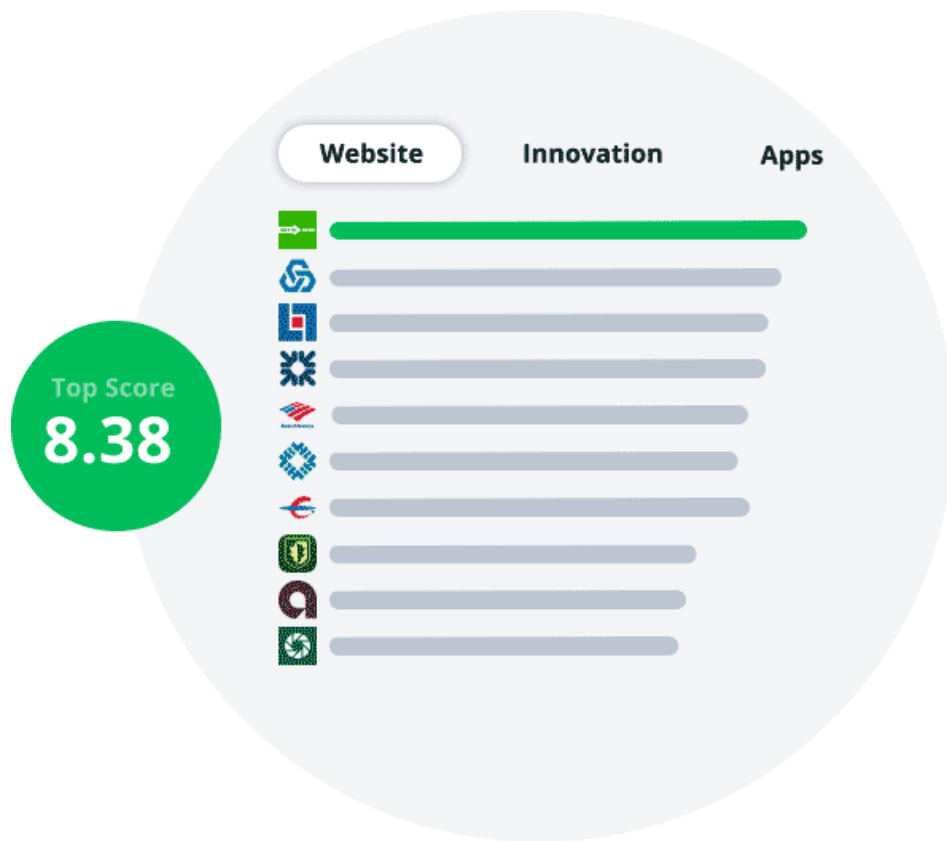
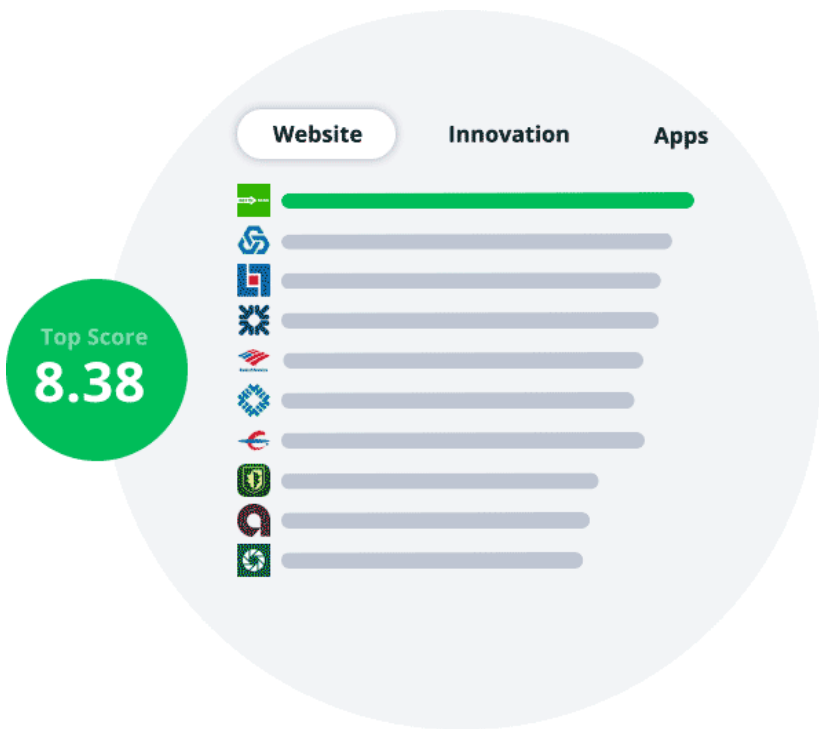


## Finnoscore 2022

The independent bank  
comparison for Europe and North  
America.





