



Next Generation Retail Banking



**Do You
Know
How
To Sell
To Me?**

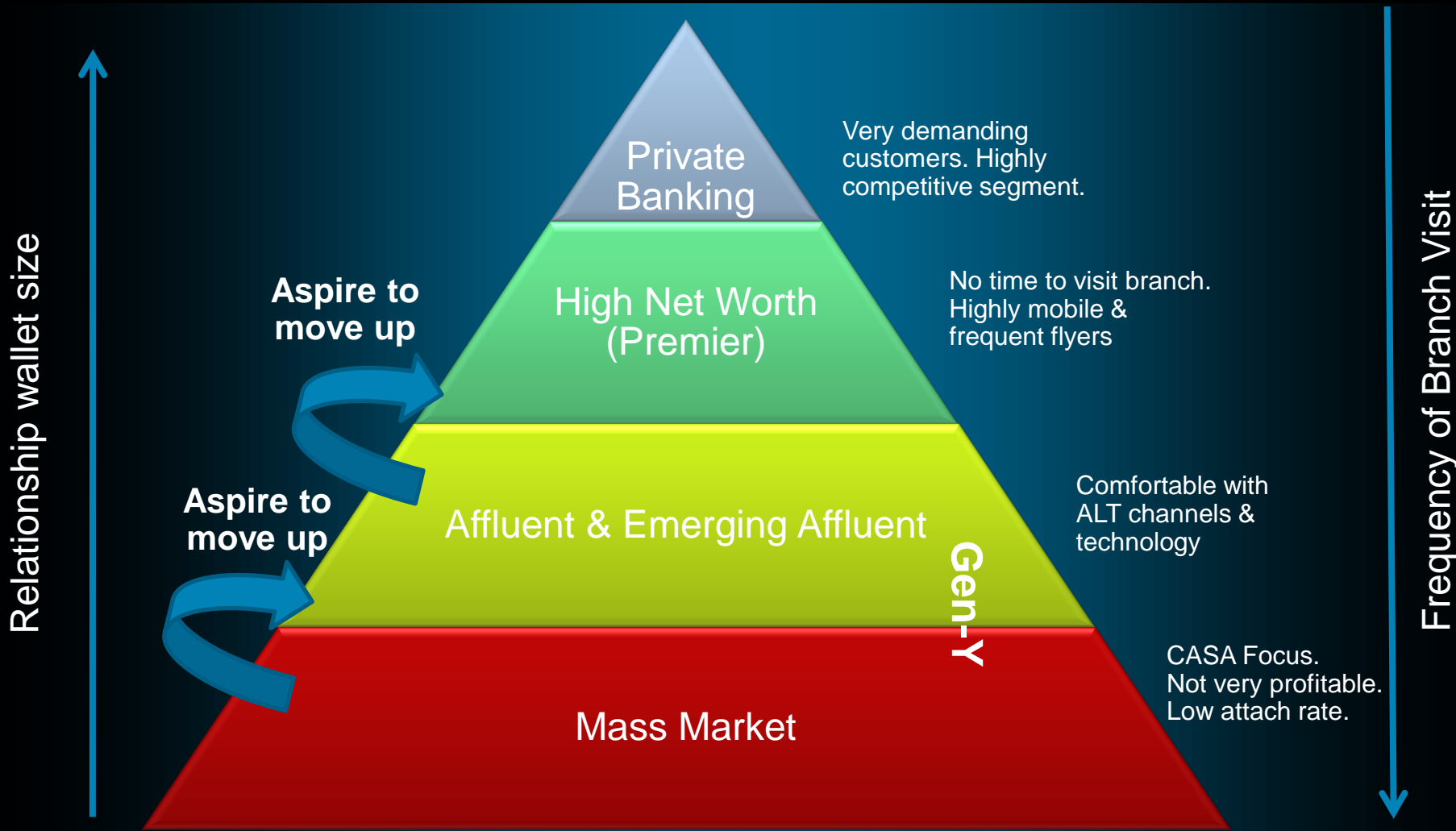
Manoj Purohit (manpuroh@cisco.com)

Head – Financial Services (Asia-Pac & Japan)

