

Digital Disruption in Banking

The UX Element

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**why DIGITAL is so
important for Banks?**

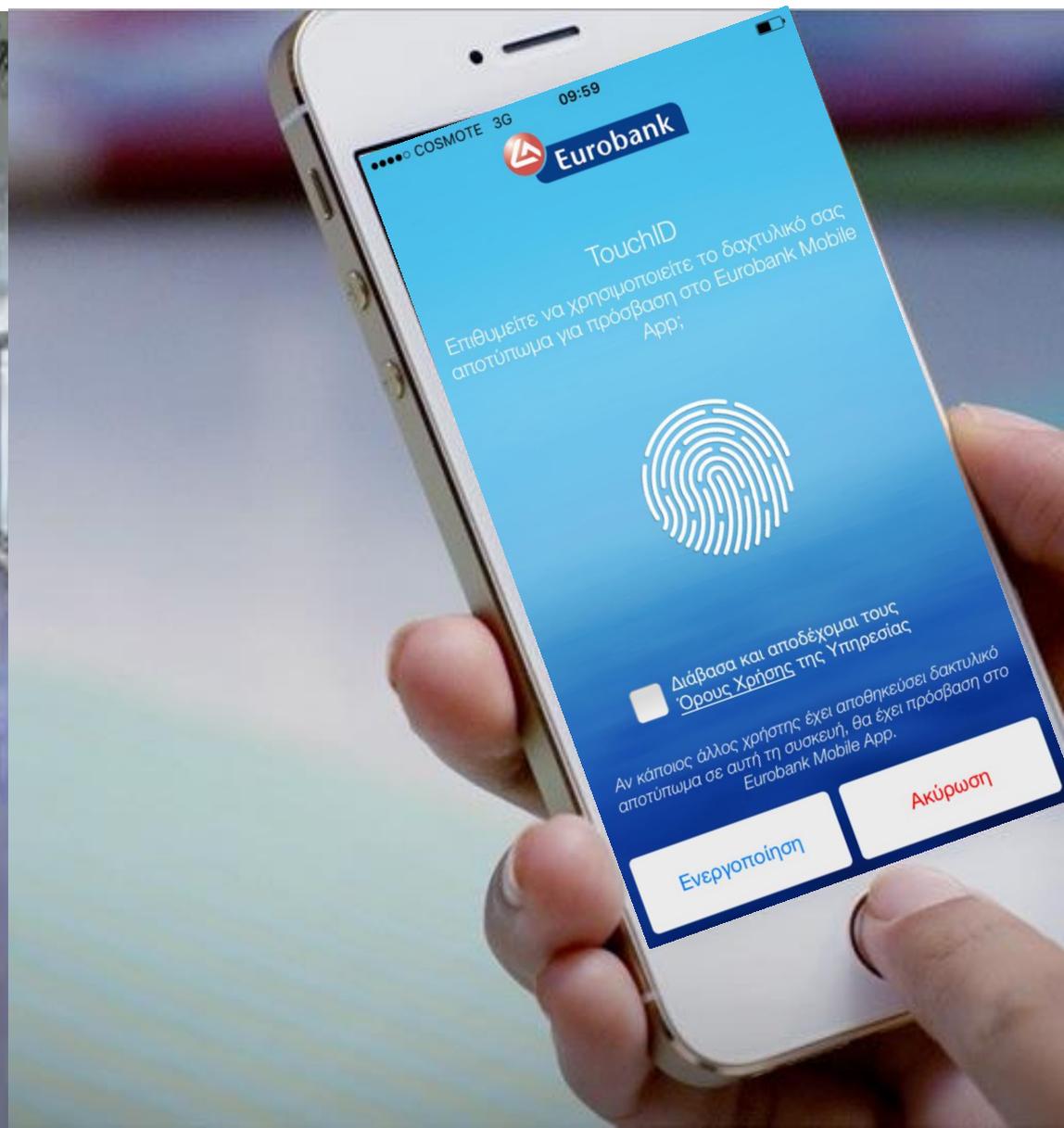
Because customers seek Experiences not Products Eurobank



Because customers are used to supreme digital Experiences



Because now we can provide supreme experiences also in Banking



Because Digital Channels (will) dominate



" Do you know what our busiest branch is in the UK?

*It's our **mobile app** on the 7:15 am train to Paddington"*

Ross Mc Ewan, CEO RBS

Because Digital Channels (will) dominate (cont)

