The Future of Mobile Banking



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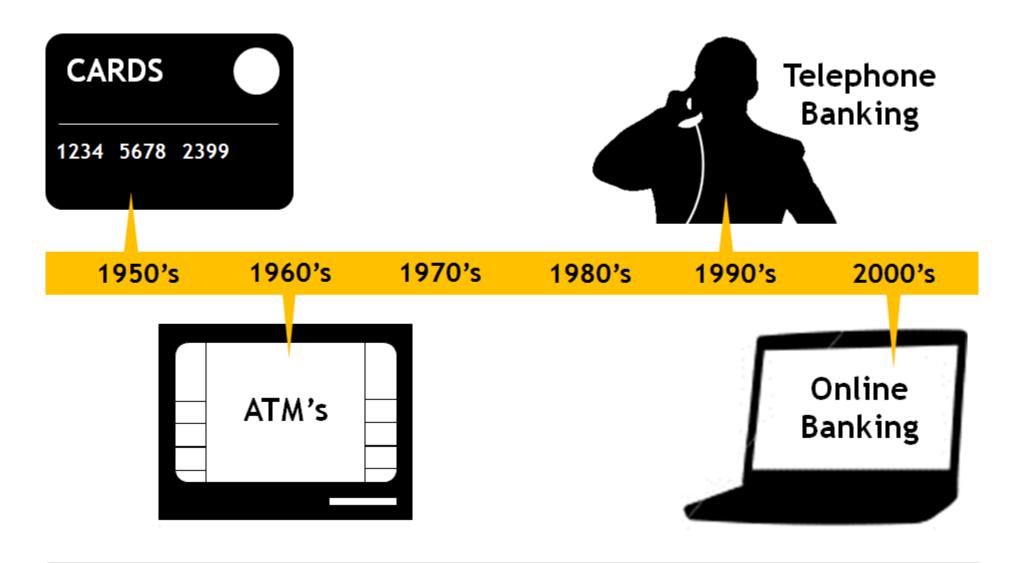
About me...



- Co founder of Mipaga Mobile Commerce start-up
- Co founder of Keatan Mobile Consultancy
- Former Head of Mobile Banking Royal Bank of Scotland
- Former Mobile Banking Channel Manager ANZ Banking Group
- Launched first Mobile Banking service 2008
- Winner of 6 industry awards
- Regular blogger www.theboldwar.com
- And tweeter @theboldwar

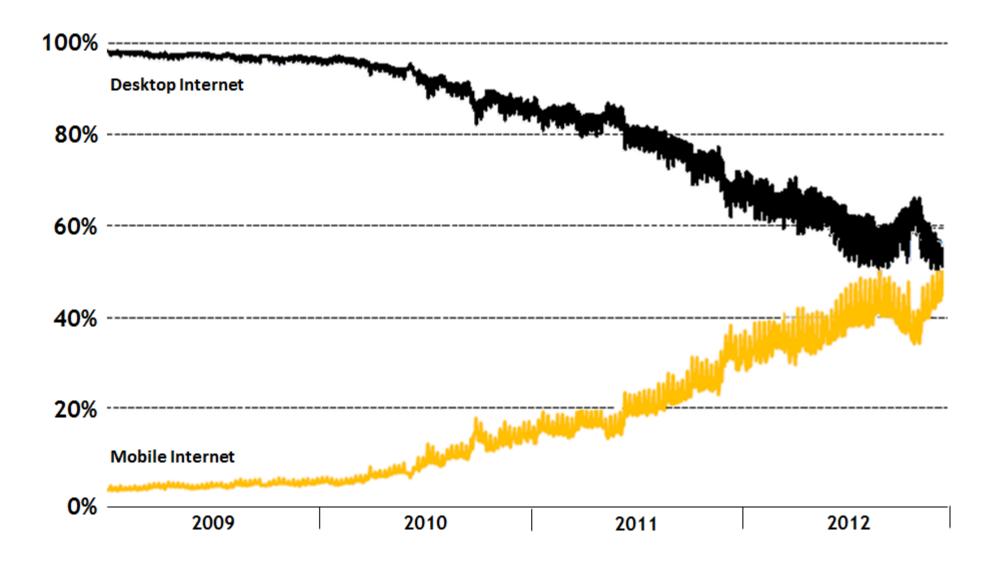
We heard it all before...





