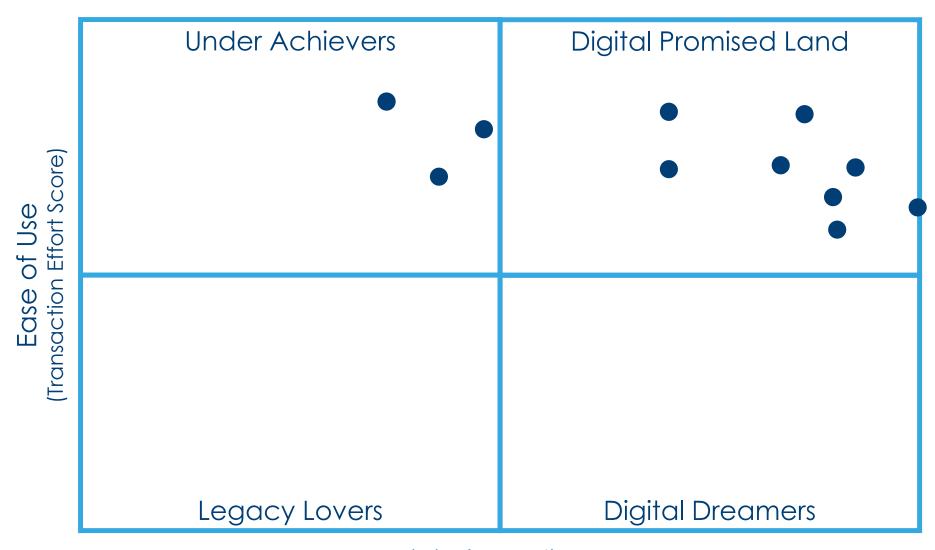
Digital Readiness
(% of Personal Products that can be applied for on mobile)



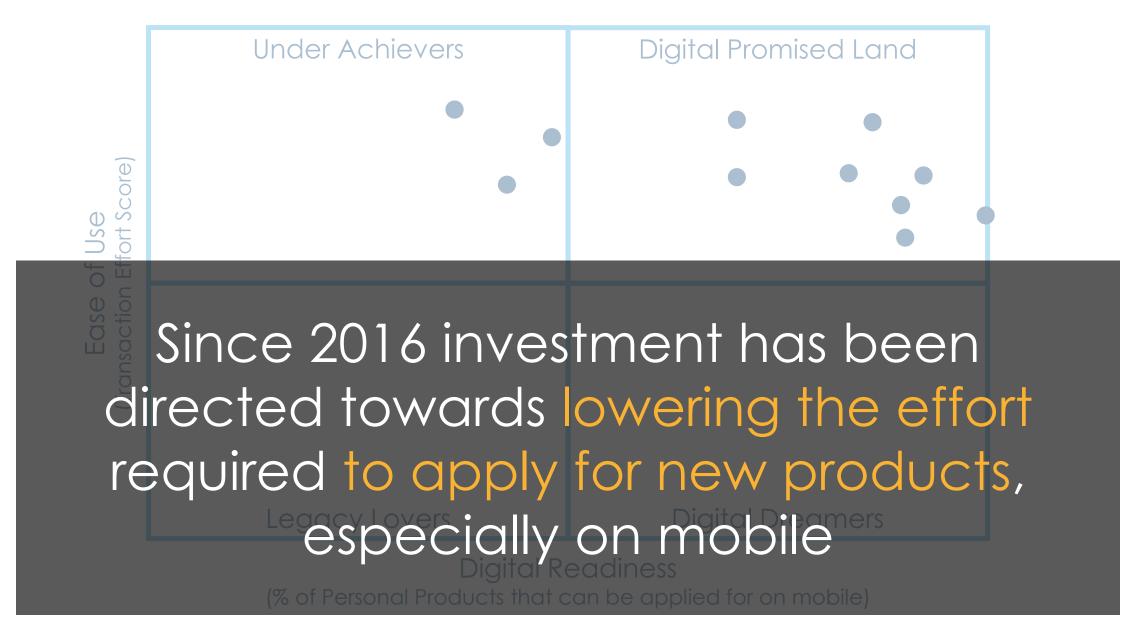
Digital Readiness
(% of Personal Products that can be applied for on mobile)



Digital Readiness
(% of Personal Products that can be applied for on mobile)