75%

**of transactions at Eurobank
are performed via e-Banking!**

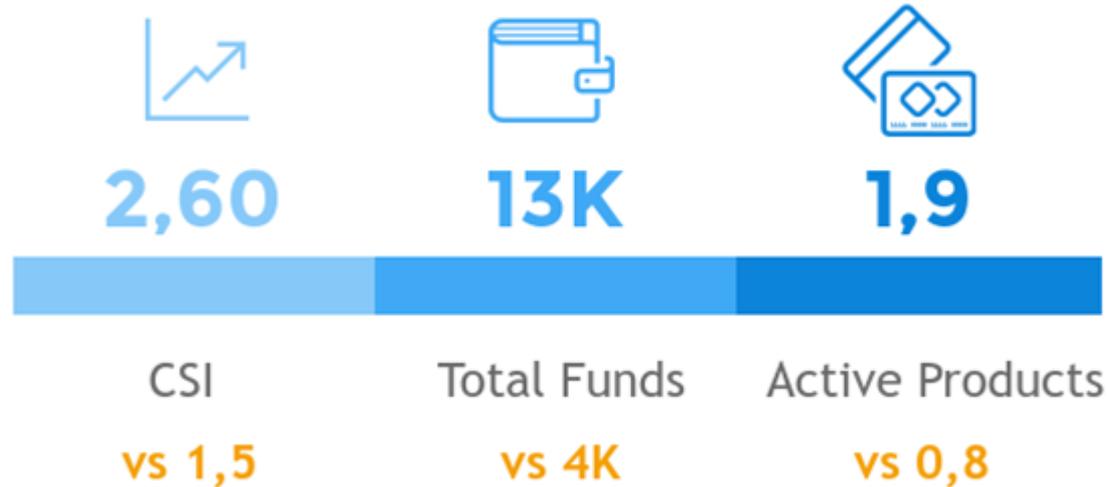
**1m
Users by
2019**

**7/10
to use
also
Mobile**



Because Digital Customers are (very) important

e-Banking users have...



...off all other customers

Because Digital Customers like to talk about their experiences



COSMOTE 10:03

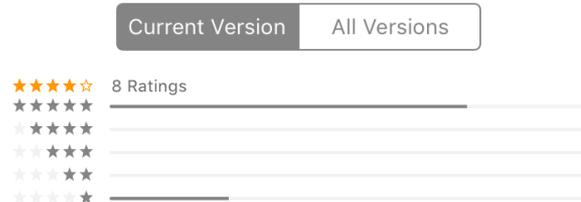
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Eurobank app 4+
Eurobank Ergasias S.A. >

★★★★☆ (8)

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Great app!

★★★★★ 3majoy - 29 Nov 2016
Nice look and feel and easy in use!

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COSMOTE 3G 14:48 46%

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Excellent

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Works great on iPhone 7!!!👍

Great app

★★★★★ XapnsM - 25 Nov 2016
Looking good Eurobank! Good job! iPhone 6

Fire your IT department!

★★★★☆ GeorgeK3131 - 23 Nov 2016
Still scr

Παιδιά έφτιαξε Μπάβο σας!

★★★★★ G.B! - 23 Nov 2016
Επιτέλους έφτιαξε
Τέλος το περίμενε στην ουρά του καταστήματος!
Σας ευχαριστώ.

Απαράδεκτη

★★★★☆ BitsiEl - 24 Nov 2016
Η εφαρμογή μου έχει μπλοκάρει δυο φορές τους κωδικούς μου και μάλιστα την τελευταία φορά αφού μόλις τους είχα