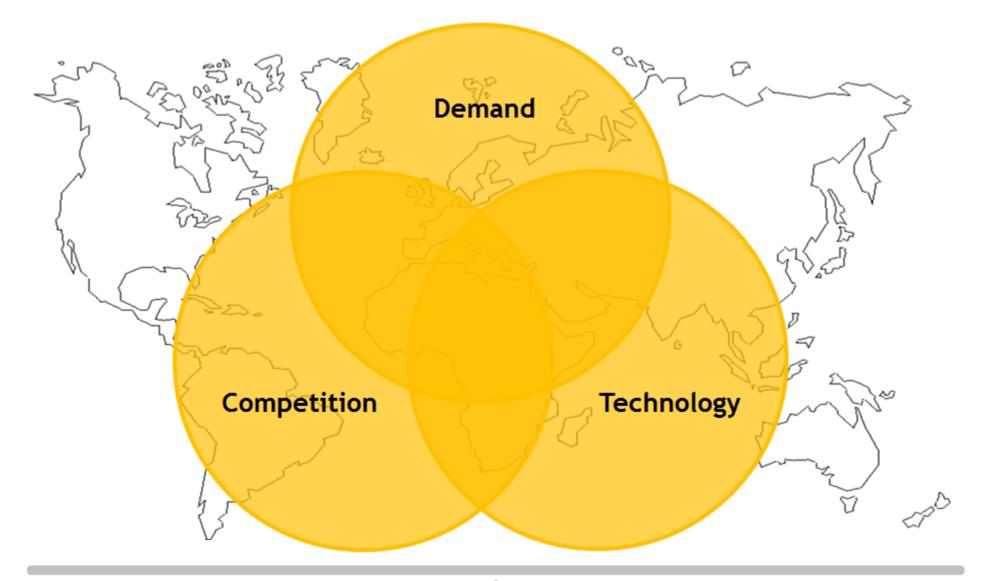
This time it's different...





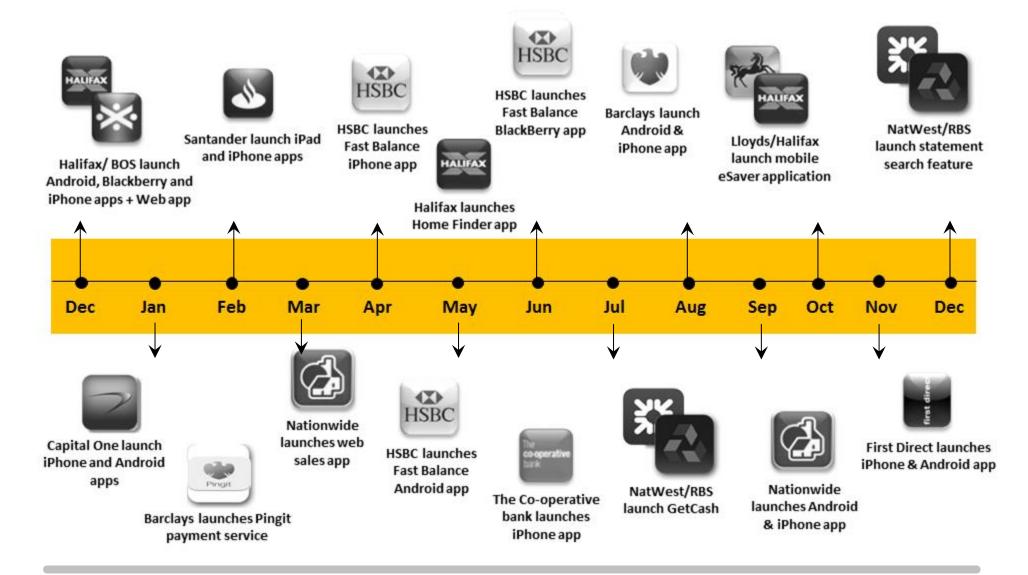
Everything aligned...