- 1 Foreword & Executive Summary
- 2 Methodology of the Study
- 3 International Results
- 4 Optimising with Finnoscure
- 5 About Finnococonsult

# Foreword & Executive Summary



Chris Berger  
Co-Founder & CEO

**Finnoscult**

[LinkedIn](#)

2012-2015  
Erste Bank Group: CEO George Labs  
2016-2019  
Bank Cler: Program Manager @ Cler Zak  
2018-2020  
Sparda: Strategic Advisor @ Sparda TEO  
Mentor in FinTech Forum D.A.CH.

## Why are we carrying out this study?

50-85 million customers will switch to neobanks within the next few years\*. The arsenal of ways to counter this trend is limited even for large institutions.

Inaction is not an option, and doing anything reactionary is out of the question. To help you find the right path, we're producing an annual digital maturity study of over 220 banks in Europe and North America.

Using a 300 point criteria, 3 analysts evaluate each institution from the customer's point of view and then suggest improvements using examples of best practice. In this way, we show how you can improve the relationship with your existing customers and attract new ones.

## The key findings of the Finnoscult Study 2022:

This year's Finnoscult reveals, first and foremost, that even established neobanks are finding it increasingly difficult to stay both lean and attractive when it comes to tapping new sources of revenue.

The best example this year is N26 in Germany: 12 months ago it was still the industry leader in the analysis, but now the bank has fallen to 17th place in the new analysis, mainly due to its increase in complexity, as it now offers a broader range of products. There are also comparable direct banks in Switzerland and Austria, which are struggling to stay innovative, lean and, attractive as they grow in size.

Another noticeable trend is that more and more banks are focusing on programmes to increase customer loyalty as well as visible sustainability initiatives. We are convinced that relationships with existing customers can be permanently strengthened through a smart combination of regional presence with attractive offers in these dimensions. This is an essential component when it comes to defending the customer interface.



1

Foreword & Executive Summary

2

Methodology of the Study

3

International Results

4

Optimising with Finnoscore

5

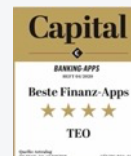
About Finnoconsult

# Finnoscore

The independent  
bank comparison  
that provides  
objective  
answers.

The Finnoscore is based solely on publicly available information and **objectively assesses the digital maturity and innovation experience of banks.**

With more than **30 years of cumulative financial experience**, it's the Finnconsult team that is responsible for additionally classifying the results.



# Finnoscore

We make sure  
you're able to  
**measure and  
compare** the digital  
competence of  
banks.



Measures the quality and attractiveness of the digital offer from the **point of view of the customer**



300 criteria in 12 dimensions\* for an **objective expert assessment**. The data was collected between January and October 2021



Annual analysis and benchmark report of **over 220 banks from 26 countries** in Europe and North America with 1/3 of the banks from DACH countries

# Overview Finnoscore 2022 dimensions



## Website

- Scope
- Usability
- Multi-Device functionality
- User Interface Design
- Search engine



## Online Sales

- Calls to Action
- Online-Calculators
- Product-Comparisons
- Product-Ratings
- Product-Wizard
- E2E Processing



## Omnichannel Communication

- Discussion forum
- Feedback-Tools
- Search for advisor
- Branch search
- Contact channels
- Response quality and speed
- Appointments