Cisco Systems

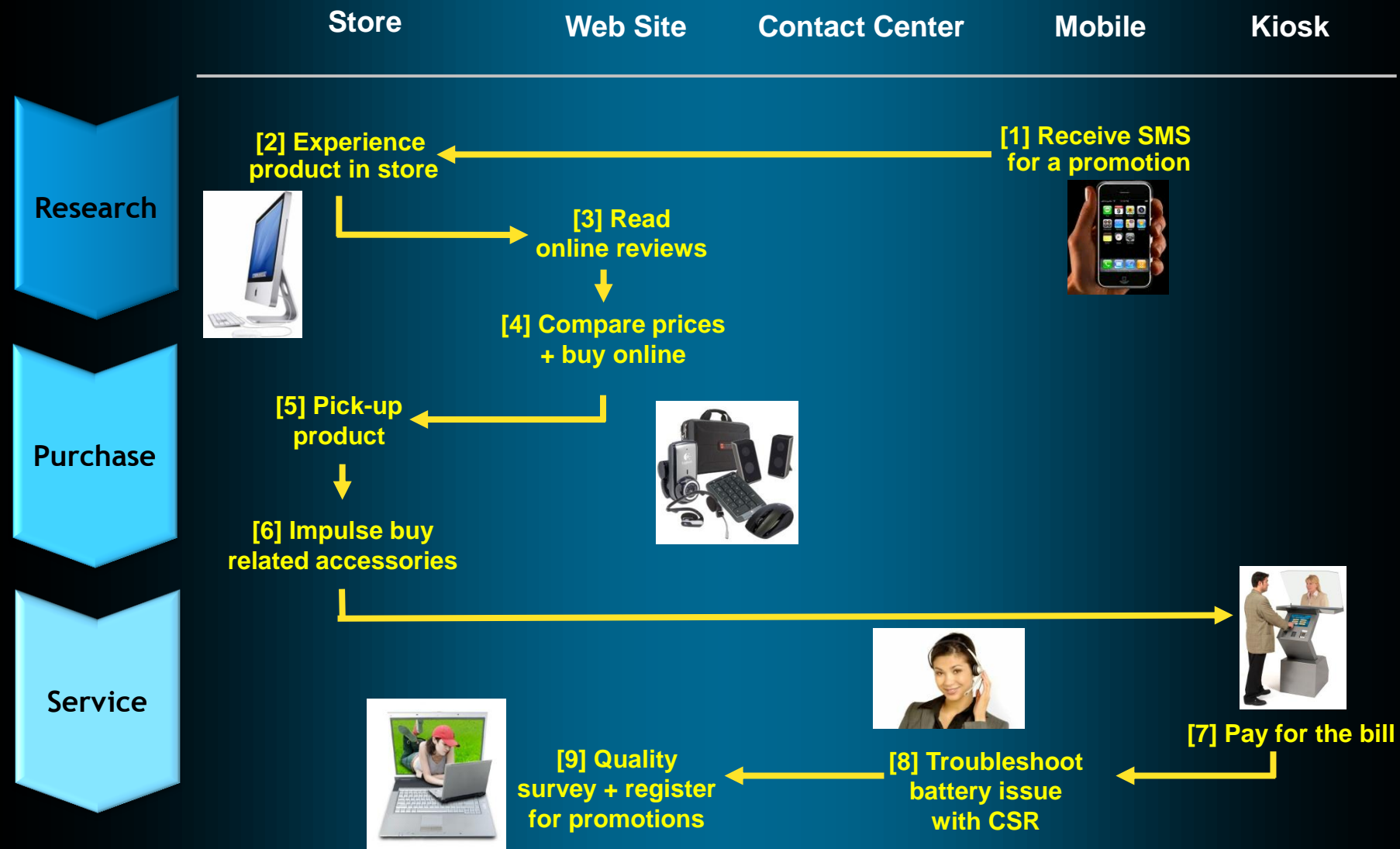
Blog: <http://manojpurohit.wordpress.com/>

