

# TOUCHPOINT GROUP'S BANKING APP PRODUCTS and SERVICES RANGE

**We have a comprehensive range of products to help you optimize the banking app experiences of your customers.**

We have strategic, tactical, and operational products and services that provide you with insights into what is happening in your banking app and those of others (benchmarking) - enabling you to objectively and intricately know what is happening in your banking app and those of your competitors, and make informed decisions without conjecture and unnecessary delays.

You can even get direct access to our Ipipany platform in some cases.

We source an enormous amount of banking app customer feedback (ratings combined with verbatim comments) from both the iOS and Android stores every day. We analyze this feedback - turning it into quantifiable and actionable insights. Supported by other tools **we extensively leverage our Engaged Customer Score™ (ECS) - arguably the most robust and insightful banking app customer feedback score, and our SURF analytics framework to analyze how banking apps are performing** as reported by users (See overleaf for more details on ECS and SURF).

**We empower you to achieve your banking app goals.**

## Strategic PRODUCTS RANGE:



### Strategic Reporting

#### THE BANKING APP BENCHMARKING REPORT

Our premier report on the state of banking apps. Three levels of analysis are employed to analyze ascending levels of customer experience for banking app customers across specifically prescribed markets.



### Live Platform Access

#### IPIPHANY PLATFORM ACCESS

Ipipany is our proprietary AI platform. It powers and underpins the products and services we provide. Through this offering you get direct access to run your own queries whenever you want. Along with access to a wealth of data and technological horsepower we also provide some pre-built analysis frameworks to get you started.

## Tactical PRODUCTS RANGE:



### FOUNDATIONAL ATTRIBUTES

Leveraging SURF analysis to ensure you're getting the foundational attributes right. Foundational Attributes examples include, but are not limited to Open App & Authenticate, Update Mobile App, App Usability, App Operability, App Reliability, App Functional Suitability, App Performance, and App Security.



### CORE CUSTOMER JOURNEYS

Analyzing and reporting on the core customer journeys and episodes available via your app. Core Customer Journeys include, but are not limited to Check Account Balance via App, Monitor Account Activity via App, Transfer Between Accounts via App, and Pay Bills via App.



### INCREMENTAL FUNCTIONALITY

Functionality that goes beyond the core journeys and provides incremental value for customers. Through deep and comprehensive analysis we help you to assess how well your incremental functionality works in the eyes of your customers. We can also help you to assess the prioritization of introducing incremental functionality - including what and in what order.



### VOICE OF CUSTOMER

Optimizing data sourced from you via your app and/ or from your VoC system. Through our dynamic and comprehensive customer feedback tools and experts we will help you to get an even deeper and more vivid view of and insights into the experiences of and feedback from your customers. We will also help you with the prioritization of your actions.



### THIRD PARTY CUSTOMER DATA

Providing our clients with an enhanced set of data outside of their data on themselves. We enrich your data about yourself with data sourced about other apps - providing an even more comprehensive and enlightening view of your banking app.

## Operational PRODUCTS RANGE:



### APP SHOWSTOPPERS!

The App Showstoppers product helps you with a detailed view of bugs, crashes, and pain points that are stopping your customers from accessing and using your app.



### TIME-BASED EVENTS

With our Time-based Events product we apply the same rigorous, comprehensive, and detailed approach to assessing the customer experiences that your customers are having with your banking app - in this instance, comparing customer feedback (ratings and verbatims) prior to and at specific intervals following the occurrence of a particular event or set of events.



## Consulting, training, and support services

When we work with you, reports don't have to be the beginning and end of the relationship with us. We also offer a wide range of consulting, training, and support services.

It is important to us that you get the best possible information and outcomes so that you can reach your goals. We have a team of experts ready to help you no matter what stage you are at and what point you want to get to with your banking app.



## About the Engaged Customer Score™ (ECS)

This is an essential rating to watch to see real movements in the app experience of customers - how they feel about a banking app and the bank.

**ECS is robust in its construction, validity, and reliability because of the approach that underpins it. The feedback that is assessed is only taken into consideration when customers have given both a rating and a comment.** It has to be both - not one or the other. Thus, you get a much more detailed understanding of the nuances of their feedback - a numerical rating combined with the verbatims and the detailed analyses of those ratings and verbatims - what ratings customers are giving, how customers are rating, what they are saying, and in what context.

**This is non-incentivized and unrequested feedback from those using the banking app.** It is also often feedback given in the moment of using the banking app - arguably making it the most honest, real-time, and direct feedback you can get.

## About SURF Analytics and Analysis

Our SURF analysis and analytics framework gets straight to the 'heart of the matter' with regard to customer experience and customer sentiment relating to your banking app. With 4 pillars categorizing the non-negotiable elements you need to get right in a banking app we empower our clients to have clarity of insights and direction.

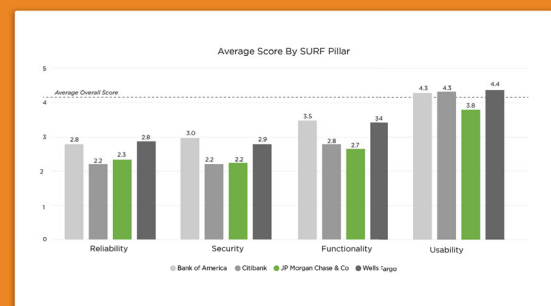
**4 SURF Pillars:** Pillars of analytics and analysis that focus on the fundamentals required for app success. You must be getting these elements right!

**SECURITY (Authentication):** Login, biometrics, and app access analytics and analysis

**USER INTERFACE:** Design & UI analytics and analysis

**RELIABILITY:** Crashes, bugs, and other reliability issues

**FEATURES & FUNCTIONALITY:** Feature feedback



GET STARTED: [enquiries@touchpointgroup.com](mailto:enquiries@touchpointgroup.com)

[www.touchpointgroup.com/solutions](http://www.touchpointgroup.com/solutions)



ISO 27001 CERTIFIED

All of our platforms are tested and audited against the world's highest security standards.

touchpoint GROUP