## Mobile App(s)

- Visibility
- Features
- Ratings
- Demo function



## Online Marketing

- SEO
- Paid Search
- Display Advertising



## Online Onboarding

- Process description
- Input data
- Authentication



## Social Media & Community

- Social Media Presence
- Business Portals
- Reactions



## Online Banking

- Visibility
- Features
- Demo function



## Appeal for potential customers

- Access from Homepage
- Description of benefits



## Price Transparency

- Overview & Orientation
- Comparison with competitors
- Product configurator



## Loyalty & Ecosystem

- Program(s)
- Attractivity



## Innovation & Sustainability

- Visibility of Innovation
- Co-creation
- Sustainability agenda
- CSR

**#01**  
**BEST BANK**

**INTERNATIONAL  
ALL CATEGORIES**

**FINNOSCORE 2022**  
**finnoconsult.eu**



1

Foreword & Executive Summary

2

Methodology of the Study

3

International Results

4

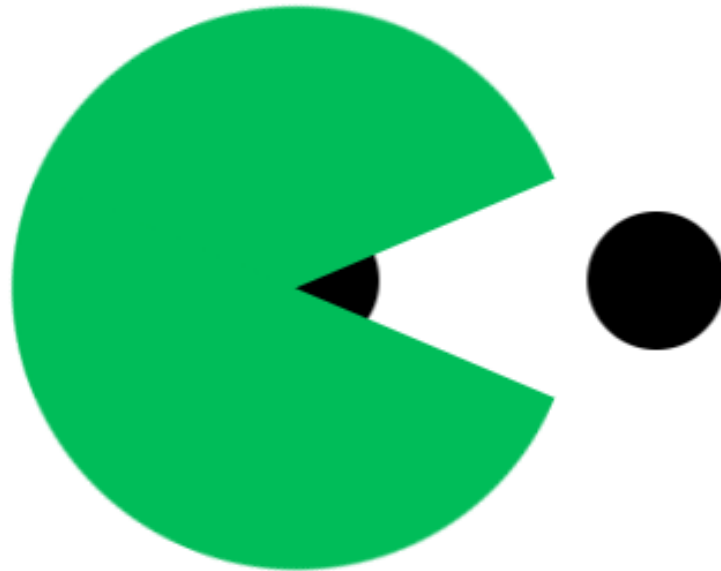
Optimising with Finnoscore

5

About Finnoconsult



**Where do the  
European & North  
American banks  
stand in terms of  
digital competence?**



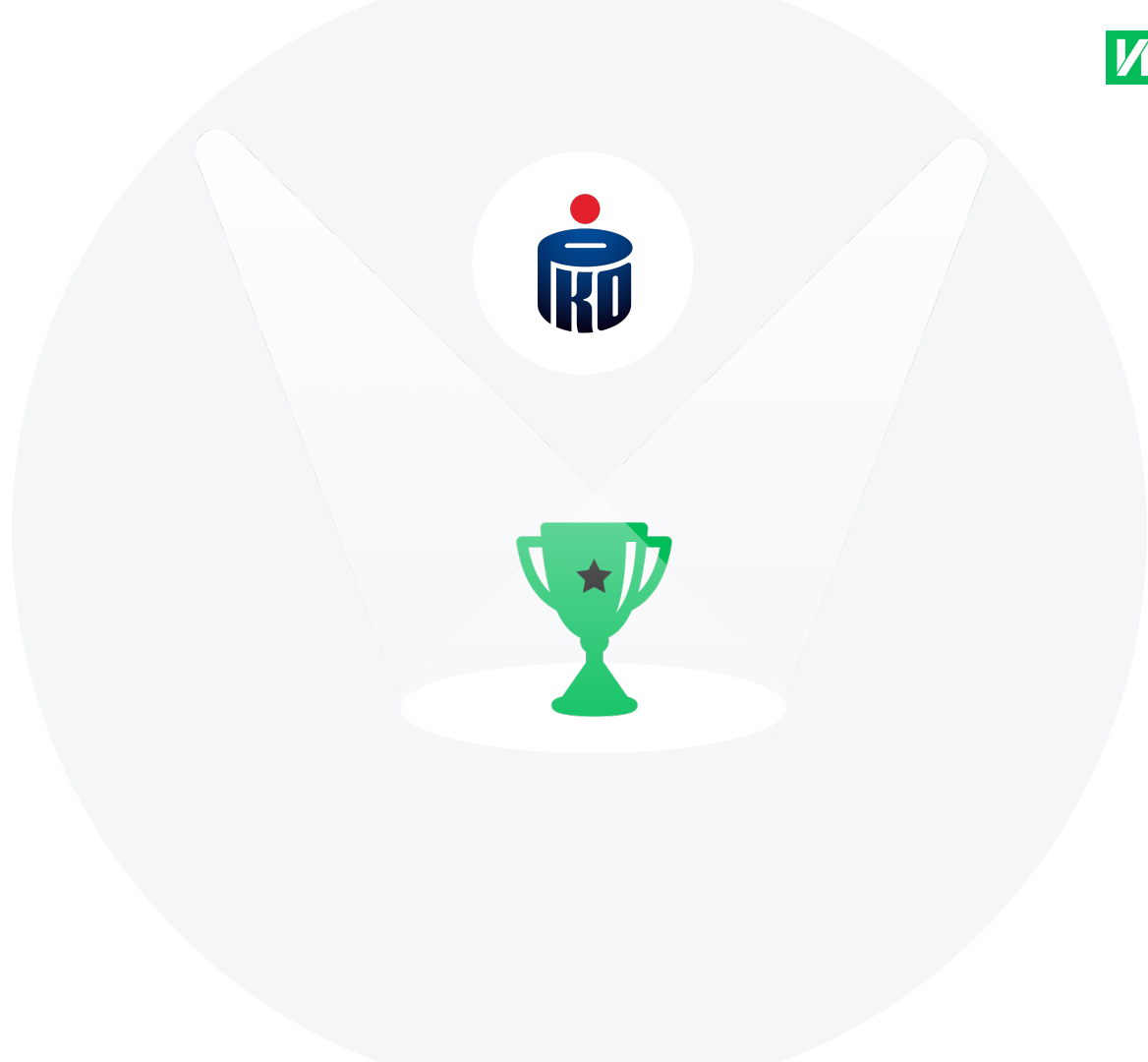
# **FinScore**2022 has revealed the answer

**Find out how customers experience banks. Who are the winners, who are the losers? Who flew to the top this year and who was defeated? How are the neobanks doing this year? How do the banks compare internationally?**






**Find out with the most comprehensive European bank comparison.**

# Finnoscore

Aaaaand the  
winner is....



