

future

What is the future bank >

designing retail experience

Mykola Chumak 03.10.2019 Kyiv



Clients: Financial



Retail

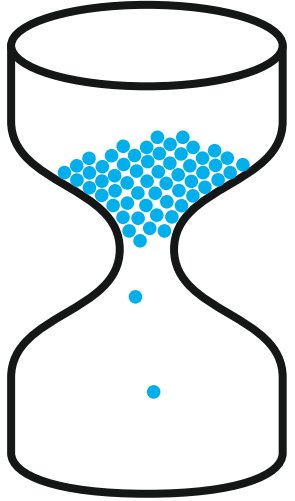


TOYOTA



Services





Agenda

The context

- The context
- Defining transformation
- How to transform
- Summary

The 'established'
bank model
is **outdated**



50% of the world's banks
will disappear due to
digital disruption

BBVA Chairman, Francisco Gonzalez

NatWest

BUTCH

Chicken, Chippy & Juice, Cakes

SAVE OUR BANK

SAVE OUR BANK

SAVE OUR BANK

SAVE OUR BANK

SAVE OUR BANK

SAVE OUR BANK

SAVE OUR BANK

SAVE OUR BANK

SAVE OUR BANK

SAVE OUR BANK

Hello

Hello

Hello

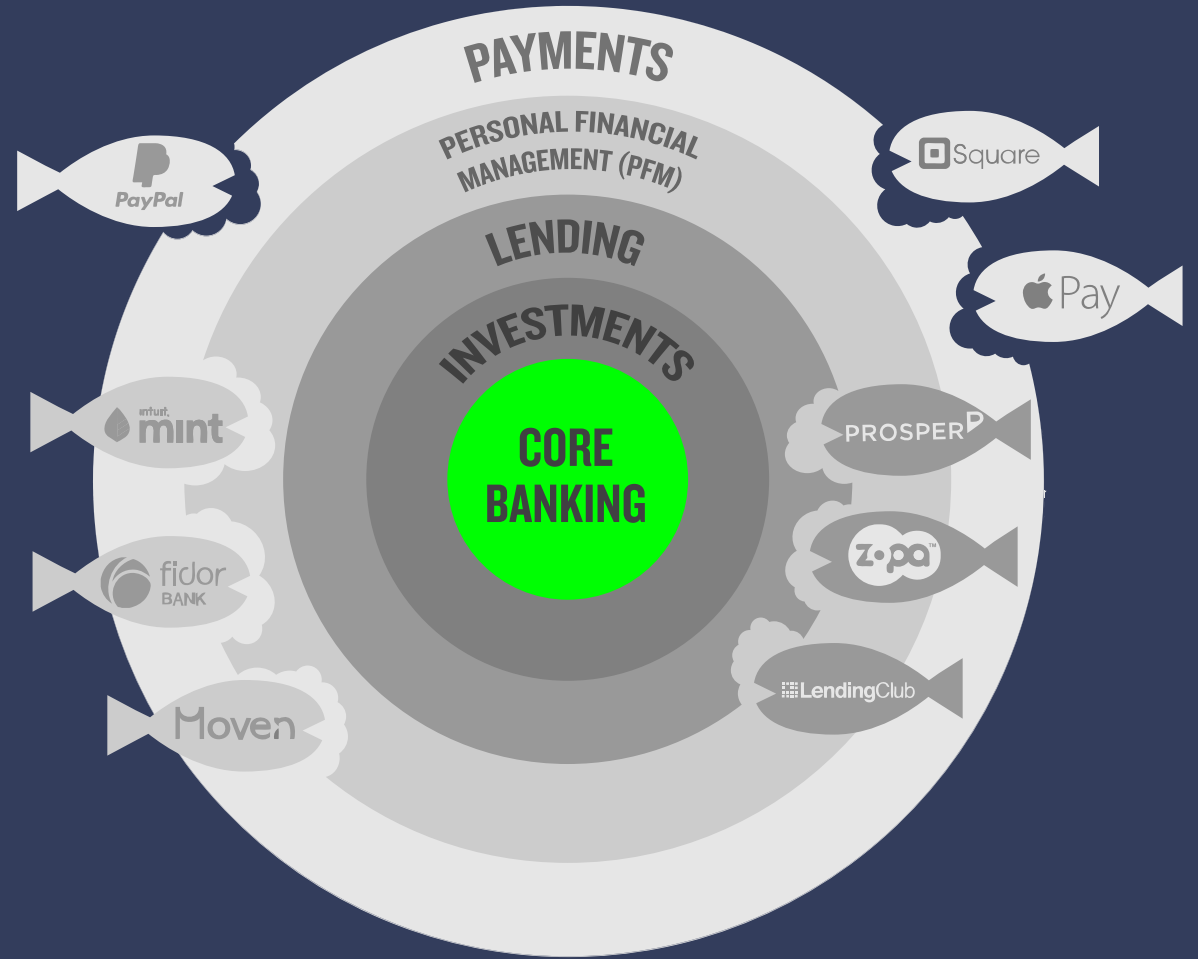
Average transaction costs
have **doubled** while branch
volumes have halved in the
last 20 years