Featured Categories Top Charts Search Updates

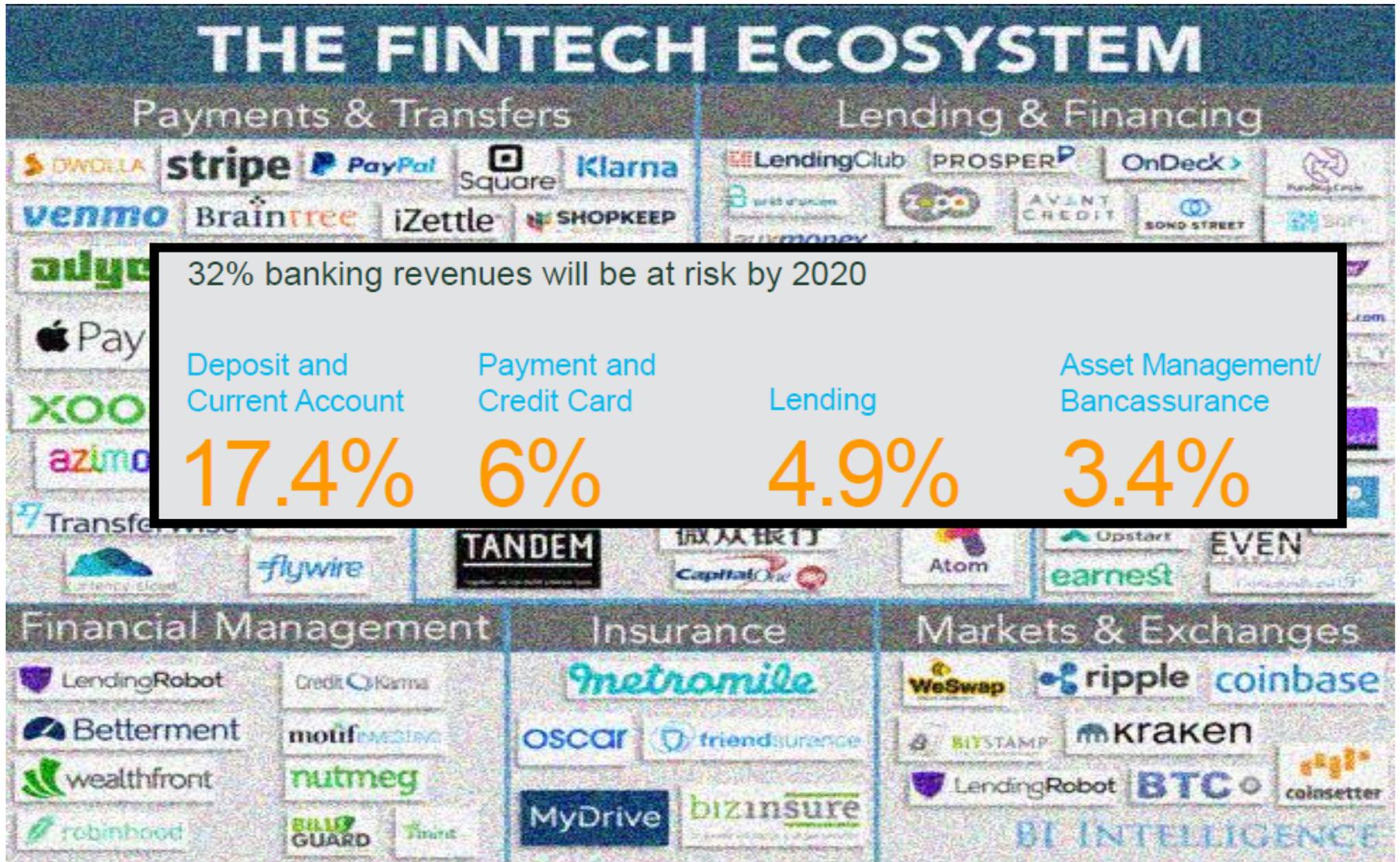
**Where does DISRUPTION
comes from?**

The de-regulation of Banking will change the market for ever



The **Payment Services Directive**^[1] (PSD, 2007/64/EC) is an EU Directive, administered by the European Commission (Directorate General Internal Market) to regulate payment services and payment service providers throughout the European Union (EU) and European Economic Area (EEA). The Directive's purpose was to **increase pan-European competition and participation in the payments industry also from non-banks**, and to provide for a level playing field by harmonizing consumer protection and the rights and obligations for payment providers and users.^[2]

Bank revenues are under serious risk...



Cross-industry players compete in order to get a piece of the pie



Fintech Firms are competing with premium UXs



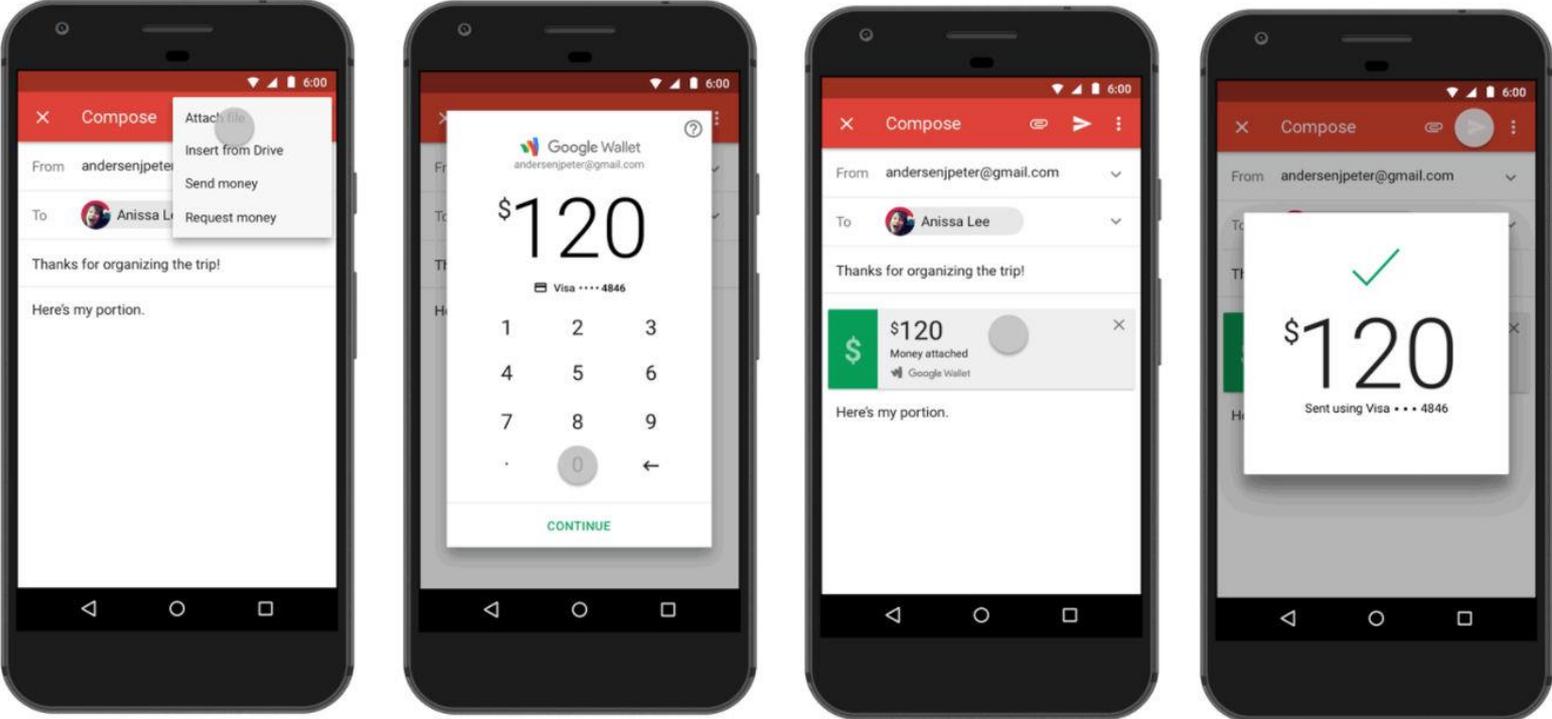
Banking by Design

Run your entire financial life from your phone

[Open Your Account](#)