Changing customer preferences

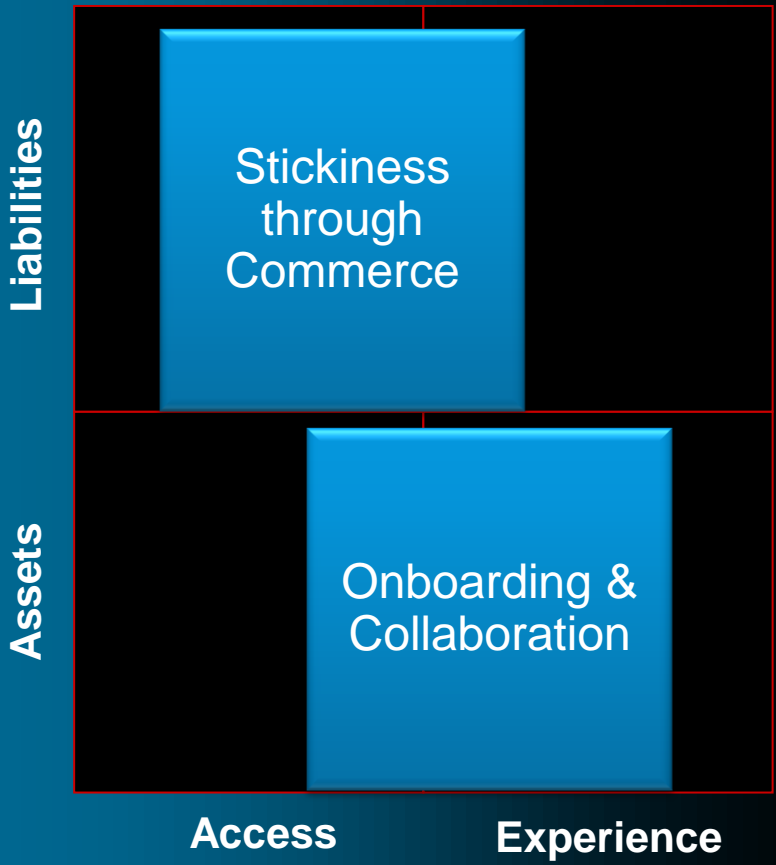
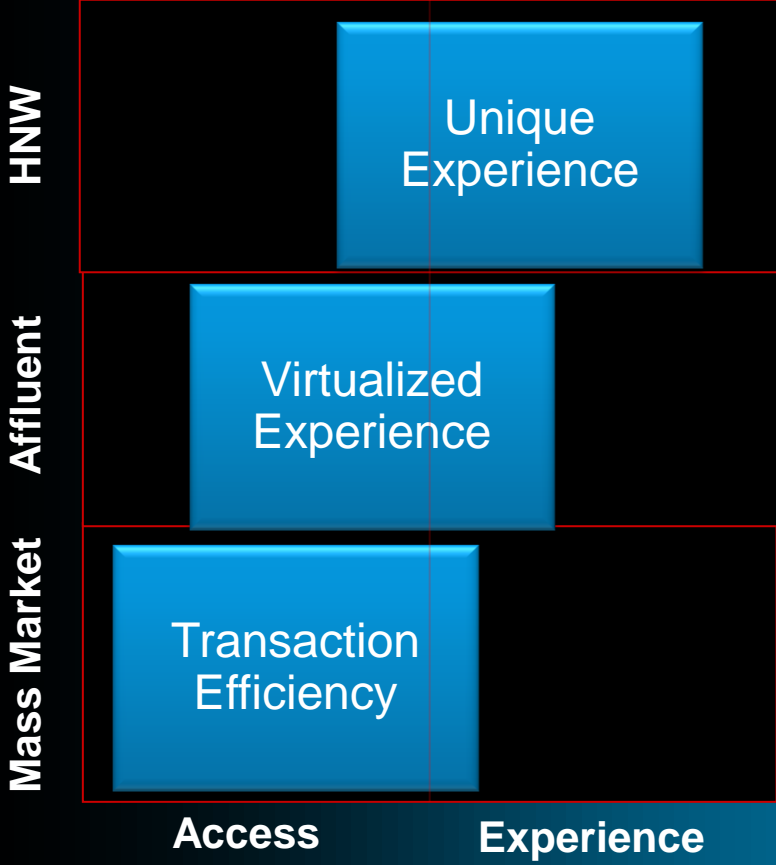


Key Asks: Customers want banking on their terms, their preferred time & location
Solution: Bring banking to customers where they spend time.

... customers are demanding more



Segments and Products guide us in our design...