FMSI

Branch transaction
cost 20X more
than mobile

NetFinance

Fintech
is chomping
at the
fringes



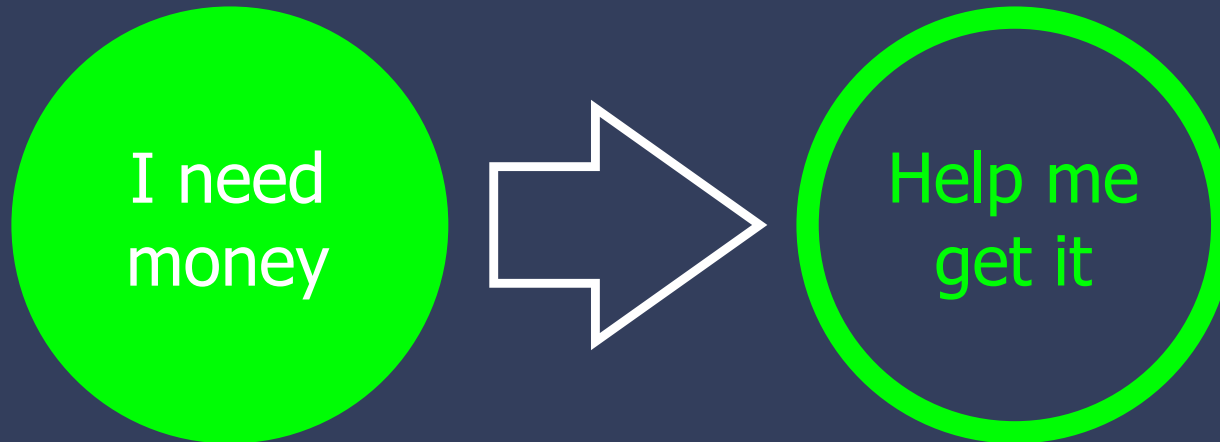
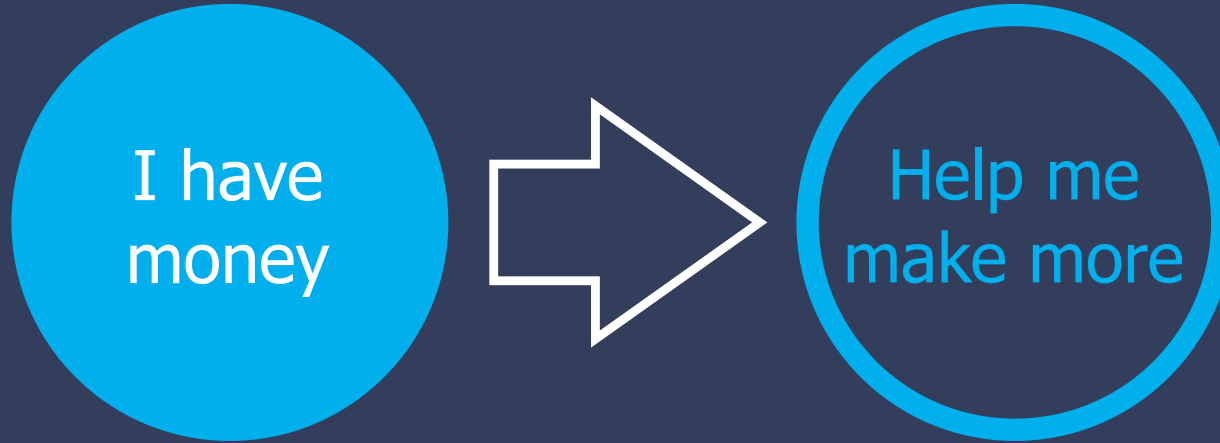




Does it make customer **happy**?