Mobile banking has now arrived...



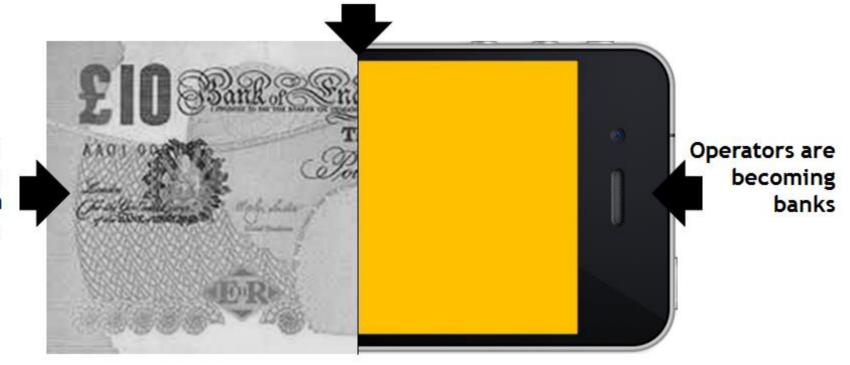


And it's impacting everything...

Boundaries are being blurred...



Tech and Social company's are becoming both



Banks are becoming telecomm operators

Two perspectives...







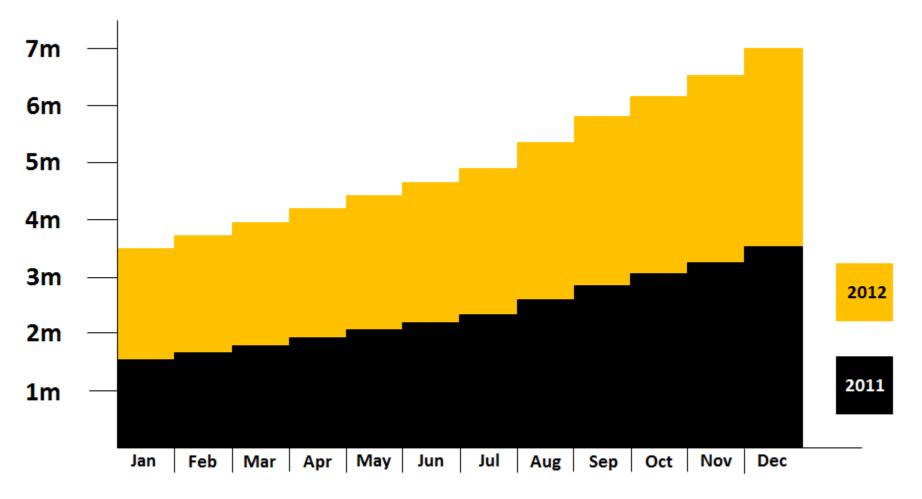
For customers...





7 million users and growing...