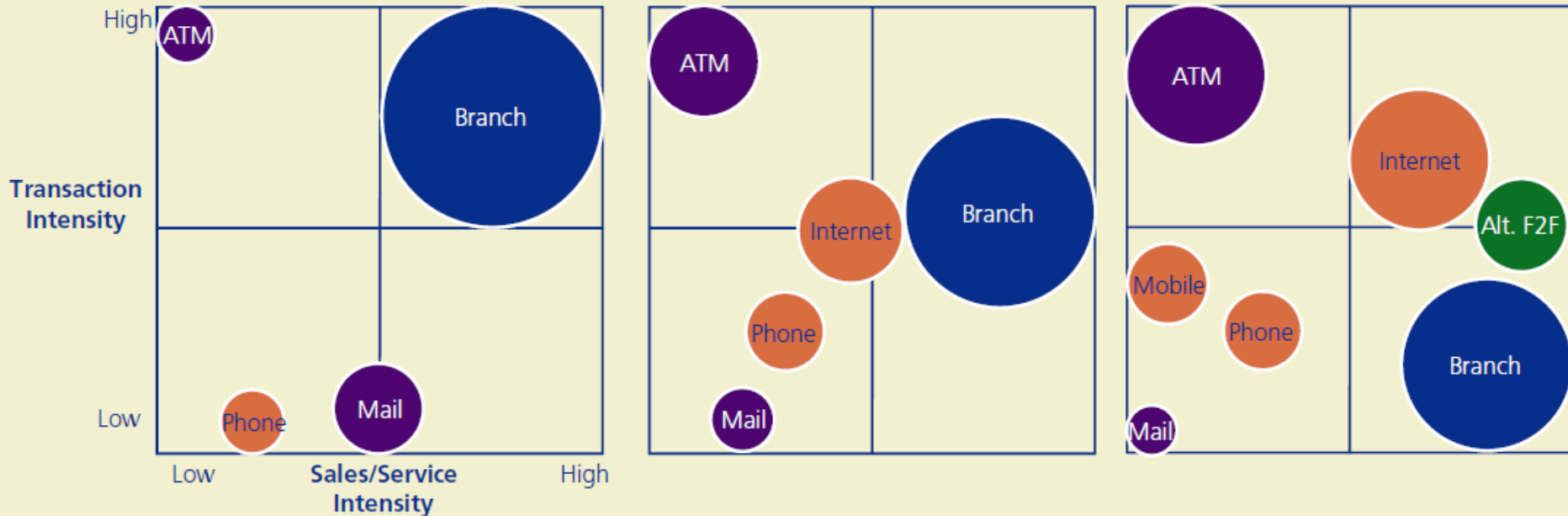
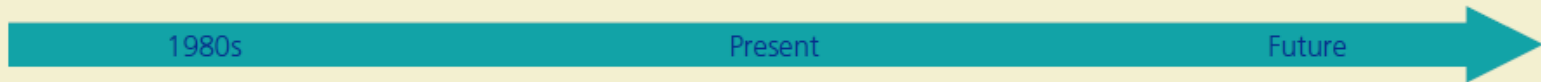


Channels Evolution and Segmentation Strategy

Channel Group:

Branch ● Direct ● Alternative F2F ● ATM or Mail ●

Relative Importance to Customer



Source: Deloitte Center for Banking Solutions

Customers are demanding more. Banks need to Differentiate themselves

Omni-Channel Banking: Consumers want personalized advice and services delivered through merged channels

Personal Attention

Expert Advice

New Advisory Services

Video Link to Remote Experts

Interactive Displays

In-branch Mobile/Social

Thirst for In-branch Advice...

65% **56%**
81%

Prefer branch for rich advice and personalized attention

26% **34%**
13%

Would switch banks if branches reduce focus on advice and personal attention

83% **79%**
93%

Open to new advisory services including tax, legal, and financial education

Personalized Service and Expert Advice

Banks want ...

- Productivity and Streamlined Operations ...
↓ Efficiency Ratios
- Optimized Opportunity Capture ... ↑ Profitable Revenue

Portfolio of Expanded Advisory Services

...Delivered In Person and Virtually

2.5 **1.9**
3.4

Number of monthly branch visits by mobile banking users

28% **23%**
43%

Value video access to remote experts from bank branches

76% **78%**
72%

Prefer virtual channels for basic banking transactions

Driver: 49% dissatisfied with banking services

Transformation in Emerging - Evolution in Developed
Emerging countries demand change while developed countries are ready for it