## Top 5 banks internationally






	Bank	Country	Finnoscore
1	 PKO Bank Polski	Poland	7.40 →
2	 Erste Bank	Austria	7.36 ↑
3	 BCR	Romania	7.30 ↑
3	 Slovenska Sporitelna	Slovakia	7.30 ↓
5	 Sparda-Bank BW	Germany	7.22 ↑

# The winners and losers

## International








### Top 5 Winners

	Bank	Country	Points
1	 Sparda-Bank BW	Germany	+1.79
2	 Erste Bank	Hungary	+1.73
3	 Axos Bank	Greece	+1.69
4	 Banque Populaire	France	+1.56
5	 ČSOB	Slovakia	+1.36

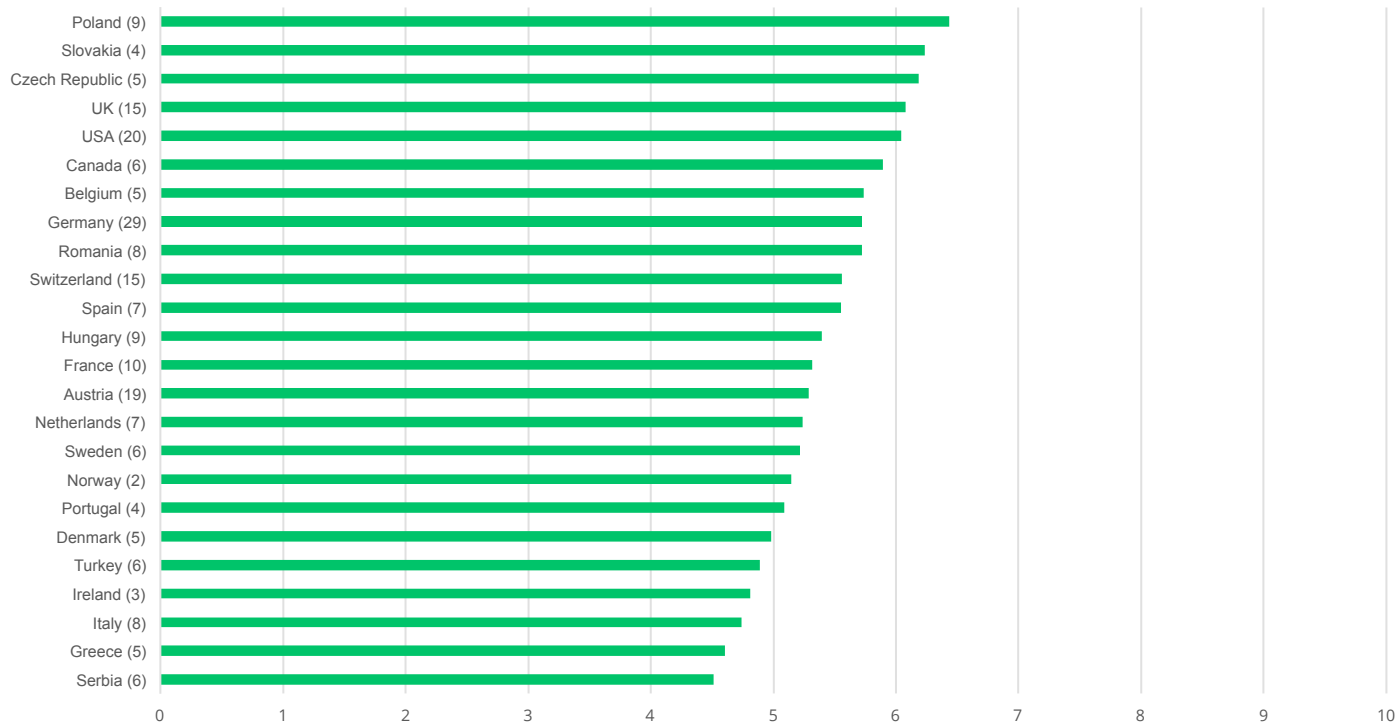


### Top 5 Losers

	Bank	Country	Points
1	 Axos Bank	USA	-2.05
2	 SBAB	Sweden	-1.33
3	 HSBC	United Kingdom	-1.22
4	 Royal Bank of Scotland	United Kingdom	-1.21
5	 ING	Romania	-1.20

# Finnoscore 2022 international country comparison

(Average scores per country; the number of banks rated are in brackets)



# The “ideal bank” – the top performers in each dimension



Website



Online Sales



Omnichannel  
Communication



Mobile App(s)



Bank Polski



Online  
Marketing



Online  
Onboarding



Social Media



Online Banking



Attractiveness for  
future customers



Price  
Transparency








Loyalty &  
Ecosystem








Innovation &  
Sustainability



# Finnoscore – Top 10 DACH banks

	Bank	Finnoscore
1	 Erste Bank (AT)	7.36 ↑
2	 Sparda-Bank BW (GE)	7.22 ↑
3	 Hamburger Sparkasse (GE)	7.04 ↑
4	 Deutsche Postbank (GE)	6.93 ↑
5	 ING (GE)	6.91 ↑