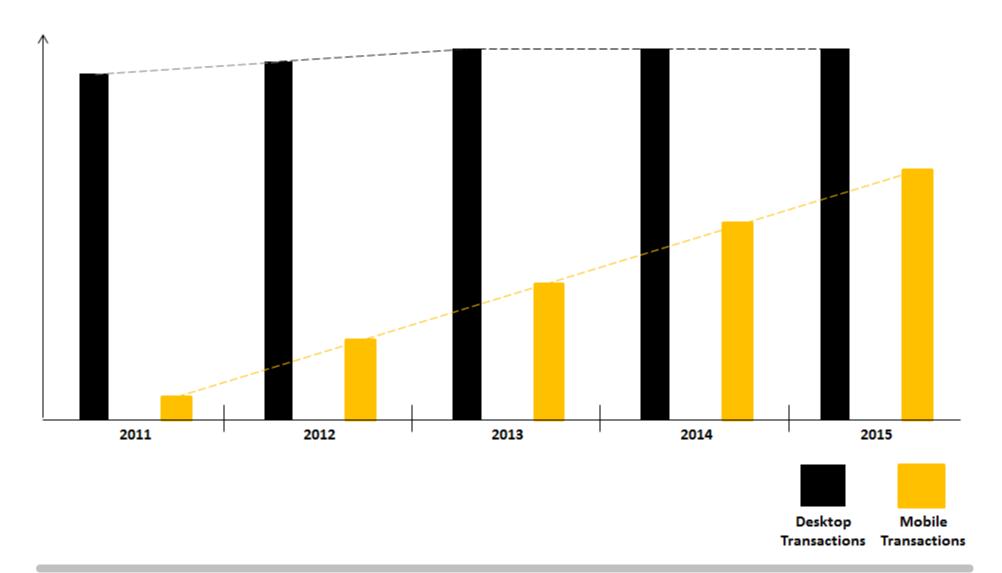




Over 300,000 new active banking users per month across the UK

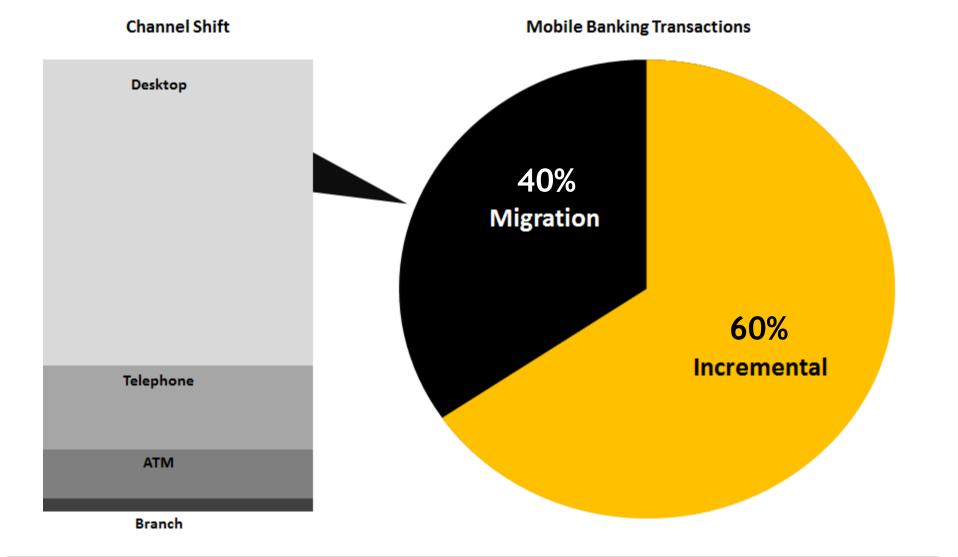
Desktop plateau...





Increasing and shifting...

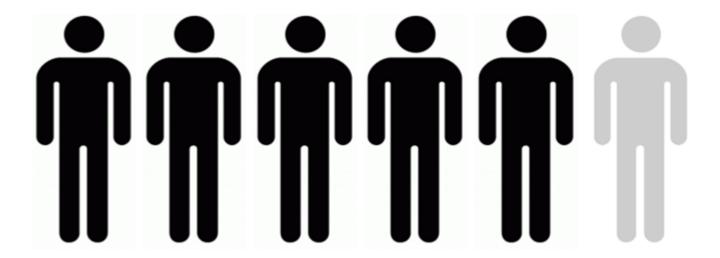




Incremental interactions...



- On average an active Mobile Banking user will login 20 times a month.