Digital Readiness
(% of Personal Products that can be applied for on mobile)





Digital sales conversion relies on customer attention



### Digital sales conversion relies on customer attention

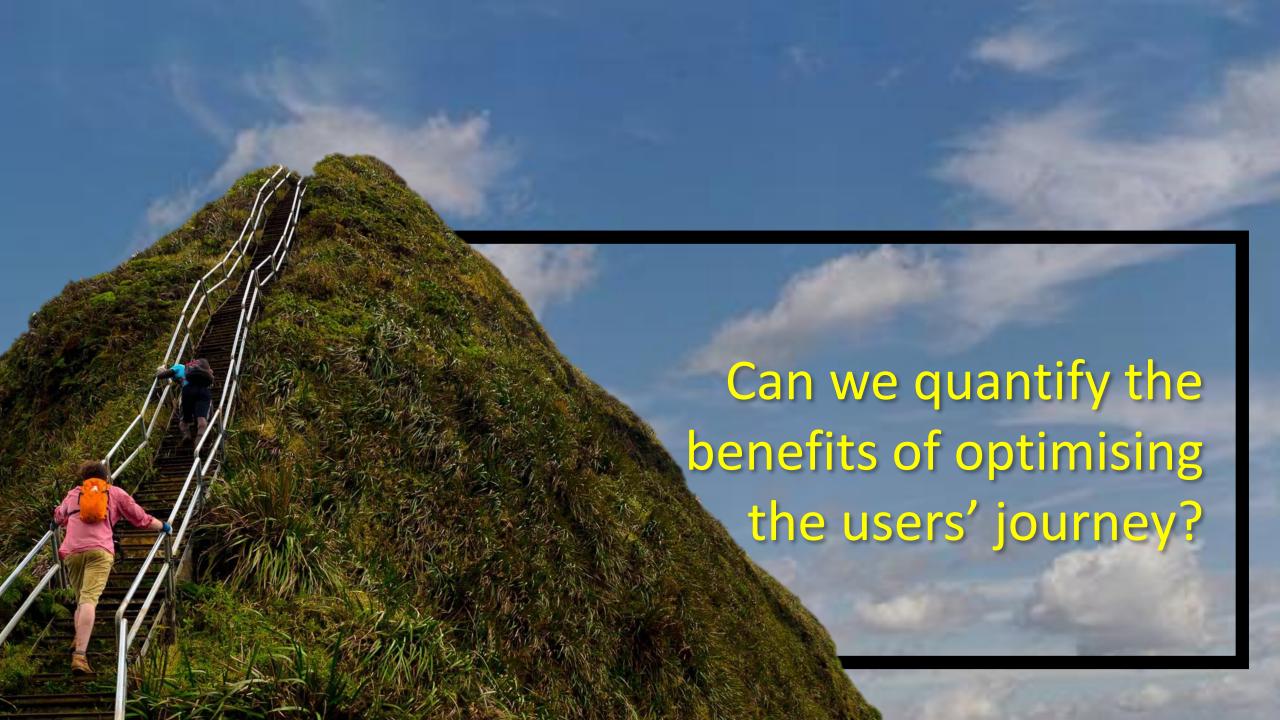




Application I want this product...

Adoption I use the product...





System of Innovation

Digital Customer Acquisition

Temenos Journey Manager



Mid-tier Australian Bank

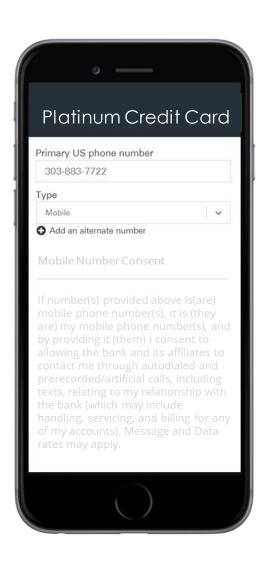
- Replaced an existing digital personal loan application.
- Did not change the product.
- Did not change marketing.

more applications were received through the digital channel.

Three month program of work...