80% of Fintechs
are around
the **payments**

Customer needs



Banks were the only
one industry
for the last 15 years
that **didn't encourage**
customer to visit stores

Bank of America



Keep calm
use online



idnt

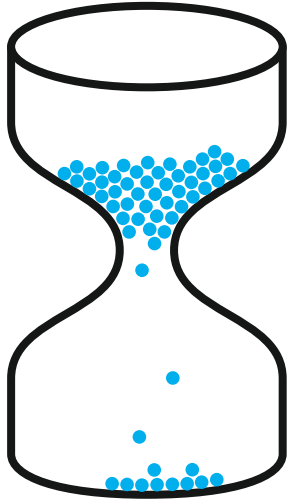
designing retail experience

However
there is
some **good**
news...

A man is lying in bed at night, looking at his smartphone with a stressed expression. He is resting his head on his hand. The scene is dimly lit with a blue tint, suggesting a late-night setting. The text is overlaid on the image.

Consumers are
interacting with their
bank **more than ever**

15-20 times per month vs.
3-4 in the pre-digital era



Agenda

Defining transformation

The context

● Defining transformation

How to transform

Summary

From...

Have to visit



To...

There were 26% fewer branch visits during 2017 compared to 2012

EY, 2018

Don't have to visit



To...

Want to visit



From...

Transaction-dominated



TALK
To...

Relationship-orientated



From...



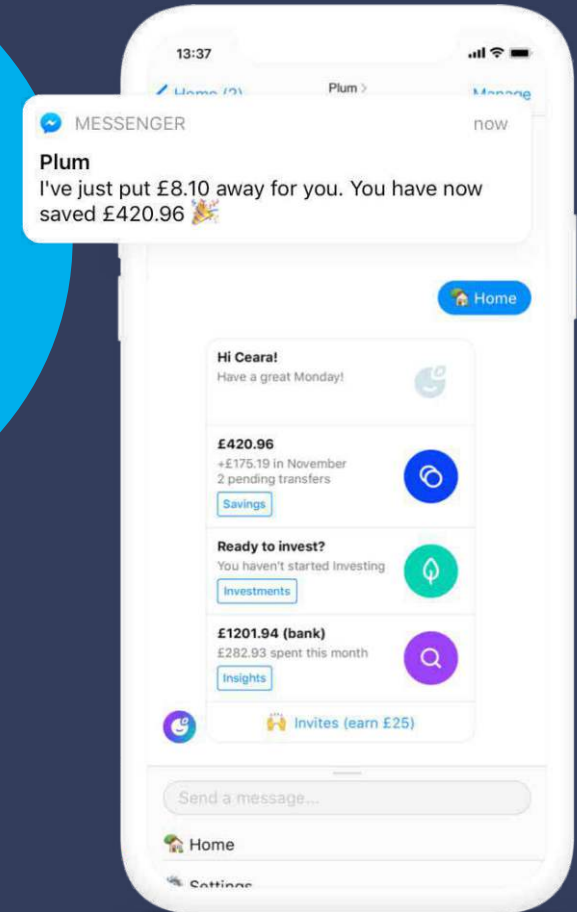
Branches first, desktop second,
mobile third

To...

80% of Gen-Y say
their preferred
way to interact
with their bank
is online

Yougov, 2018

Mobile first, desktop second, branches third



From...