This means...

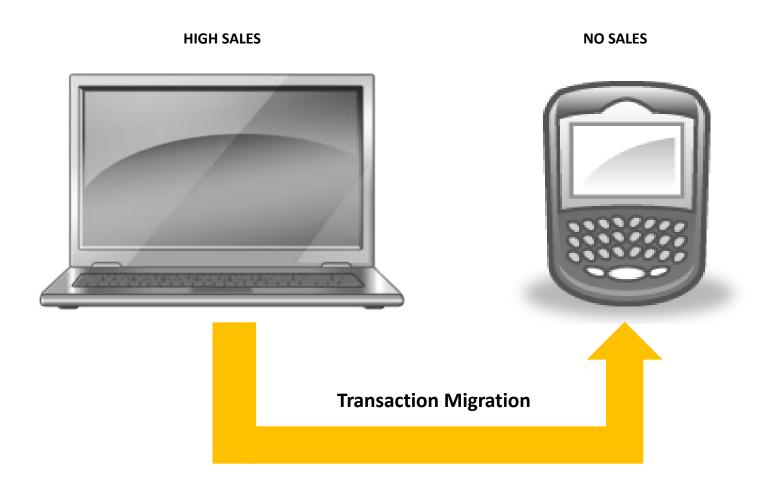


"The number of interactions consumers are having with their bank has increased from once a week, for much of the last century, to nearly once a day"



The product sales conundrum...





No sales yet...



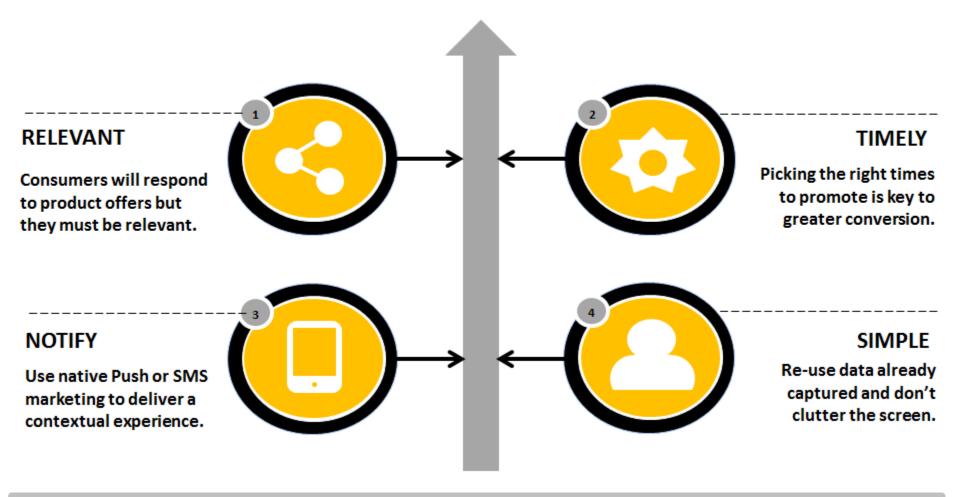
Channel	Internet	Branch	Phone	ATM	Mobile
	internet	branch	Phone	Alivi	Mobile
1. Offer Marketing			lacktriangle	lacktriangle	0
2. Needs Analysis	•	•	lacktriangle	\circ	\circ
3. Leads Management	•	•	•	0	0
4. Offer Fulfilment	•			0	0
5. Application Management		lacktriangle	lacktriangle	\bigcirc	0
6. Switching Enablement	0			\circ	0



New sales opportunities...