Tech giants can easily upsell services such as payments to their huge customer bases



Tech giants can easily upsell services such as payments to their huge customer bases

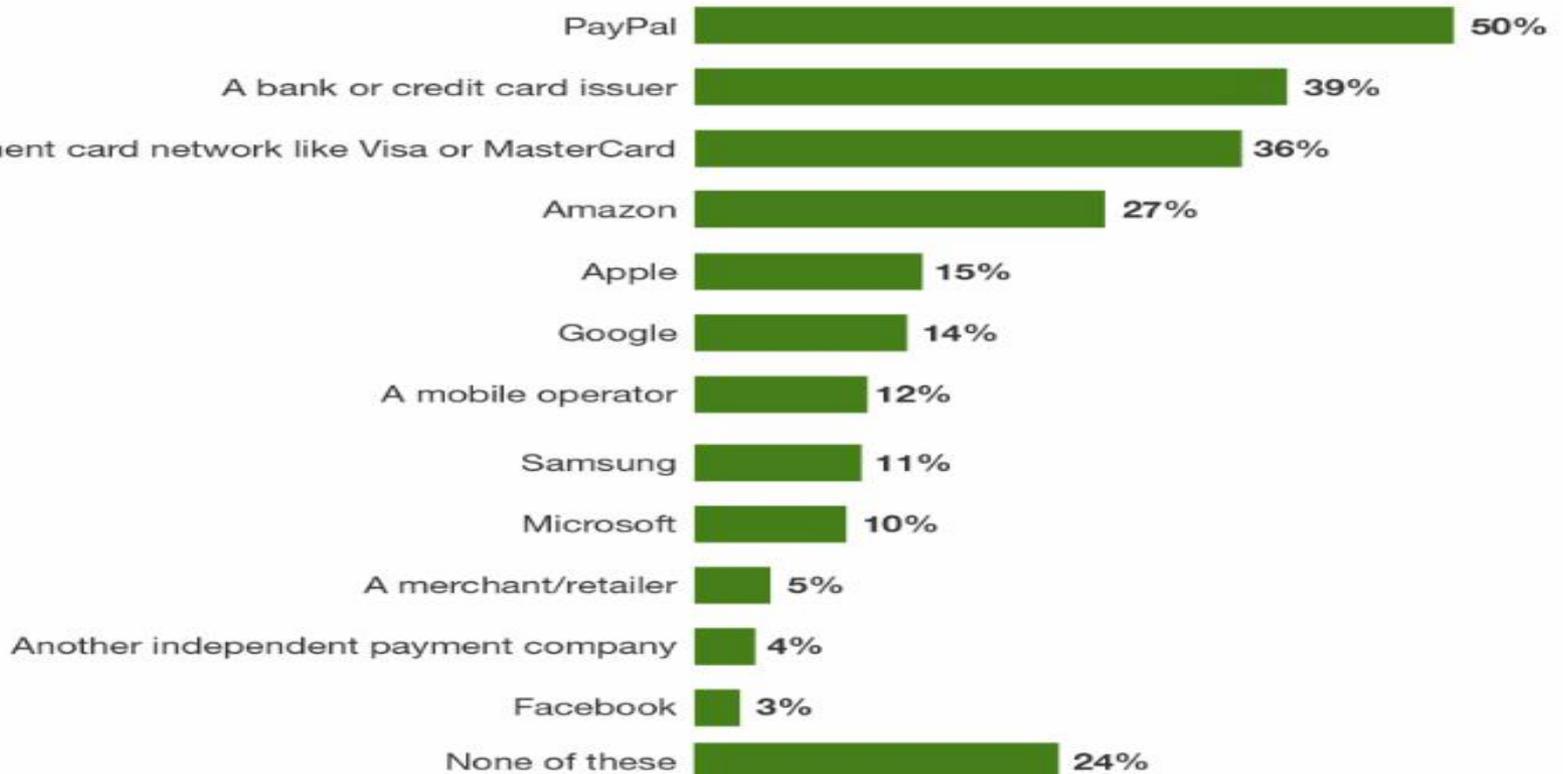


Tip! Facebook's virtual assistant will detect when peers are discussing money and suggest the feature

Banks are gradually losing the trust advantage over challengers.

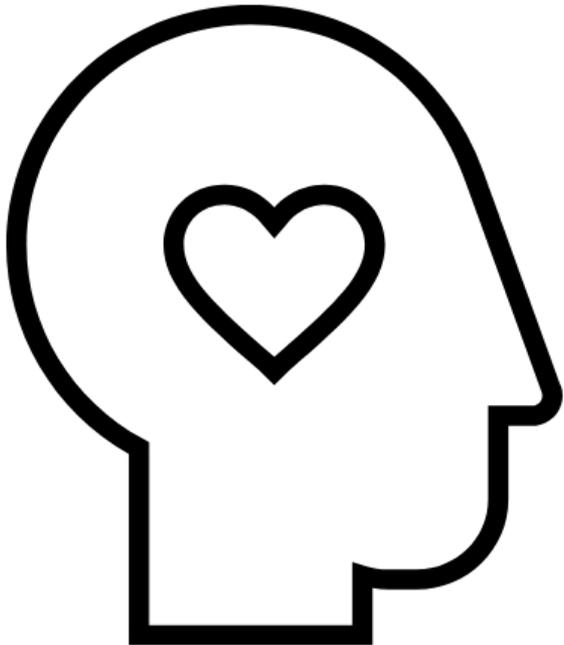
“Which of the following companies would you trust to provide a mobile digital wallet?”