Reducing the human touch

HSBC

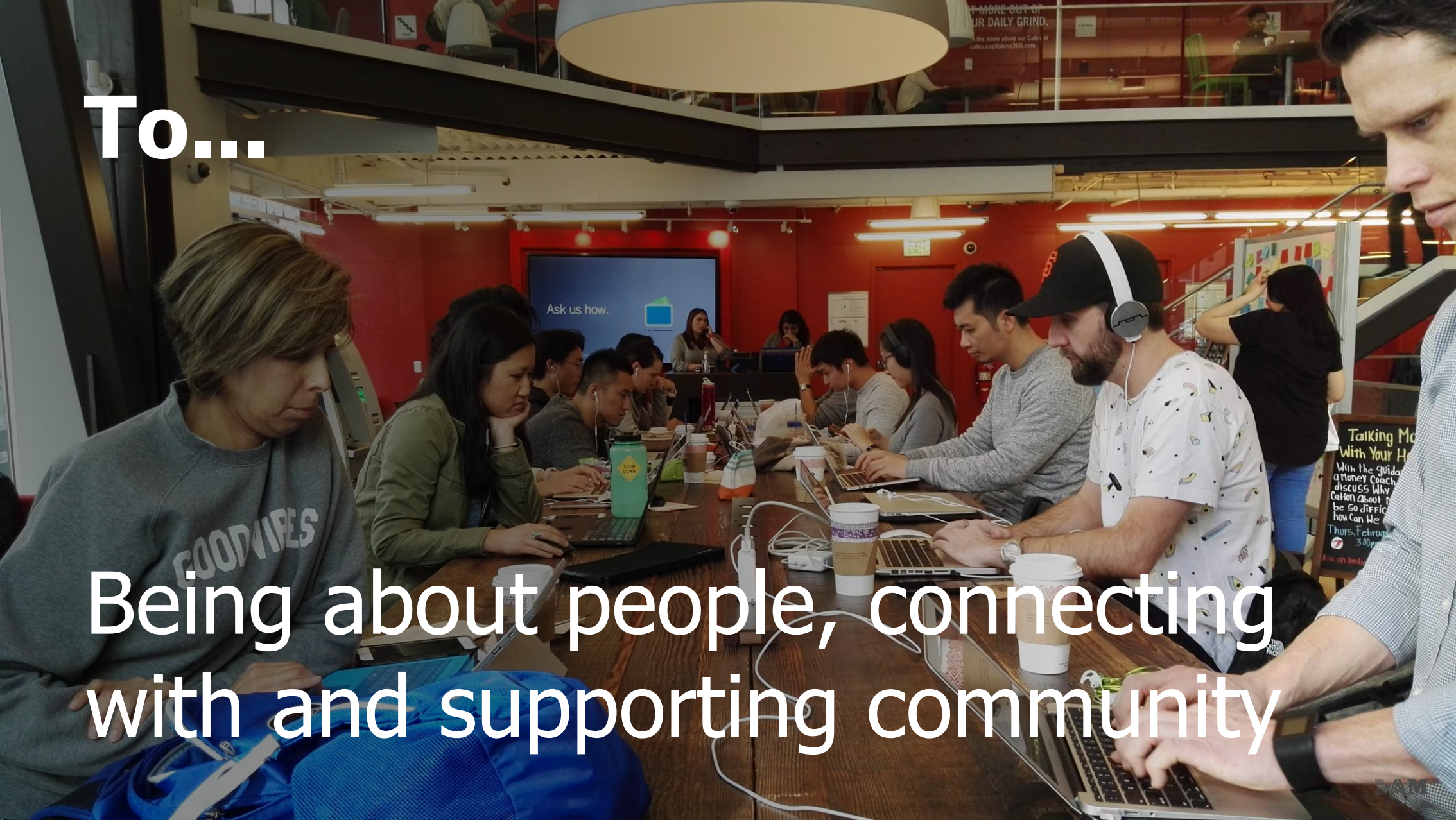


RETRAIT - CASH

CASH

To...

Being about people, connecting
with and supporting community

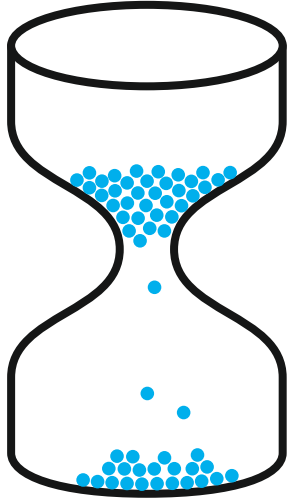


So...