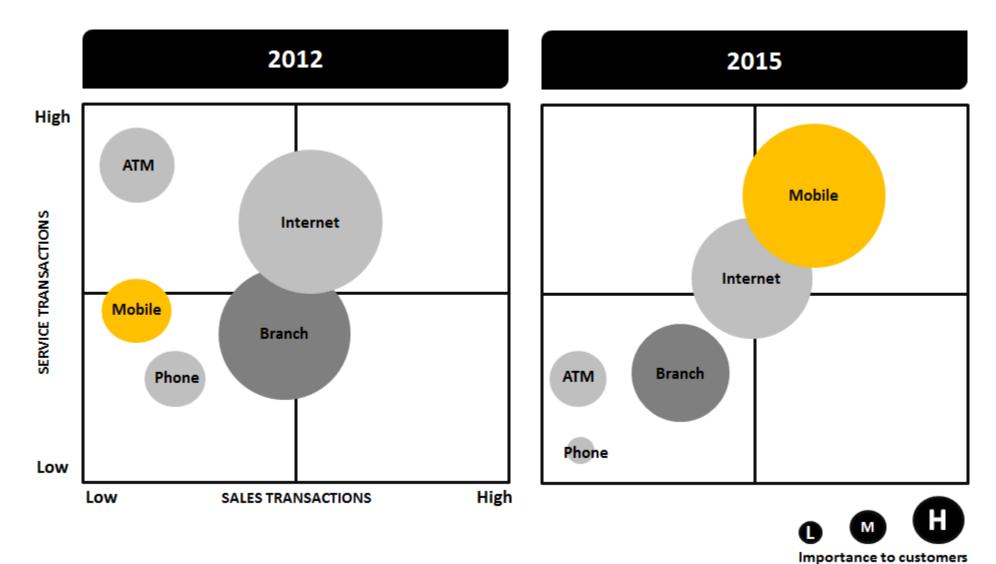


Incremental Sales



New business model...





With Mobile at its heart...



Branch

- · Lead generator to branch
- Allow more time to sell
- · Lower branch costs
- · Increase customer awareness
- · Promote self serve capabilities
- · Drive registrations

Telephone

- Customer identification
- Queue busting
- · Book branch appointments
- Complimentary service offering
- · Online ATM personalisation
- · Transaction alerting

Mobile

- · Reduce call volumes
- · Increase self serve capabilities
- · Improve access to information
- · Response channel
- · Increase online channel usage

ATM

- · Promote digital channels
- Withdraw money

- · Reduce capacity pressures
- Transaction alerting

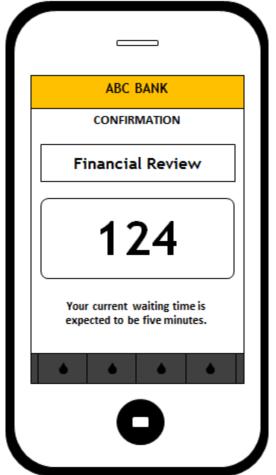
Online Banking

Two rivals can be friends...

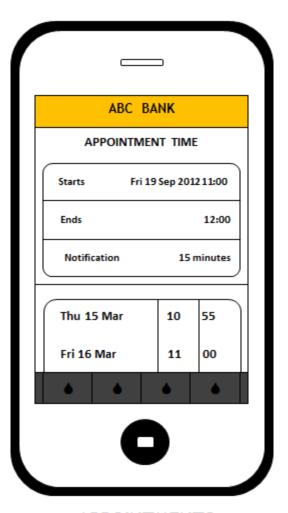








QUEUE TICKETING



APPOINTMENTS

Transformation must occur...



1. Customer Experience

Cluttered and no context

FROM



Simple and contextual

TO

2. Technology Platforms

Disjointed with multiple logins



Integrated with single sign on

3. Engagement Levels

Passive and Reactive



Proactive and Listening

4. Staff Behaviours

Limited knowledge of mobile



Advocates and able to sell

5. Delivery Approach

Strict, rigid and waterfall



Agile, fast and frequent

6. Company Collaboration

Siloed with focus on own areas



Sharing and collaborating

This means...