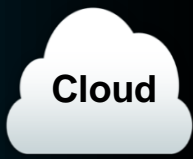
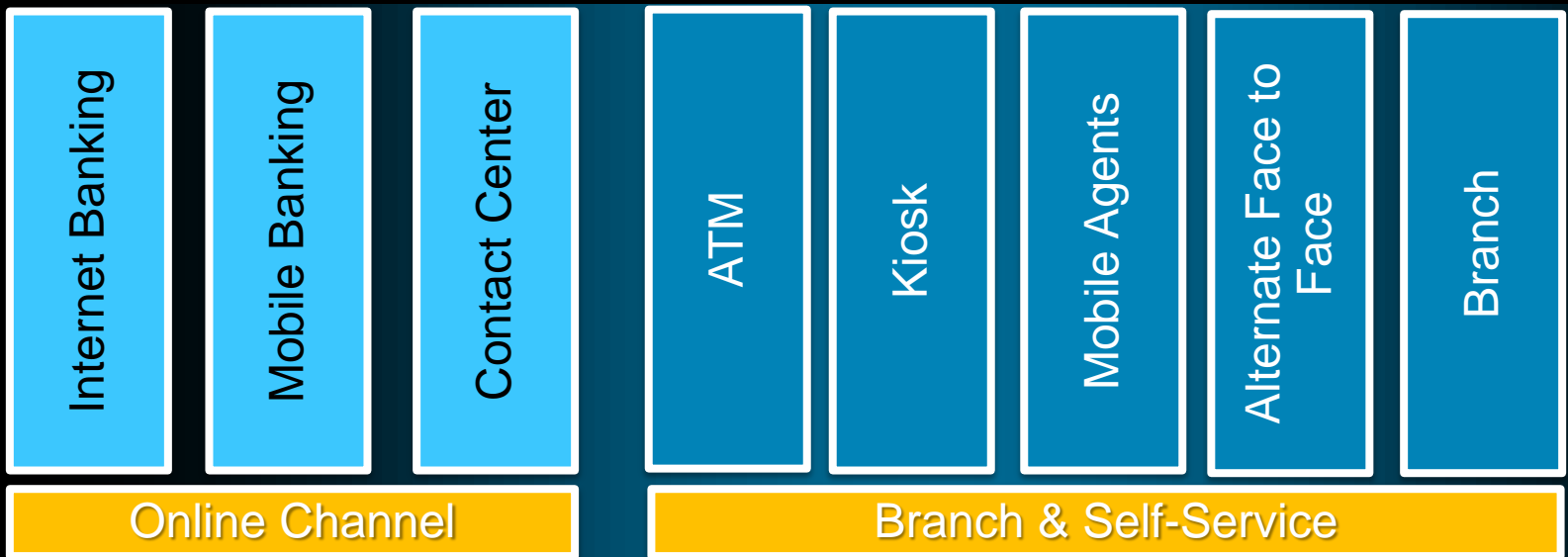
Driver: Cost pressures, margin compression

■ Globally ■ Developed ■ Emerging

Source: Insights from the Cisco IBSG "Winning Strategies for Omnichannel Banking" Survey, 2012



Cisco's Omni-Channel Architecture: Addressing retail banking customer life cycle



The Gap between ATMs and Branches

ATM



Bronze Kiosk



Interactive digital screen co-located with ATM or at a branch

Silver Kiosk



Interactive kiosk co-located with ATM(s) or at a branch

Gold Kiosk



Fully interactive Virtual Teller co-located with ATM(s) or at a branch

Finance Pod



Fully automated branch model with a dedicated expert interaction space; NO physical staff

Branch



Cisco's Offerings : Service Bundles

Bronze Kiosk



Bronze

Transactions

- Account enquiries
- Cheque book request
- Demand draft request

Interactions

- Customer-specific product advertisements*
- Instant messaging expert assistance
- Interactive product information

+

Silver Kiosk



Silver

Transactions

- Update account information (address, phone number, PIN)
- Bank statement printing
- Cheque deposit
- KYC forms submission

Interactions

- High definition video and audio expert for
 - Vehicle loan application
 - Account queries
 - Account queries
 - Personal loan application

+

Gold Kiosk



Gold

Transactions

- Debit/ATM card issuance for new and existing customers
- Demand draft issuance

Interactions

- High definition video and audio expert for
 - new account opening for existing customers
- Home loan eligibility and EMI calculator
- Customer specific product upsell offerings

+

Finance Pod



Platinum

Transactions

- Equivalent to a full service branch

Interactions

- Customer recognition
- Private consultation services (on appointment or on demand) for high value interactions for
 - Home loan application
 - Insurance application
 - Portfolio management and financial planning discussions

Typical target customer segments

All

Emerging Affluent

Affluent
Emerging Affluent

High Net Worth
Affluent

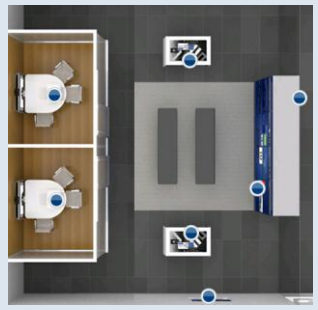
Branch Banking : "Its not one size fits all"

