



Best Practice in Online Financial Services **Making Life Easier for Customers:** **Personalisation, Targeting and Incentives**

Contents

1. Introduction
2. Screenshots included
3. Example
4. Cost, next steps and about Mapa

Introduction

Introduction

Recent consumer research by Gartner amongst UK and USA adults showed that personalisation of online services is essential for banks to retain customers. Services that received a high ranking in the research included the ability to set up alerts for account and credit card balances and to analyse income and expenditure.

Mapa have produced a short report that looks at how financial services providers have taken steps to make life easier for customers by allowing customers to personalise and customise their internet banking experiences. Additionally, examples have been captured showing how banks are incentivising customers to make more use of online servicing facilities. Individual screenshots are accompanied by related commentary, and there are separate market and consumer context and Mapa comments sections.

This document provides an outline of the report contents and invites you to purchase a copy.

Why should I buy this report?

Mapa reports are known for their intensity of screenshots and honest independent view of the market.

Buying this report will:

- Help you generate new ideas
- Inspire your development teams
- Plan future online developments
- Support existing online strategies
- Provide examples of functionality outside your immediate market

What is included in the report?

The report consists of three sections:

1. Market and consumer context
2. Best practice screenshots
3. Mapa comments

The screenshots include examples in the following areas:

- Internet banking personalisation
- Alert services via SMS and email
- Tailored offers for existing customers
- Incentive schemes for using products and services
- Other interesting examples

Countries included:



2 Screenshots Included

Site	Description	Page
<u>Internet Banking</u>		
US Bank	Create quick links of often used sections. Customers can also select their landing page	35
Australian Bank	Personalise landing page and create a quick links section	36
<u>Alerts Services</u>		
US Bank	Multiple alerts including account alerts, and when personal and security details are changed	37
US Bank	Multiple alerts related to accounts, budgeting tool, and security alerts	38
Dutch Bank	Text accompanying account alerts can be entered. Alerts can be switched off for a period	39
US Credit Card Co.	Multiple account related reminders and security features	40
<u>Offers</u>		
UK Bank	Special product offers available including pre-approved offers	41
Swedish Stockbroker	After a personal finance survey, customers receive a tailored savings recommendation	42
US Aggregator	Personalised offers and tips are based on users' financial behaviour	43
<u>Incentives</u>		
US Bank	ThankYou network. Point are provided for having and managing certain products	44
Dutch Bank	Interest points on savings - products can be bought in the online shop	45
Spanish Bank	Points are provided for using certain features within Internet Banking	46
US Bank	Private Pass provides priority access to music, sport, shopping and dining experiences	47
UK Credit Card Co.	Exclusive tickets to concerts. Customers need to sign up for a newsletter	48
UK Credit Card Co.	Unwind microsite where customers need to sign up to win exclusive tickets to concerts	48
<u>Other</u>		
French Bank	Concierge service that promises to find a cook, handyman, teacher etc type of service	49
Swedish Bank	'More' package includes a concierge service and a secure 'More' portal where customers can get access to special offers and services	50

3 Example

Citibank (USA): Within Internet Banking customers can create 'My Citi Links' which provides them quick access to preferred / often used sections within Internet Banking. The links appear at the account summary screen and also at the top right hand side of all pages. Citibank also allow customers to select their landing page after login.

This screenshot shows the top navigation bar of the Citibank website with links for 'Open an Account', 'Find Citi Locations', 'Search', 'Help', 'Contact Us', 'Security', 'Privacy', and 'My Citi Links'. Below the navigation is the Citibank logo and the slogan 'Citi never sleeps®'. A secondary navigation bar includes 'Banking', 'Credit Cards', 'Lines & Loans', 'Investing', and 'Planning', along with a 'Sign off My citi' button. A user greeting bar says 'Hello [redacted] You have 1 messages' and lists navigation options: 'My Home', 'Account Info', 'Payments', 'Transfers', 'Investments', and 'Service Center'. The main heading is 'Customize My Citi Links'. Below it, a paragraph explains that My Citi links take users to popular destinations and can be customized up to 10. A link is provided to restore default links.

This screenshot shows the configuration interface for 'My Citi Links'. It features two columns: 'Destinations' and 'My Citi Links'. The 'Destinations' list includes: Citi.com, Alerts, Internal Transfers, External Transfers, Change E-mail, Change Password, New Payee, Express Payments, One-Time Payment, Statements, and My Home. The 'My Citi Links' list currently contains: Citi.com, Alerts, Internal Transfers, External Transfers, Change E-mail, Change Password, New Payee, Express Payments, One-Time Payment, and Statements. Navigation arrows are present between the lists. At the bottom, there are 'Cancel' and 'Save' buttons. A footer contains 'citi.com' and a 'Terms & Cond' link.

This screenshot shows the 'Select Start Page' configuration interface. It features the same top navigation and user greeting as the previous screenshot. The main heading is 'Select Start Page'. Below it, a paragraph explains that the start page is the first page seen after signing on. An example is given: selecting 'Payments' as the start page. The 'Current Start Page' is 'My Citi Home'. The 'New Start Page' is set to 'My Citi Home' in a dropdown menu. At the bottom, there are 'Cancel' and 'Continue' buttons. The footer includes 'citi.com', a 'Terms & Conditions' link, and other site navigation links. The copyright notice at the bottom right reads: 'Copyright © 2009 Citigroup Inc. jfp/prap5-usgcb2/jfp'.

Cost, Next Steps and About Mapa

Cost:

£1,500 zero rated for VAT (or €1,500); Cost includes electronic copies of the full report

Next Steps:

If you would like to order this report, or if you have any questions, please contact Mark Pavan on +44 (0) 20 7727 3130 or via email:

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About Mapa:

Mapa specialise in online and mobile retail financial services research. We have a global reach and are experts in our field. We provide a range of services including:

- Competitor Analysis
- Competitor Dashboards
- Consultancy Services
- Insight Reports
- Mystery Shopping
- Research Credits

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