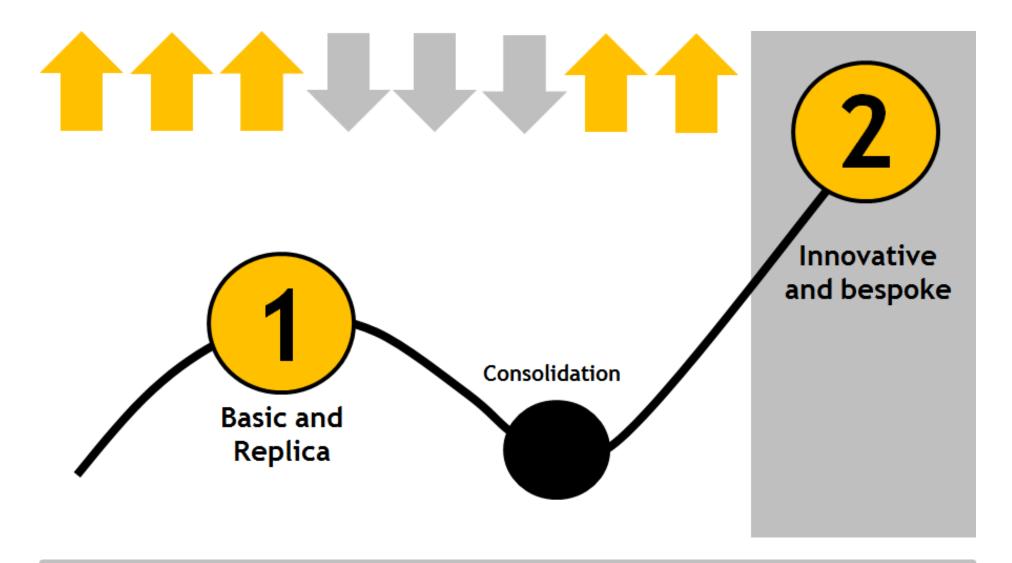


Banks have been given permission to be in their customers pocket. What will they do with that honour?



The second wave is coming...





Screens will be everywhere...





New propositions will emerge...

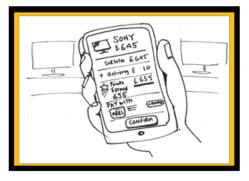
Jack, aged 56

Teacher - \$40,000

"My friends and I all use Mobile banking but I can't wait until I can do more..."



Jack opens his new
Mobile app and takes a
scan of the TV he wants
to purchase.



The app tells Jack the price of the TV and the current balance of his bank accounts.



Jack buys the TV using his debit card. He shares the buy with his friends and family.

...and change behaviours...

Sam, aged 27

Real Estate - \$50,000

"It is really exciting to see where mobile is heading and what it means for my lifestyle..."



Sam is walking past his favourite store. He gets a push notification about a new deal.



He uses the new tapand-collect service to order the goods and get them instantly.



Sam then shares the deal with his friends. He gets a rewarded for socialising it.

For staff...





Unintended consequences...



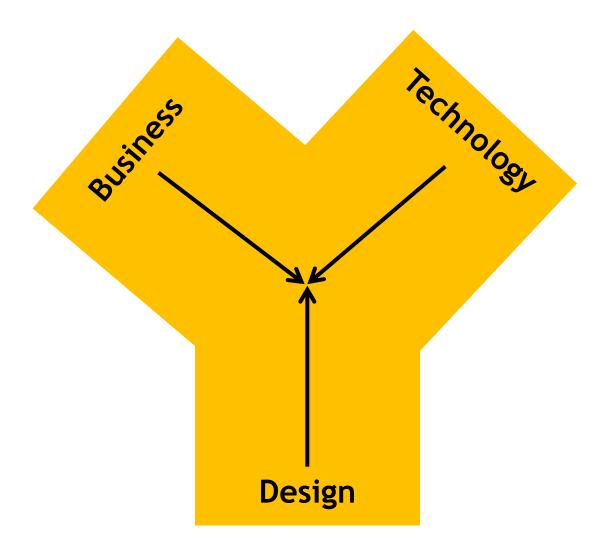
- Organisational investment and structure are not in place
- Business processes are not aligned to mobile
- Skills and knowledge gaps are holding back progress
- You need to educate so you don't have time to innovate
- Systems are not in place for testing and development

Mobile should be BAU but its still a project



No where to hide...