Finance POD



Fully automated branch model with NO physical staff + 2 virtual staff

Smart/Hip branch



No teller counters. Typically 1-2 physical staff + 4 virtual staff

Innovative branch



Branch with effective use of technology. Typically 10-15 physical staff + 2 virtual staff

iME (Identify Me) Premier Branch



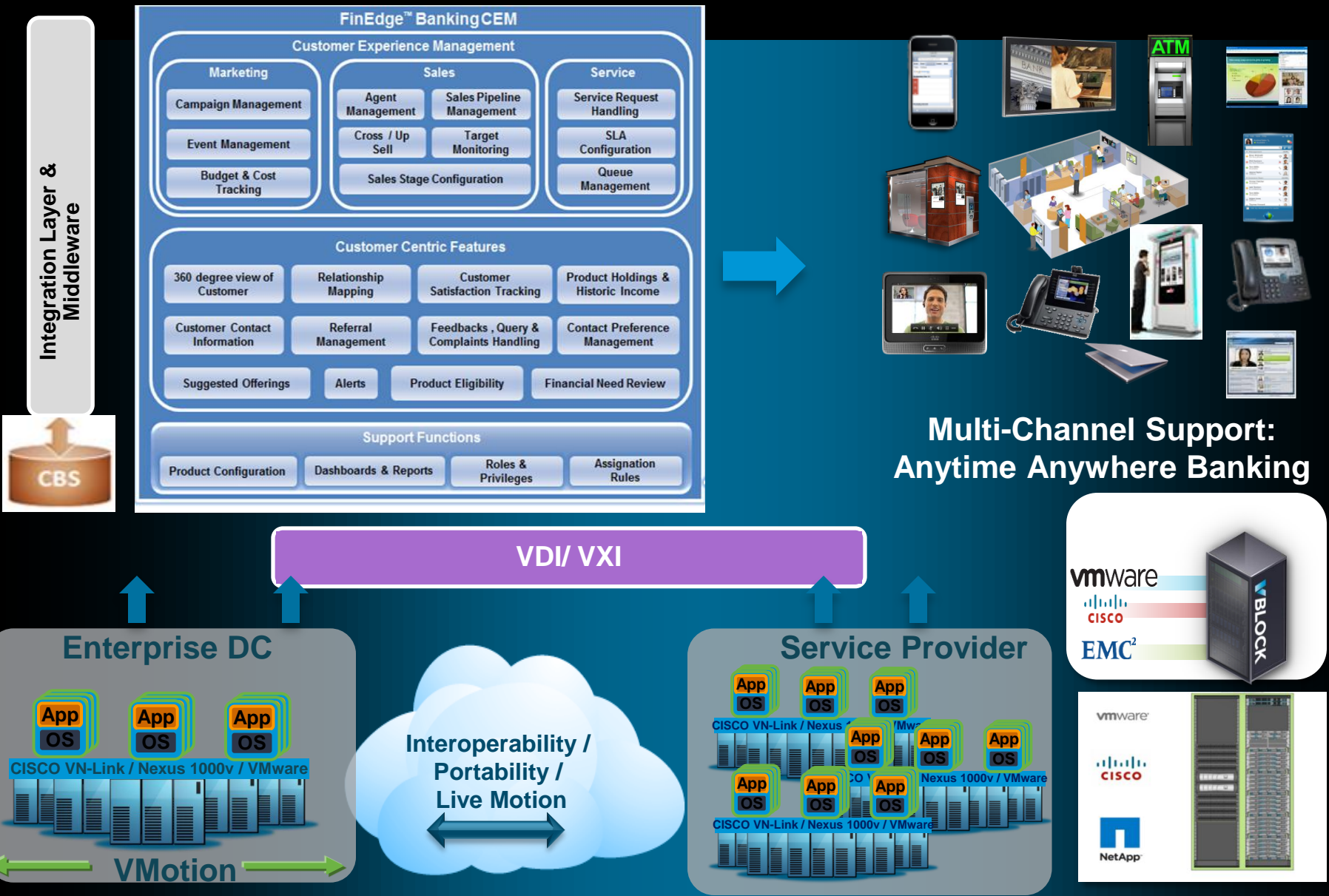
HNW Customer identification at premier branches using smart phone WiFi



Addressing all stages of Customer Life Cycle Model

Cisco Remote Expert - Anytime, Any Channel Expert Availability

Customer Experience Management: The Home Run





What other retail banks are doing in the region?