	Bank	Finnoscore
6	 RLB NÖ-W (AT)	6.90 ↑
6	 Deutsche Bank (GE)	6.90 ↓
8	 Sparkasse KölnBonn (GE)	6.86 ↓
9	 RLB OÖ (AT)	6.84 ↓
10	 Credit Suisse (CH)	6.77 ↓





1

Foreword & Executive Summary

2

Methodology of the study

3

International results

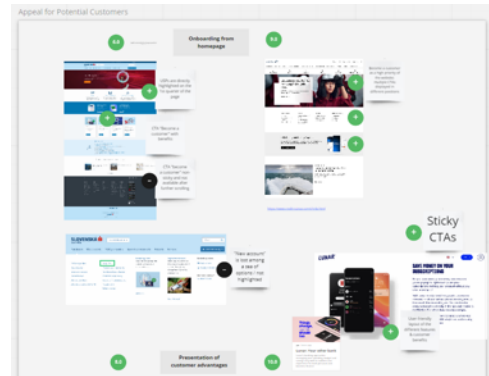
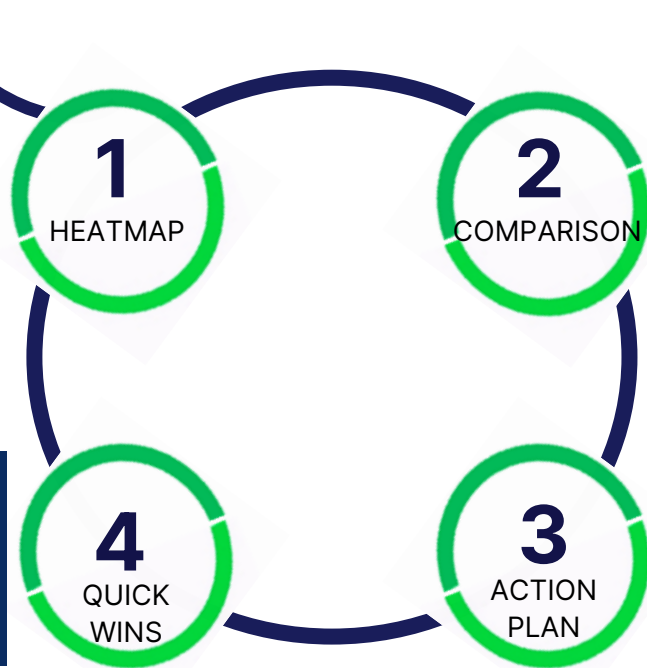
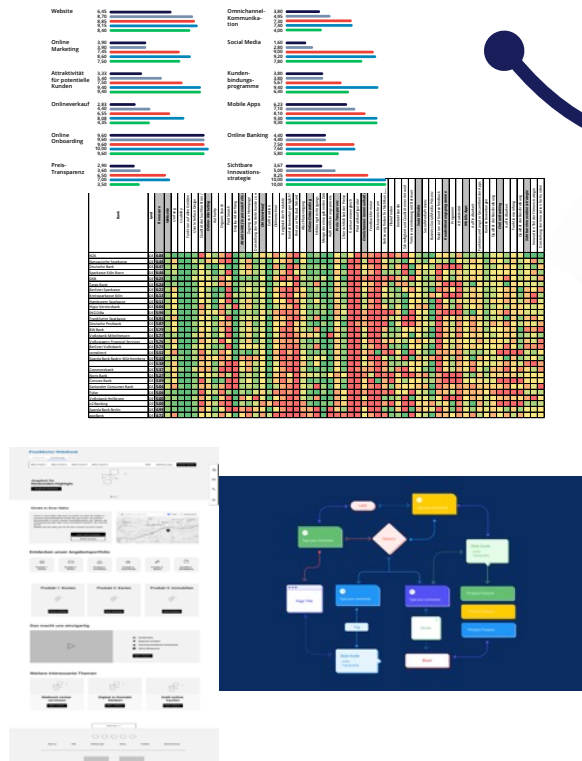
4

Optimising with Finnoscore

5

About Finnoconsult

# Discovery procedure model at a glance



## Website UX Empfehlungen

### Benutzerrführung

Weniger Auswahl, schnellere Reaktion ermöglichen: Navigation vereinfachen und stärker zusammenfassen. Reduzierte Vorauswahl zeigen ('Featured') (1) und an mehreren Stellen Einträge in Themen oder Produkte anbieten. Produktfinder/Wizards als Feedback. (2)

### Interaktive Elemente

Konsistenz im UI verbessern: einheitliche Verwendung von CTAs. Formulare: reaktives UI, Eingaben deutlicher gestalten. Wizards und Rechner: Viewport und Blickföge beachten (3) - Resultate schneller erfassbar machen. Änderungen mit Micro-Animationen vermitteln.