Banking is at an
inflection point

The future holds
big wins or rapid failure
depending on how effectively and
intelligently bank transform





Agenda

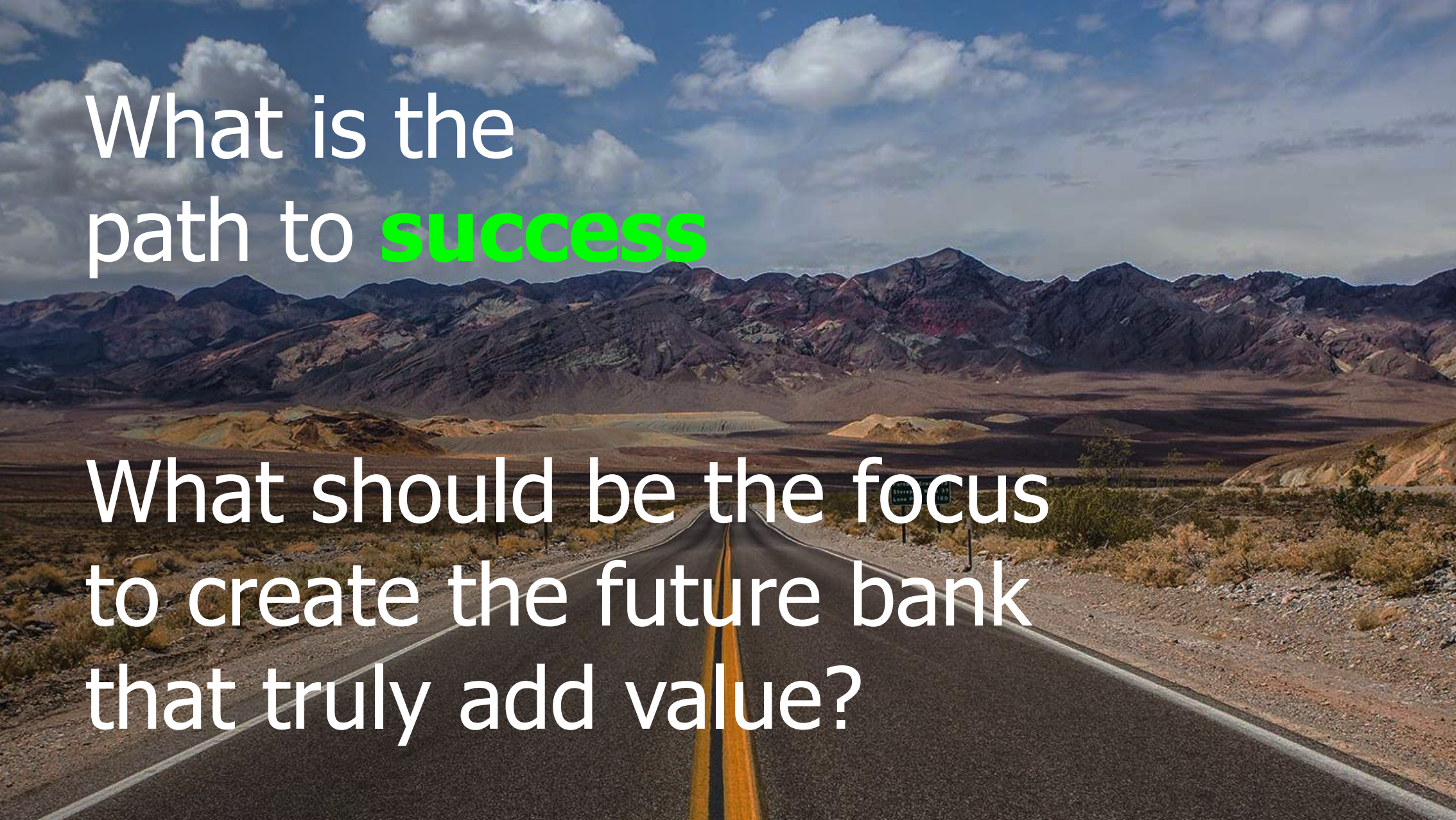
How to transform

The context

Defining transformation

● How to transform

Summary

A scenic landscape featuring a long, straight asphalt road with a yellow center line that recedes into the distance. The road is flanked by dry, scrubby vegetation. In the background, there are rugged mountains with various shades of brown, red, and purple, suggesting a volcanic or mineral-rich region. The sky is bright blue with scattered white clouds.