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



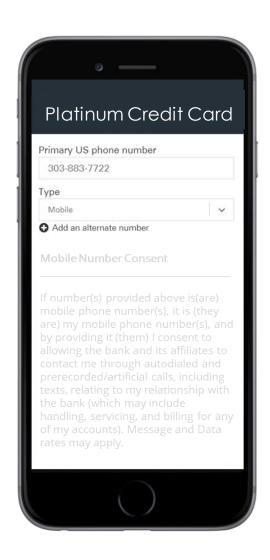
Customer: Tier 1 US bank

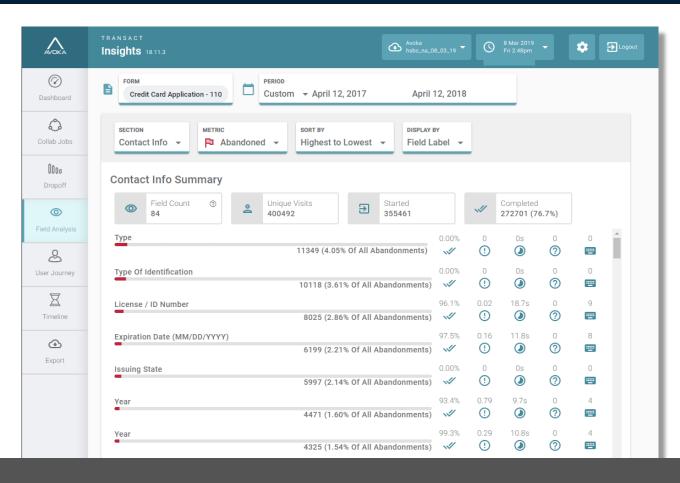
**Product**: Credit Card Application

**Value**: USD\$450 / customer / year

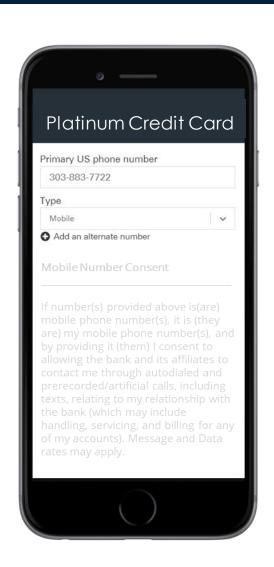
**Symptom**: Abandonment

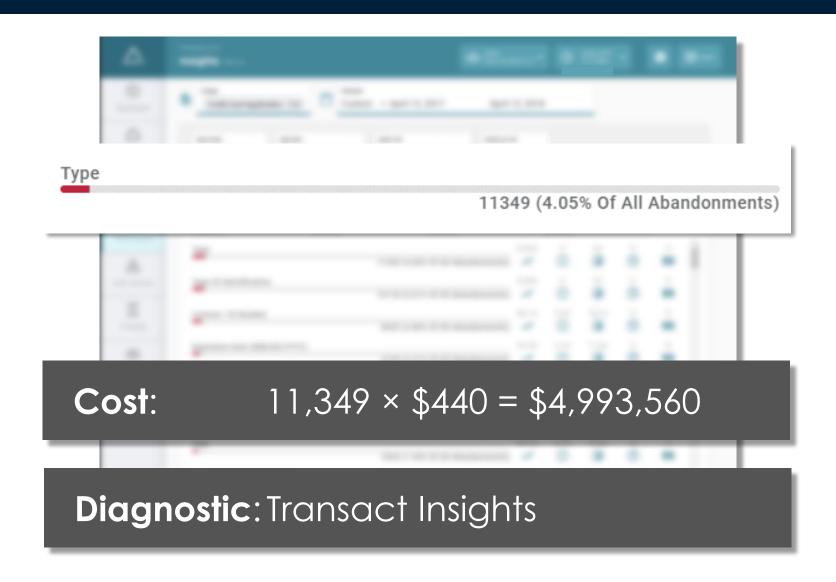
**Diagnostic**: Transact Insights

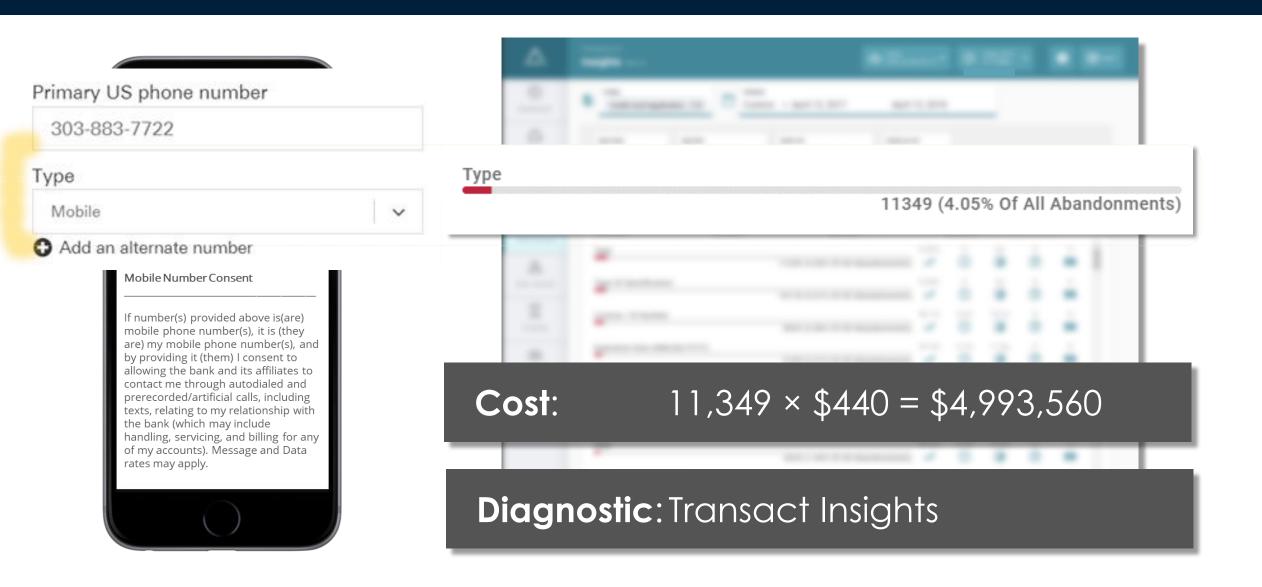