### Visuelle Gliederung

Wesentliche Informationen grafisch unterscheidbar gestalten. Vergleichbare Darstellungen statt Beschreibungen. (4)



## Heatmap analysis & topic selection

## 1) Heatmap & pre-selection

Joint review of the heatmap and definition of the Finnoscore areas for detailed analysis and workshops

## 2) Detailed examples

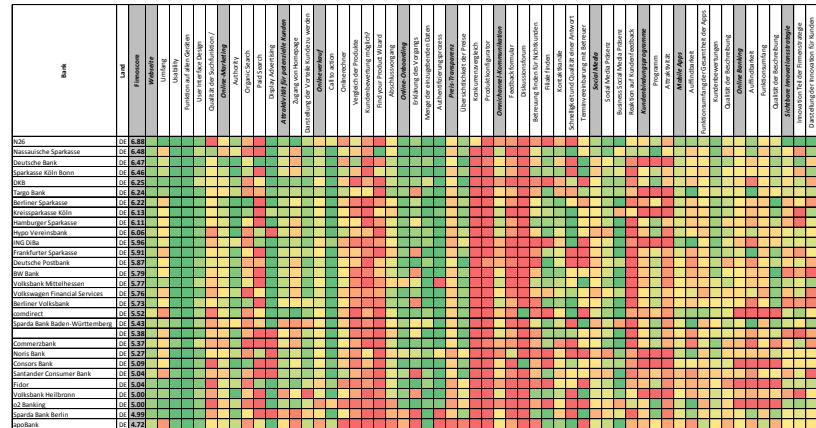
## Detailed preparation of the most suitable examples of best practice

### 3) Workshop preparation

Outside view: Detailed insights into the best practices for each category

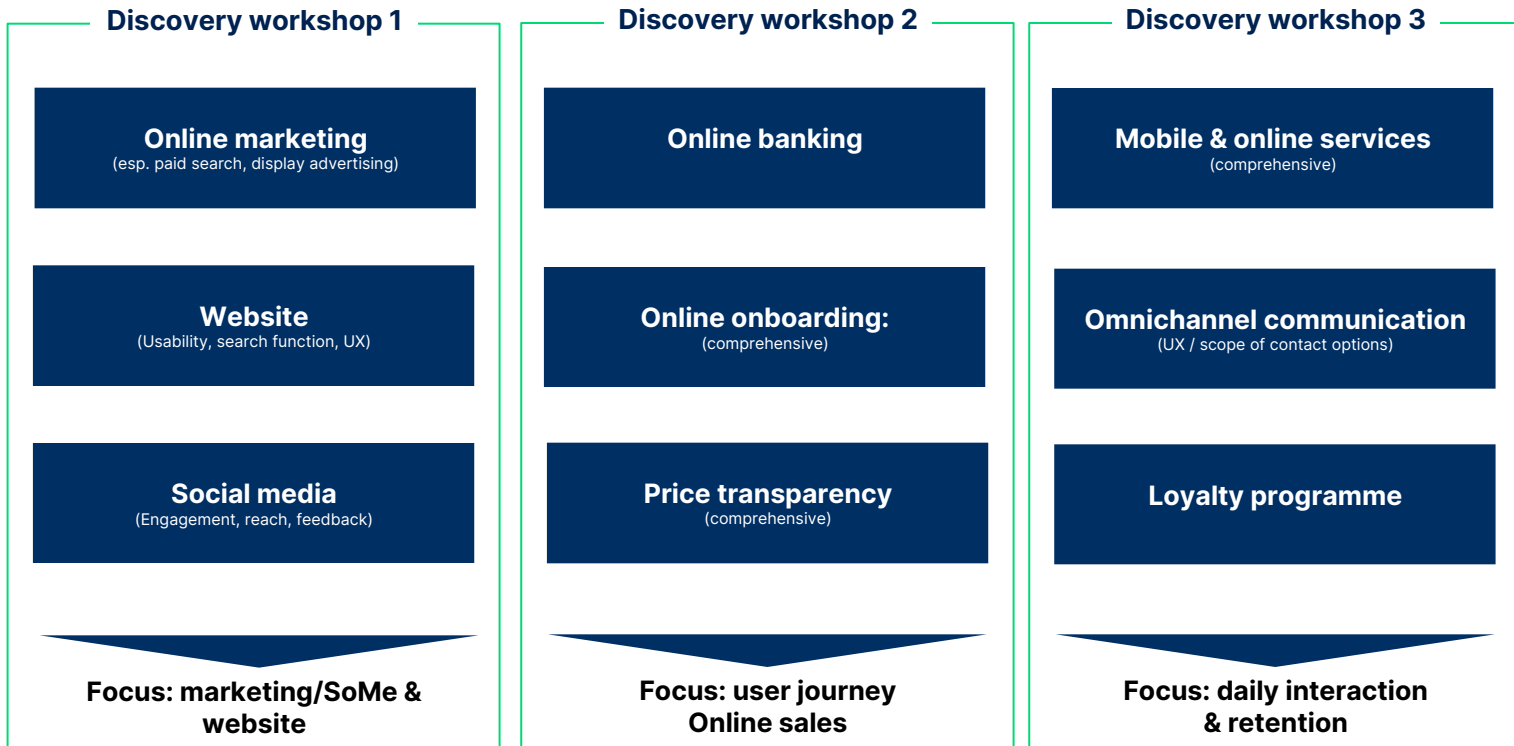
## Inside view: Reflection and comparison with ongoing activities

