

KONY MOBILE APP ASSESSMENT

Post-Launch Evaluation Results

February 2019





Kony is now a part of Temenos


TEMENOS

MEASURE & RAISE YOUR DIGITAL INTELLIGENCE

DIGITAL CLASSIFICATION SYSTEM

DIMENSIONS™

To assess digital proficiency, we've deconstructed the business model into 6 core dimensions of digital. Our experts use this classification system to measure and compare brands, companies and industries.

01 EXPERIENCE DIMENSION

collective of the interactions between a company and its customers.

02 CHANNELS DIMENSION

digital touchpoints -- including social media, email, search -- through which companies are connecting with their customers and their customers are connecting with each other.

03 PRODUCT DIMENSION

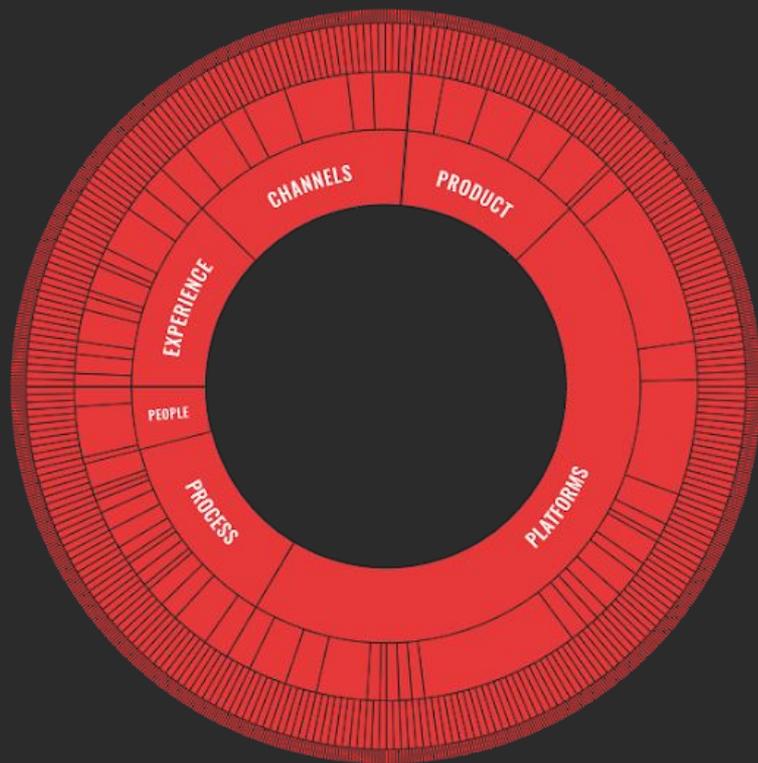
created capabilities as they relate to the organization's digital footprint.

04 PROCESS DIMENSION

organizational structure, roles and responsibilities, resource allocation and governance.

05 PEOPLE DIMENSION

individuals, their skill sets, their willingness to change and your culture.



Mobile Best Practices Evaluation

Mobile best practices evaluation for Kony used Centric Digital Digital Classification System, DIMENSIONS™ to assess:

01 EXPERIENCE DIMENSION

- Branding Design
- Content Types, Layout & Strategy
- Navigation Design
- User Interface & Interaction Design

02 CHANNELS DIMENSION

- Opt-In Forms
- Messaging & Notifications

03 PRODUCT DIMENSION

- iOS : App Store, Development, Features, Experience, Performance, UI, Visual Design
- Android : Accessibility, App Store, Development, Features, Experience, Performance, UI
- General Mobile Apps : App Store, Development, Features, Experience, UI, Visual Design

04 PROCESS DIMENSION

- Budgeting & Funding
- Channel Management
- Digital Culture
- Planning, Assessment & KPI Tracking
- Prioritization & Intake Management
- Product Development
- Product & Program Management

05 PEOPLE DIMENSION

- Digital Organization
- General Team Structure
- Leadership Governance
- Roles & Responsibilities