What is the
path to **success**

What should be the focus
to create the future bank
that truly add value?

Ecosystems

Ecosystem examples



amazon



Alibaba.comTM



WeChat



Rakuten

- Consumer Finance, Banking
- Insurance
- E-commerce, Shopping, Lifestyle
- Auto
- Real Estate
- Health, Fitness, Sport
- Travel
- Retirement Planning
- Education
- Social
- SME
- Entertainment

Bank



Life Lab

Softbank, Japan



Mentoring

Frank by OCBC, Singapore





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Invest in only what you understand. Equipping yourself with investment knowledge is the first step to start investing your future.

OTP Bank, Ukraine



A large, stylized number '3' in a light blue color, positioned on the left side of the slide. It has a thick, rounded font style.

Community

Capital One 360, USA



Ask us how.

Talking Money
With Your Money Coach
With the guidance of a Money Coach, discuss why it can be so difficult to save money and how we can help.
Thurs. February 3.00pm
Ask an Ambassador

Understand your customer



The now generation...

A group of young people are shown at a festival or party. They have colorful paint (pink, blue, yellow) splattered on their faces and bodies. One person in the foreground is holding a smartphone up to take a selfie. The background is filled with other people and greenery, suggesting an outdoor event.

Millenials&Gen-Z

- Weaned on digital
- Value experinces over products
- Not bound by tradition
- Look for values they can believe in

Millenials invest
in **experiences**
not product





The two aspects of the role banks can provide

- Transactional/Service/Convenience
- Relationship/Advice/Education/Inspiration

An overhead, top-down view of three people sitting on a cobblestone street. The person on the left is wearing a blue jacket and a yellow hat, holding a smartphone. The person in the center is wearing a dark jacket and holding a smartphone. The person on the right is wearing a dark jacket and holding a tablet. The scene is dimly lit, suggesting dusk or dawn.

For example,
look at retailers...

To define the purpose of
bank touchpoints in
mobile/digital-first lifestyles

Защищено | <https://rozetka.com.ua>

ЗАРЯЖАЕМСЯ КОСМИЧЕСКИМИ СКИДКАМИ

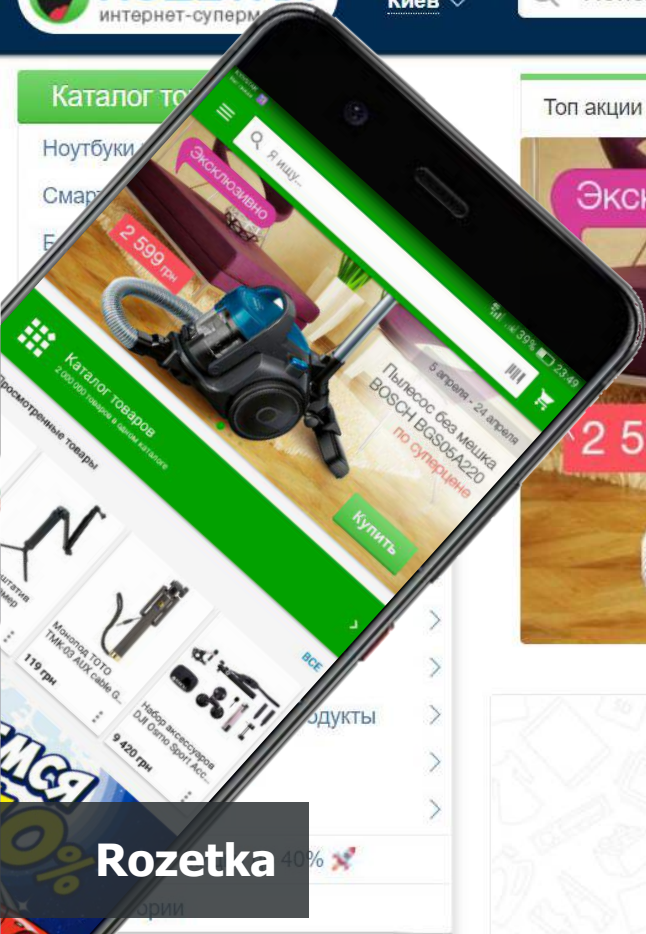
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Вопросы и ответы Кредит Доставка и оплата Гарантия Контакты Отследить заказ Продавать на Розетке