**Starting point = heat map with detailed comparison against best practices nationally & internationally**



# Defining the focus & scoping the discovery workshops

Practical example



# Discovery workshops (interactive with Miroboard)

Practical example

Appeal for Potential Customers

**Onboarding from homepage** (6.0)

- USPs are directly highlighted in the 1st quarter of the page
- CTA "become a customer" with benefits
- CTA "become a customer" non-sticky and not available after further scrolling

**Slovenska banka** (8.0)

- "New account" is lost among a sea of options / not highlighted

**Lunar** (10.0)

- Things others should take
- Lunar: Your other bank

**Sticky CTAs** (9.0)

- Become a customer as a high priority of the website: multiple CTAs displayed in different positions
- SAVE MONEY ON YOUR SUBSCRIPTIONS
- User-friendly layout of the different features & customer benefits

## HOW IT'S DONE:

Live demo – via Miroboards

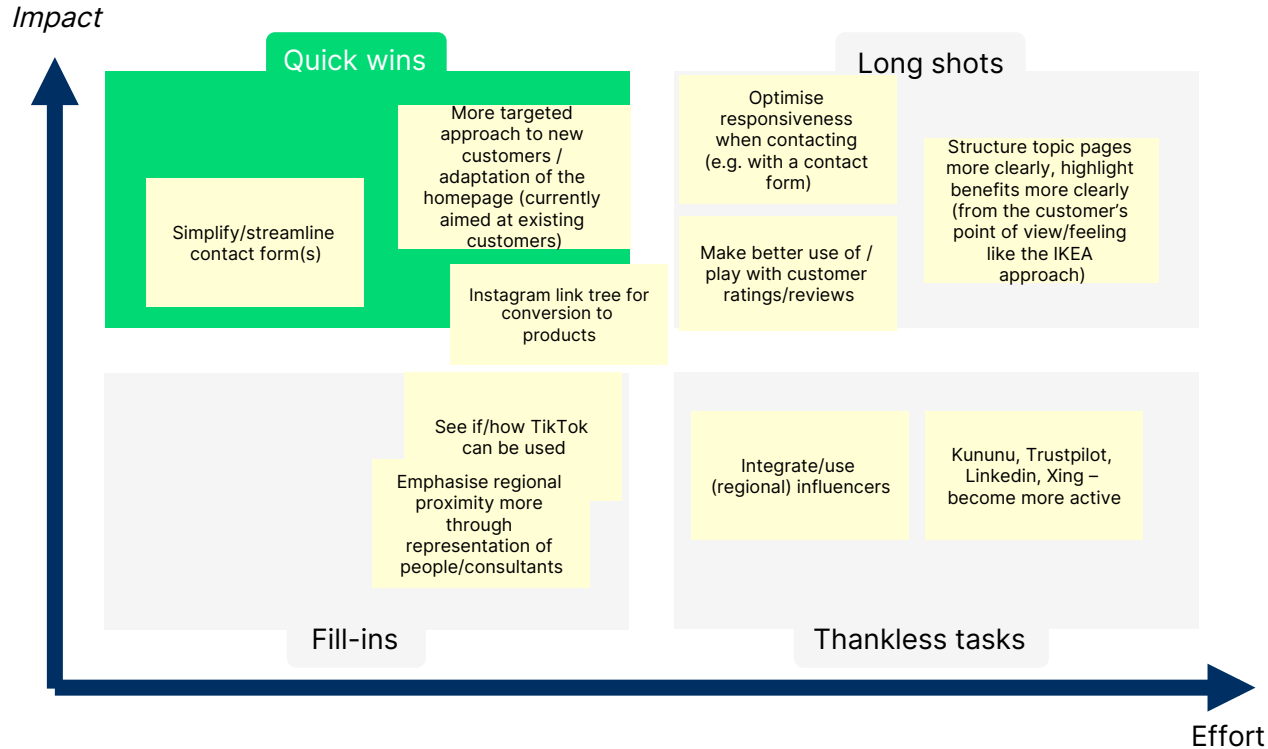
Direct comparison with peers and international best performers

3-4 examples per criterion

# Matrix with measure prioritisation:

Potential areas for improvement with business impact and effort

Practical example



# Executive Report:

compact format with key findings & recommendations

Practical example

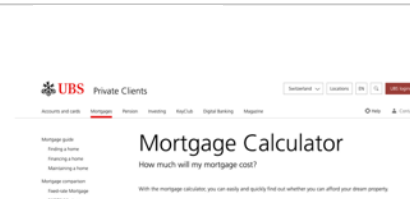
## UX/UI Design Findings

### Strengths

- + UI fit the corporate branding
- + Consistent design between desktop and mobile websites
- + CTA: first person button more likely to engage
- + Content: UBS has a lot of good content available, covering different steps of mortgage process