(Multiple responses accepted; selected responses shown)



“~7/10 millennials in the UK would use a financial service offered by a Tech Giant”

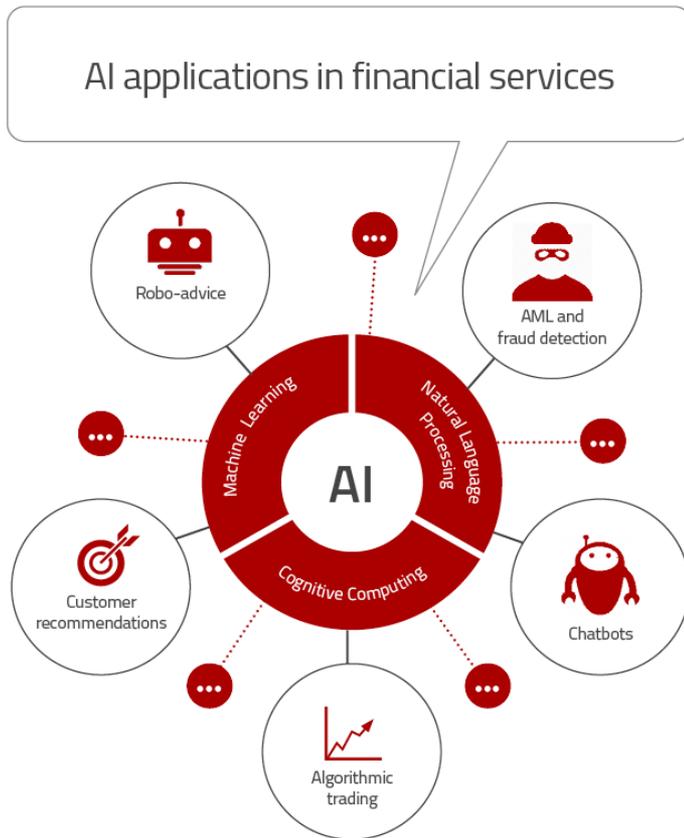
Power is shifting to companies that control the customer experience



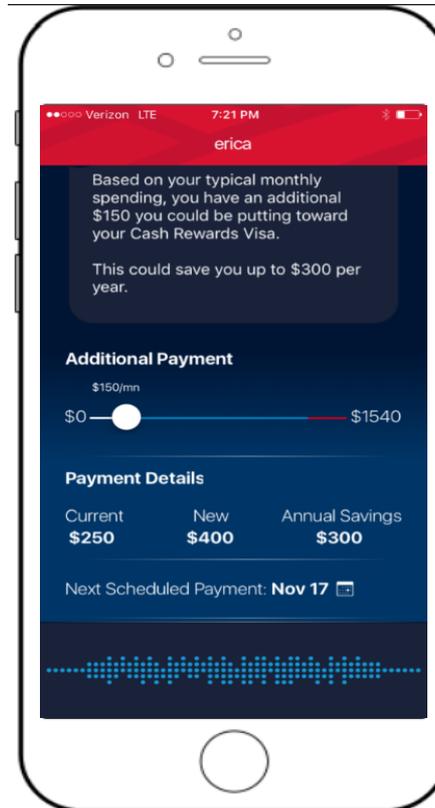
UX will be the major success factor & **technology** is the key driver

By 2020 people will have more interactions with robots than with their spouse

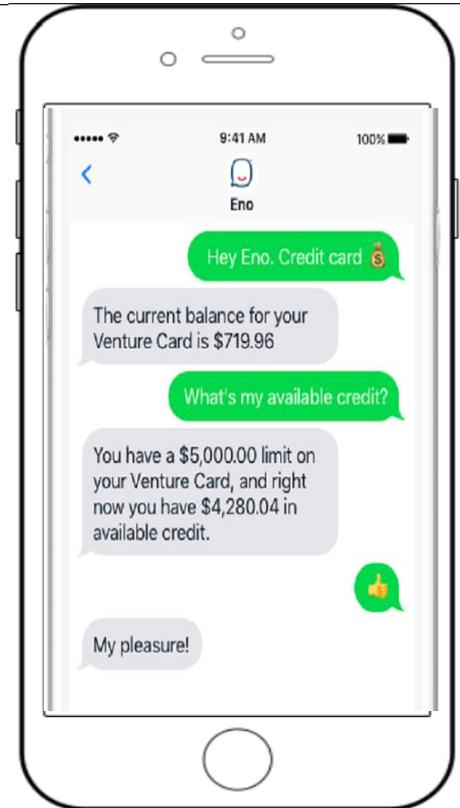
Artificial Intelligence



SOURCE: EY © September 2017 The Financial Brand



Erica by Bank of America



Eno by CapitalOne

By 2021, more than 15 billion machine-to-machine (M2M) & consumer electronic devices are expected to be connected, or 4 to 6 devices for every person on earth

IoT



Beyond just tolls, fuel and parking, car-based payments could eventually include drive through restaurants and other applications using the car's infotainment systems.