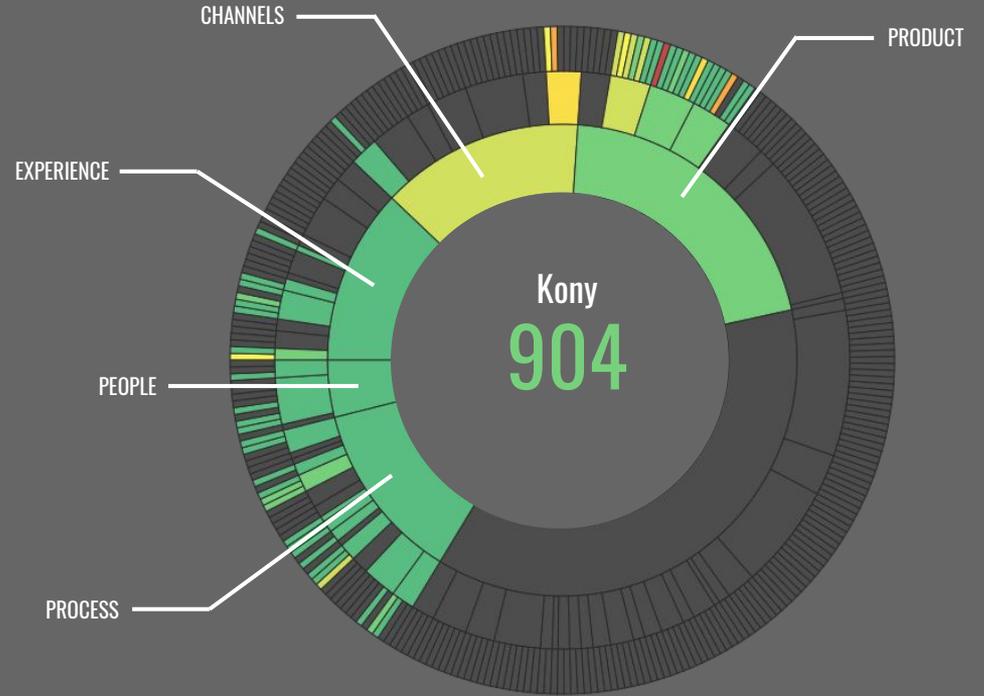
Benchmark Results



Score **2018 SCORE** 891 → **2019 SCORE** 904

Key Findings

- The Kony mobile retail banking app received a best practice score of 904 out of a possible 1000
- Kony's score has improved from our initial assessment by optimizing app store listing, expanding notifications and deepening app content
- The mobile app continues to deliver a best-in-class user Experience. More flexible notification settings, coupled with integration of core features to other devices and channels would further improve Kony's Channels and Product scores



Summary

Kony engaged Centric Digital in April of 2018 to conduct a pre and post-launch assessment of their 2018 retail banking mobile application against 250 mobile best practices. The pre-launch assessment was used to identify gaps and opportunities for inclusion in the product roadmap. Following the launch of the application in Q4 2018, Centric Digital has conducted a post-launch evaluation in February 2019 to validate initial recommendations and track progress using the same set of 250 best practices.

Centric Digital's evaluation was powered by its DIMENSIONS™ digital intelligence platform and benchmarked Kony's retail banking mobile app across relevant concepts within five layers: Experience, Product, Channel, People and Process. The concepts assessed in the evaluation were informed by Centric Digital's expert point of view and third party best practices.

To ensure the mobile app's level of performance has sustained since its launch, the post-launch assessment tested its adherence to industry best practices under three core DIMENSIONS™ layers: **Experience, Product and Channels**. Scores for People and Process layers have remained unaltered since no updates have occurred to the team structure or internal processes from the initial engagement.



Centric Digital® provides industry leading solutions to measure and navigate digital transformation. Powered by proprietary apps DIMENSIONS™, Scenarios™ and Compass™, Centric Digital has benchmarked hundreds of brands, designed multi-year transformation strategies, unlocked and managed \$2b+ of investment roadmaps. Centric Digital is headquartered in New York City, with offices in San Francisco, Chicago & Mendoza.

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