### Improvement potential

- 3 clicks to access the mortgage page, the main category is not clickable, for another click
- Only alternative entry points on the homepage is the footer
- Website is mobile friendly, yet not optimal for a mobile-first usage
- Overall interface design would benefit from a more modern redesign and components



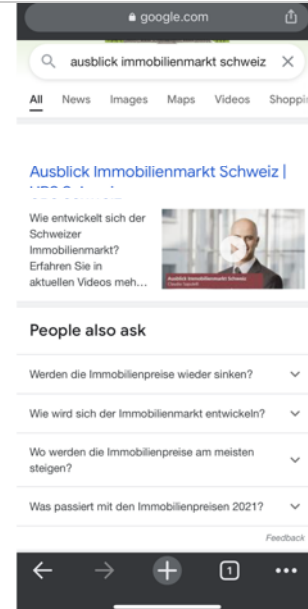
## Online Marketing Recommendations

### Technical improvements

- Analyse again the page speed of the website
- Some HTML elements have headings (h2) markups
- Clean up global backlink profile to improve authority
- Multiple errors in the developer console. E.g. Brightcove.com

### Content improvements suggestion

- Take advantages of images by inserting keywords within captions
- Answer the most asked questions about the page topic within the landing page
- Create backlink magnets content to increase the # of healthy backlinks to money pages
- Consider adding videos to increase the chance to have rich snippets in SERPs
- Add more "hero" images to landing pages to increase to have rich snippets in SERPs



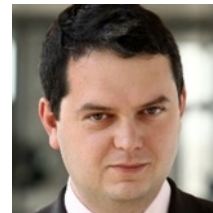
# Here's how Finnoscore has helped our clients.



**Christian Mitschke,**  
Head of Digital  
Acquisition at  
Consorsbank

"The assessment from **Finnoscore** showed us a host of potential areas for optimisation that we already knew about and some that we weren't aware of, and put them in relation to our competitors by using a score. The score also helps us better understand our strengths. Both of these help prioritise work to improve our digital experience."

"Although we scored well in the **Finnoscore** overall digital score, there is a bank internationally that does better in almost every area that was assessed. Finnconsult's competent and highly prepared team was able to show us in detail how we can deliver even better experiences for our customers and better results for the bank."



Jurai Barta, Head Digital  
Channels at Slovenska  
Sporitelna





1

Foreword & Executive Summary

2

Methodology of the study

3

International results

4

Optimising with Finnoscore

5

About Finnoconsult

# Key facts Finnconsult

- **Turnover** EUR 10 mil. p.a. (average of the last 3 years)
- **Workforce** 40 experts
- **Locations** Berlin / Vienna / Paris / Budapest / Zurich
- **Expertise**

Customer insight experts	Web & mobile developers	UX experts / UI designers
Business analysts	IT architects	Creatives / innovation experts
Agile facilitators / scrum masters	Requirements engineers	Digital marketing / growth hackers

- **Awards**



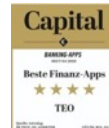
International Banking  
Tech Awards '18:  
3rd category "Mobile  
Apps"



Constantinus Award '18:  
3rd category "Mobile Apps"



Handelsblatt  
Diamond star '18:  
Finalist "Digital Banking"



Capital '20:  
Top-rated FinApps

# Our management team



**Chris Berger**  
**Finnoconsult**

## Chief Strategist / Head of Sales

### Key functions (excerpt)

Erste Bank Group: CEO George Labs 2012-15  
Bank Cler: Program Manager @ Cler Zak 2016-19  
Sparda: Strategic Advisor @ Sparda Teo 2018-20  
Mentor in FinTech Forum D.A.CH.



**Martin Schachinger**  
**Finnoconsult**

## Chief Creative / Head of Products

### Key functions (excerpt)

Erste Bank Group: auth. Proxy George Labs 2012-15  
Bank Cler: Productowner @ Cler Zak 2016-19  
Sparda: Productowner @ Sparda Teo 2018-20



**Guillaume Vaslin**  
**FINNOSTUDIO**

## Chief Designer / Head of Marketing

### Key functions (excerpt)

Bank Cler: Designer @ Cler Zak 2018-19  
Sparda: Chief Designer @ Sparda Teo 2018-2021

# Our references since 2015 (excerpt)





## **We look forward to meeting you in person!**

We would be happy to tell you more  
about the study, our expertise, and our  
best practice experiences.

Berlin

Vienna

Paris

Zürich

Budapest

~~MAN KÖNNTE~~  
~~MAN SOLLTE~~  
~~MAN MÜSSTE~~  
*Wir machen!*



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