Fingerprint, face, voice & iris recognition allow for enhanced security & premium experience with regards to user authentication and transaction validation



Biometrics

Finextra 16 March 2017

Infosys | Finacle Webinar on DIGITAL BANKING: TODAY

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Startup trials POS palm payments

10 March 2017 | 8105 views | 6



A Chicago startup has built a biometrics-based payments system that lets people make purchases by holding their hands over a scanner at the point-of-sale.





***We will make Eurobank the most technology-enabled,
data-driven financial institution in Greece and SE Europe
offering supreme, personalized customer experience
realized by an innovative, mobile-1st digital offering
that significantly contributes to profitability***

What needs to be transformed?

We need to become a startup of 8,000 people!

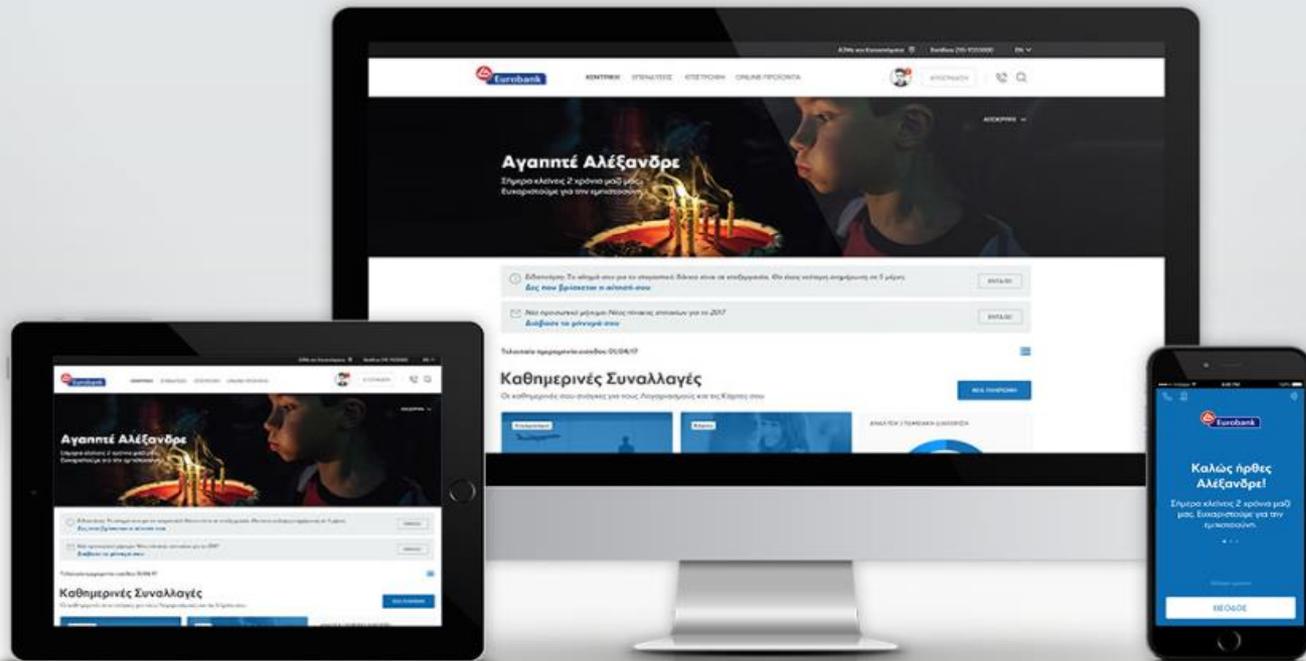
Create a culture of innovation

Streamline internal processes

Adopt efficient methodologies

Provide premium banking experiences

Eurobank Digital Channels



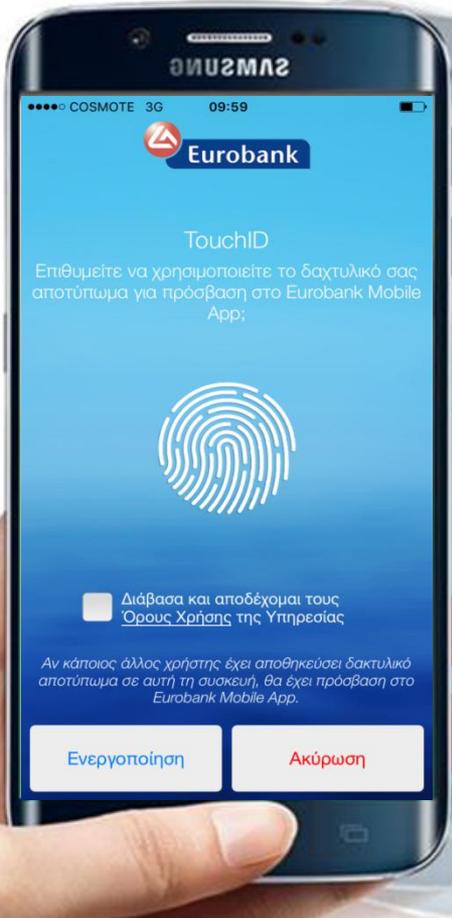
Omnichannel · Personalized & Contextual · Smart & Engaging