**Diagnostic**: Transact Insights

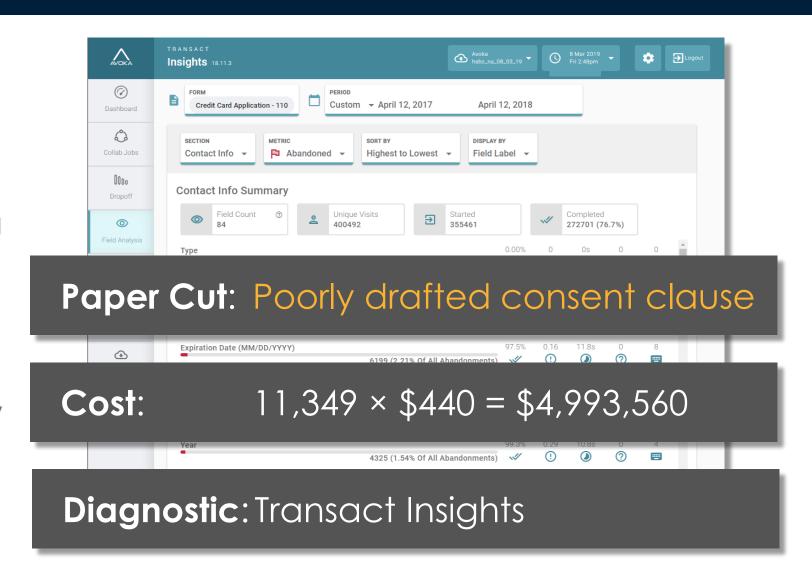




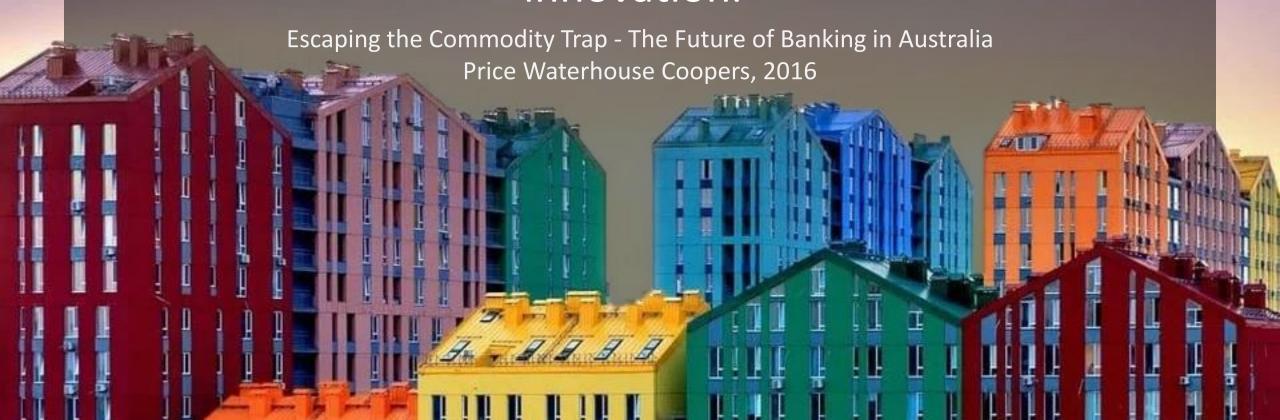


### Mobile Number Consent

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.



"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."

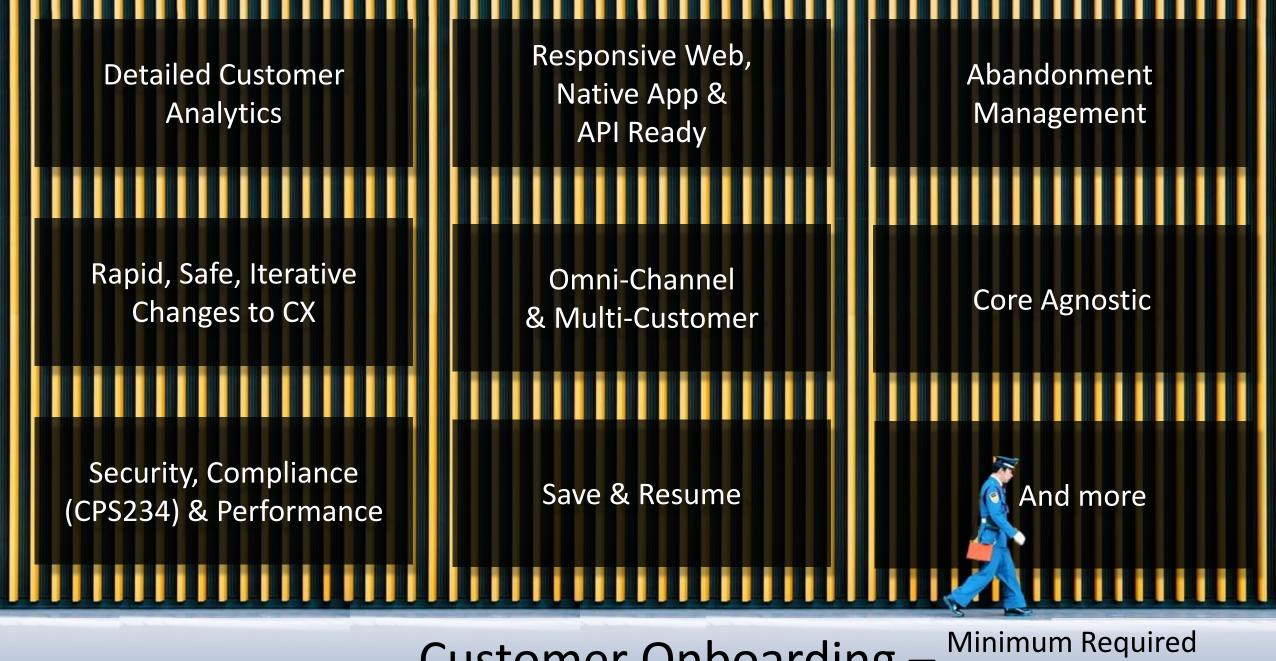




System of Innovation

- Supports new opportunities
- About a 1 year lifecycle







Temenos Journey Manager is the

customer journey orchestration layer:

Capture data and engage with customer

### **DESIGN**



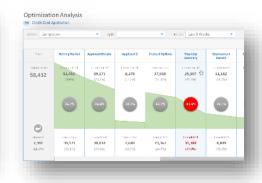
#### **INTEGRATE**



### **PROCESS**



**OPTIMIZE** 



Maestro-Interactive Design Environment

Open UX–Use your own JavaScript Design

Avoka Exchange + Temenos Marketplace

Journey Manager

**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** 





### Thank You

temenos.com



Sydney, Australia – 23 July 2019

### THANK YOU TO OUR SPONSORS!

Cognizant