Will deliver significant benefits...





- More Mobile = Less Cash and Paper
- Cash is expensive to manage and maintain
- Cost and environmental footprint reduction

- More Mobile Transactions = Cost Reduction
- Less will be spent on property and equipment
- Branch head count will reduce





- More Mobile = Anytime, Anywhere
- Greater staff productivity and accountability
- Better interaction and speed of communication

This means...

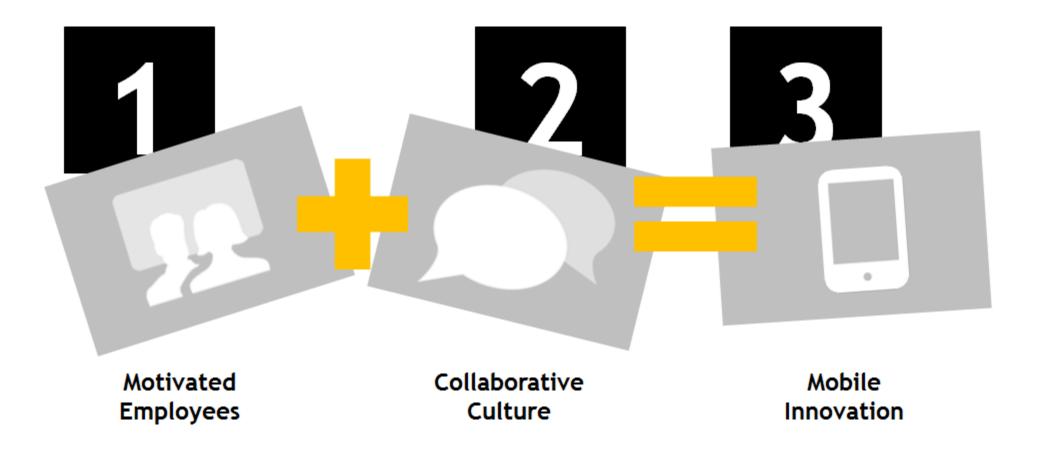


"Everyone is investing in mobile. The winners will be the banks that can deliver - not just talk about it"



New attitude...





Across all areas...



Mobile

Consumers

- · Person-2-Person Payments
- Near-Field Communication
- · Cross and Up-Selling
- Location Based Services
- Augmented Reality
- · Personal Financial Management

Platform

- Reusable
- Reliable
- Robust
- Secure
- Scalable
- Extensible

Staff

- Smaller workforce
- · Bring your own device
- Greater collaboration
- Less property
- Global (One team)
- Agile

KPI's

- Increase in:
 - Customer satisfaction
 - Active users
 - · Average logins per month
 - · Device coverage
 - Revenue/Sales

KPI's

- · Maintain 99.99 up time
- Lower cost to serve
- Reduce fraud losses
- Real time access
- Support increased volumes
- Extensible architecture

KPI's

- Meet delivery timelines
- · High performing team
- · Reduction in costs over time
- · Strong collaboration
- Stakeholder trust
- Satisfied staff

Key Takeaways...



- 1. Don't ignore it Mobile is here and now
- 2. If you embrace its impacts you will find opportunities
- 3. You have more opportunities than ever to interact with customers
- 4. Close the gap now think about Mobile product sales
- 5. Product ales can be incremental if you approach them differently
- 6. Mobile can deliver greater efficiency in all your channels
- 7. New propositions can deliver a better experience and new revenue
- 8. Staff can also benefit from the adoption of Mobile
- 9. Enjoy the ride they don't come around often!