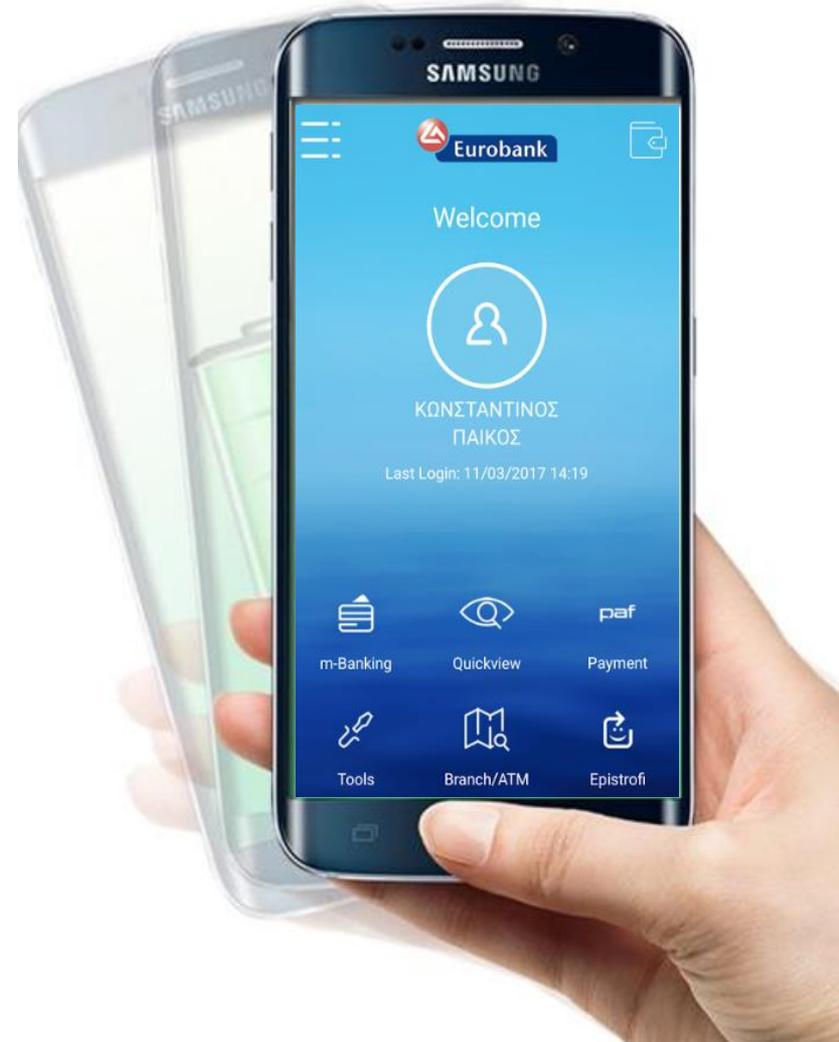
Eurobank Mobile App!



Touch to login



Make Logout

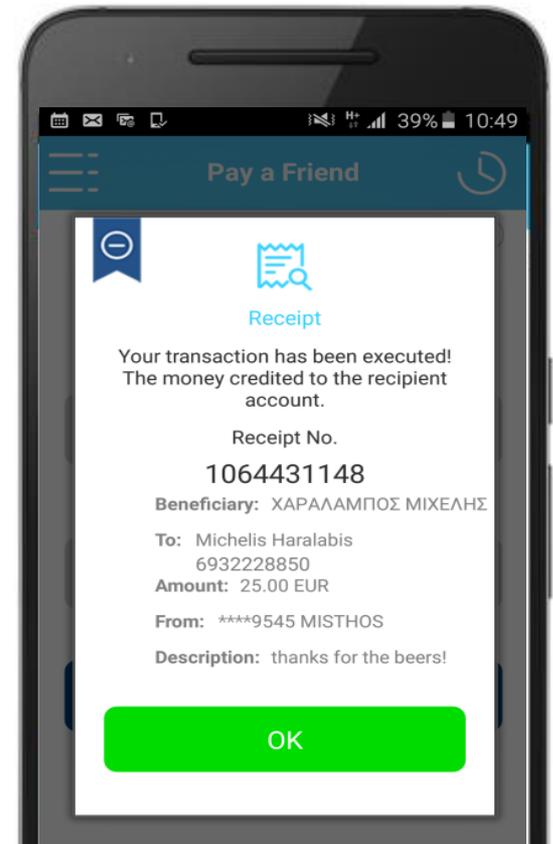
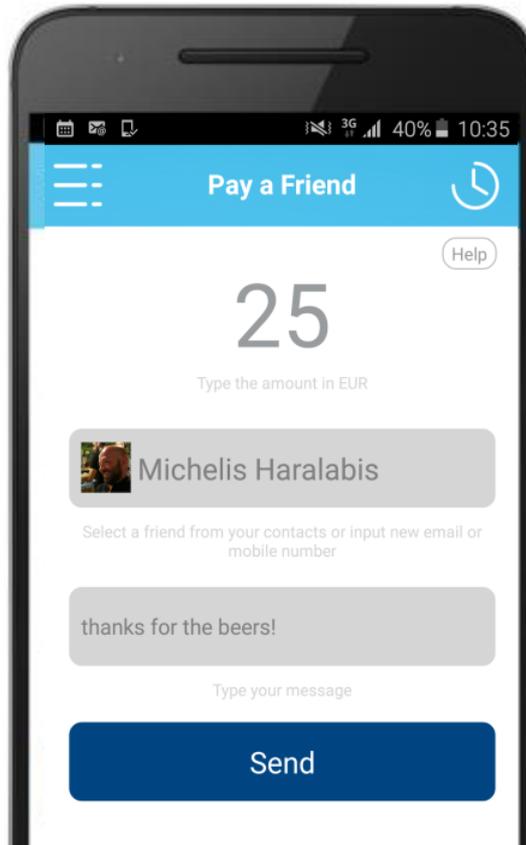
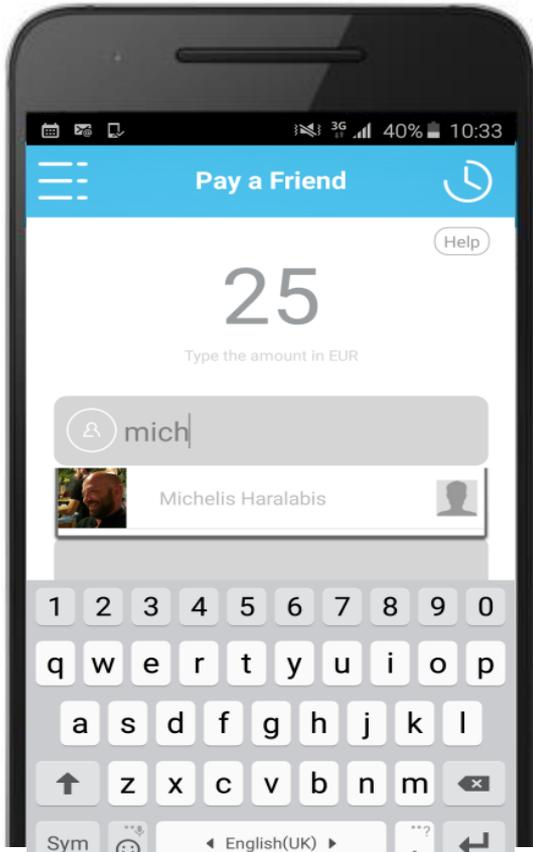