ROZETKA интернет-супермаркет

Город **Киев**

Поиск



Топ акции С подарками (217) Со скидками (374)

ЭКСКЛЮЗИВНО

Пылесос без мешка BOSCH BGS05A20 по суперцене

2 599 грн

Купите

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[Войти в личный кабинет](#)

Регистрация нового пользователя



Rozetka

idnt





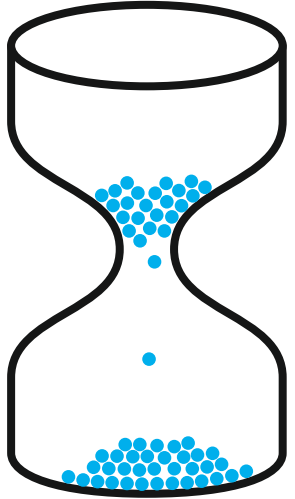
1 Blend physical and digital

2 KYC (Know Your Client)

3 Be contextual

4 Be dynamic and responsive

5 Complementary experiences



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The context

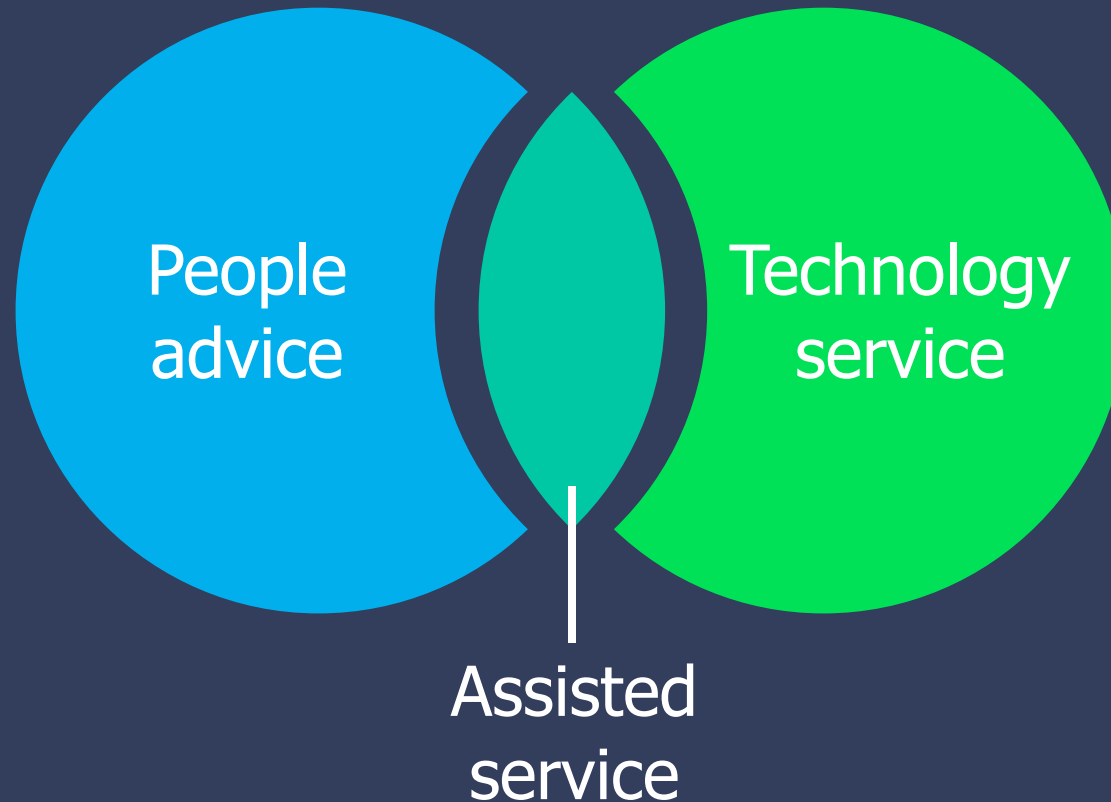
Defining transformation

How to transform

 Summary

What is the new model?

Great quality advice with low cost digital service



Dual Strategy



Reduce cost to service
through technology



Become your customer's
primary financial adviser

What does this mean
for the future?

idnt

designing retail experience

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