What other banks are doing in region



Virtual Branch

Opening Hours
7 days from 8am - 9pm



Virtual Branch

▶ Login to FastNet Classic



Transaction

Unavailable



Transaction

Unavailable



Transaction

Unavailable



Unavailable



DBS Flagship Branch



Next year, BNZ will begin providing video banking online. This will let the small business owner connect through videoconferencing with a specialist business banker from his laptop, iPad, Surface tablet or other video-enabled device anytime from 7:00 a.m. to 10 p.m.

The bank's before-and-after numbers for the videoconferencing initiative are dramatic.

"In 2009 we took a look at how we service small business customers," Harry Ferreira, head of small business banking at BNZ, recalled this week in an interview at the Small Business Banking Conference in Boca Raton, Fla. "Customer satisfaction was low, productivity was low." The bank's small business market share was 15%. When surveyed, small business customers said they wanted better accessibility, simple pricing, easy-to-understand products and better advice.

Since deploying videoconferencing and incubator-like spaces for small business clients in all its branches, BNZ has seen a 22% increase in customer satisfaction. Its market share has grown to just under 24% and it moved from being the fifth (and last) in small business banking to second bank among New Zealand's five banks.

by [Tony Crosman](#)
9, 2012 12:27pm ET

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How Videoconferencing Helped BNZ Grow Small Business Sales

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New Zealand may be best known as the backdrop for the Lord of the Rings movies and for its large population of sheep — it has 40 million sheep, 10 sheep per person. But New Zealand and Australia are also where some of the most ground-breaking financial technology is pioneered, from cloud computing to mobile payments to videoconferencing.

Bank of New Zealand has moved all of its small business bankers to a centralized hub from which they communicate with clients through videoconferencing hookups in the branches. Customer satisfaction, profitability, and the number of small business customers have all grown substantially.

The bank equipped each of its 180 branches with video conferencing linking customers to a small business centralized team of experts in 2009, they rolled out a combination of Cisco C7985, EX60 and EX90 video conferencing units and the ability to integrate with customer relationship management and contact center software. The bank has enabled its 180 outlets with an online customer filing technology called "mycustomer files" and will shortly enable the full extent of the Cisco remote expert technology allowing a scanner and image capture system to the workstation that can scan and upload documents, enabling a remote business banker to approve a loan in as quick as 20 - 30 minutes.

Bank of America overhauls bank branches

By Hadley Malcolm, USA TODAY

8:33p.m. EDT April 3, 2013



If you've walked into a Bank of America branch lately, you may have noticed a makeover. Couches and chairs form a lounge area, where there will soon be iPads available for customer use. Employees equipped with tablets will soon be walking around the floor to check customers in or help set up new accounts.

Previously at the forefront, tellers are now tucked in a corner. Private offices house large screens for video conferencing with mortgage loan officers or personal banking professionals — Bank of America says it has hired thousands of these experts to staff its branches and phone lines.

month

- Bank wants to be less transactional, more conversational

These changes are part of a giant overhaul Bank of America is bringing to its branches as well as upgrades to its online, mobile, and social offerings, some already enacted and others to come within the next year. The new Bank of America is focused on buffing up digital services while transforming its

branches to be places customers can come to for advice and expertise, since they've almost stopped coming there for everything else.

Citibank New Smart Kiosks

Citibank launches new smart banking machine

By Brandon Tanoto | Posted: 23 January 2013 2017 hrs

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SINGAPORE: Consumers will soon be able to access almost all branch banking services round-the-clock via a smart banking machine.

Citibank's customers can now open bank accounts and even apply for loans using the machine, which is located at Paragon Shopping Mall. In future, this machine can also instantly print and issue ATM, debit and credit cards.

For a personal touch, customers can also communicate with a bank officer via video conferencing.

Citibank said these banking machine will also be equipped with biometric capabilities for customer identity authentication.

The first Citibank Express machines were unveiled in both Singapore and Malaysia on Wednesday.

The smart banking machines will be rolled out at Citibank's nine instant banking centres in Singapore over the next three years. The bank is also looking to install these machines in shopping malls, neighbourhood hubs and commercial hubs to reach out to its customers.

CEO for Citi in the Asean region, Michael Zink, said: "This rollout across ASEAN underlines the importance of this region to Citi, both in Asia and globally.

"ASEAN is home to a fast-growing and dynamic consumer base who wants to bank with a partner that embraces high technology to meet the evolving needs of our customers."

Looking ahead, Citibank plans to add more locations for the new machine across Asia.