Eurobank Mobile App - Paf!



Send Money to **ANYONE**, at **ANY BANK**, at **NO COST** !
....via email, mobile no., or Facebook !



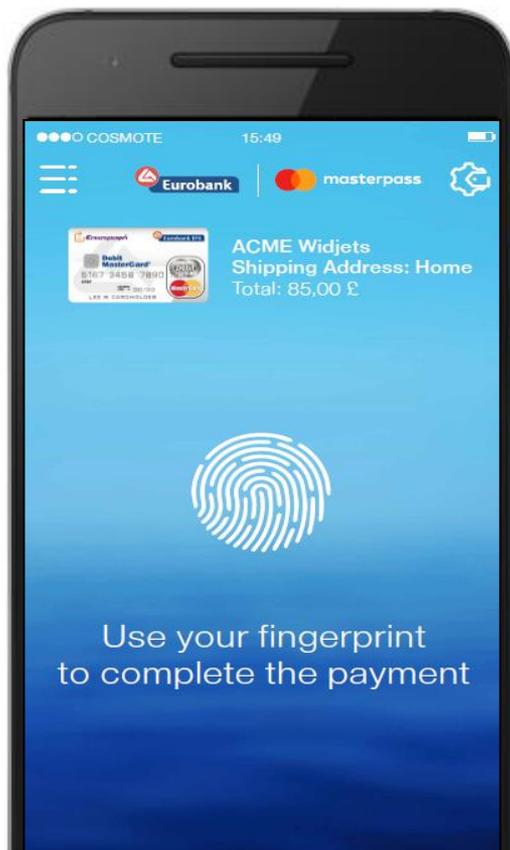
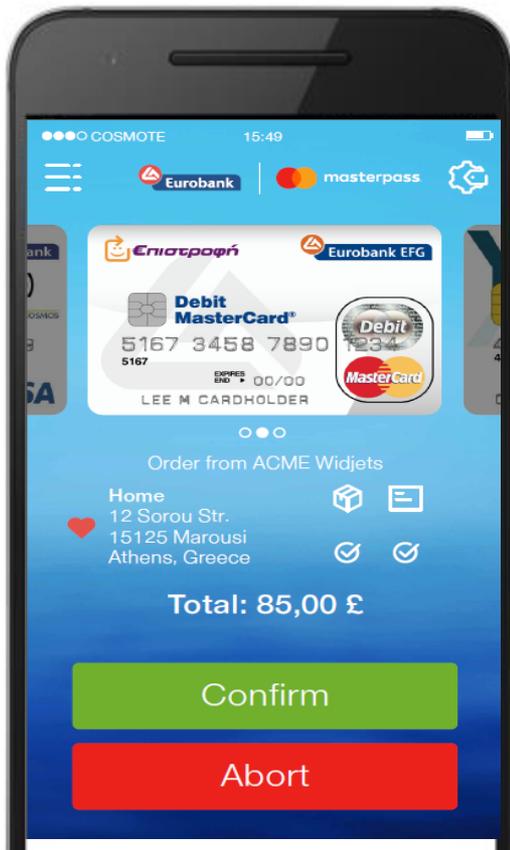


Eurobank Mobile App - Wallet!



Eurobank **Mobile Wallet** for commerce & proximity payments

“One Pin Solution for all Payments” – A Global Innovation!



and yes, a Bank can become really Agile!



Thank you!