Citibank Express.
The next level in Smart Banking.

With your convenience as our priority, Citibank is proud to bring you to the next level of Smart Banking. From instant account opening, time deposit establishment to getting live assistance from our Citiphone officers, you can do them all at Citibank Express.

Citibank Express gives you instant access, 24/7

Location:
290 Orchard Road, Paragon #01-25B
Singapore 238859



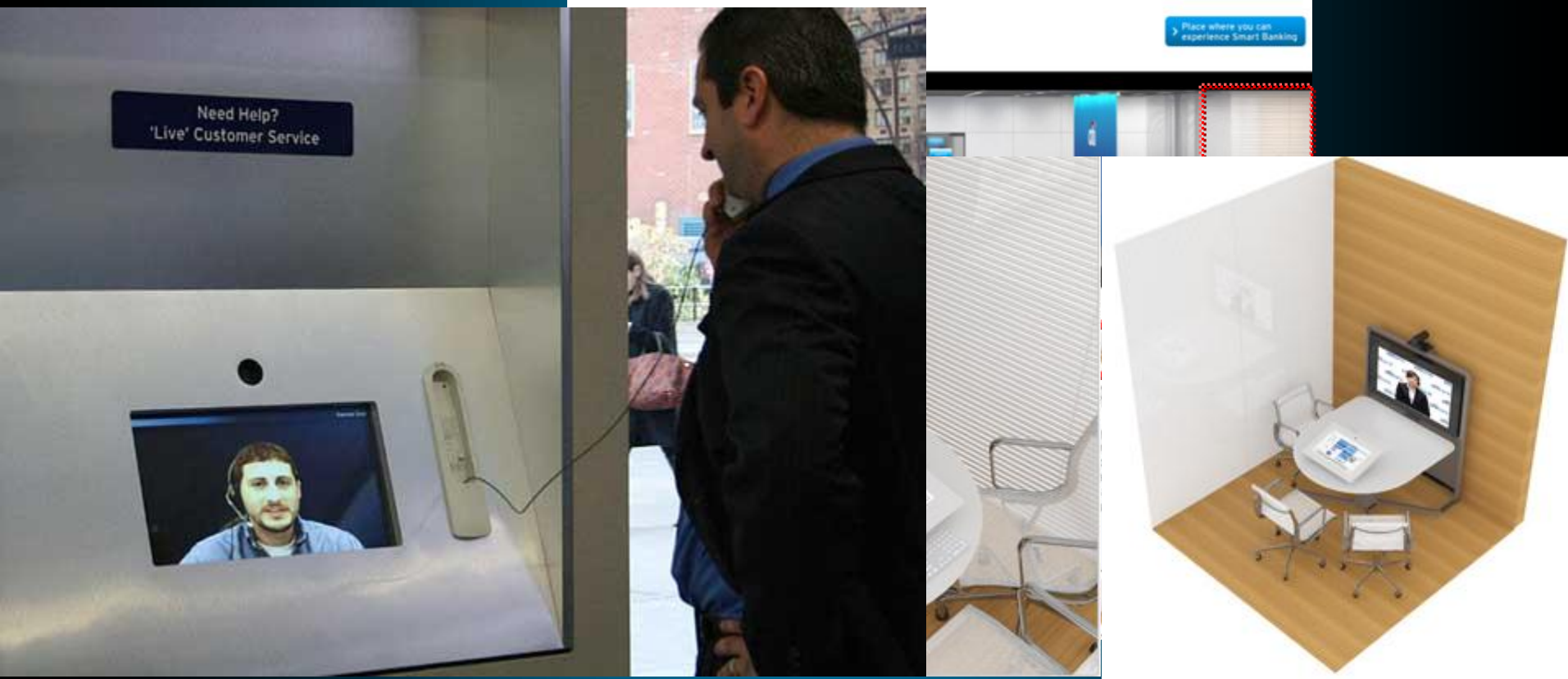
[Click to enlarge](#) Photos 1 of 1 

Citibank (file picture)

What other banks are doing in region

- Citibank hires designers of apple stores to create new branch prototype

“Video is more important than ever. About 20% of our customer acquisitions used video to meet a servicing need. Video is going to be the biggest transformative tool we have in terms of B-to-C dialogue in the next five years.”



An aerial night view of a city skyline, likely New York City, with numerous skyscrapers illuminated. The sky is dark blue with many stars. The Cisco logo, consisting of a stylized signal icon and the word "CISCO", is overlaid in the upper center of the image.


CISCO