



Designing Engaging Digital Experiences

Finnoscore Best Practice Study
Edition: Private Banking
09/2022

ENNOSTUDIO

Fiiinoconsult



Company intro



Interplay of Finnoconsult + ENNO studio



Finnoconsult

**Strategy and product
development with
financial expertise**

ENTREPRENEURSHIP

We strive for solutions with a passion and work on every project as if it was our own company.

STRAIGHT TO THE GOAL

The right combination of technological expertise, specialist FS knowledge and UX know-how guarantees that our projects stay on track and our products are successfully delivered.



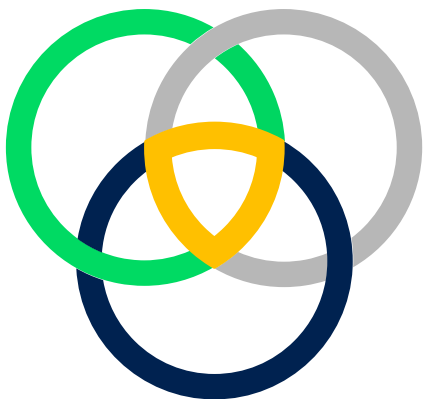
ENNOSTUDIO

**User experience,
product & service design**

**ENNO studio is a 50/50 JV of Finnoconsult and Guillaume Vaslin*

We always work in a customer centric approach – this is how we create solutions that succeed in the market

RELEVANT MANAGEABLE



ECONOMICAL

We generate solutions that **customers really need** and that can thus be **successfully placed in the market**.

- 1) Understanding the actual needs of your customers** – through analyses from different perspectives
- 2) Conception and testing of UX-optimised solutions** – in different versions and with representatives of the target group(s)
- 3) Customised approaches to market entry** – many years of experience in B2C product branding and growth marketing

Key facts

- **Turnover:** EUR 10 million average annual revenues over the past 5 years
- **Locations:** Vienna, Berlin, Budapest, Paris, Zurich (planned)
- **Team size:** 40 experts (currently)
- **Expert profiles:**

Customer journey experts	Creatives/innovation experts	UX experts
Strategy consultants	Product owners	UI designers
Business analysts	Front-end developers	Growth marketing hackers

- **Awards:**



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



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



Handelsblatt
Diamond star '18:
"Digital Banking" finalist



Capital '20:
Top-rated by FinApps

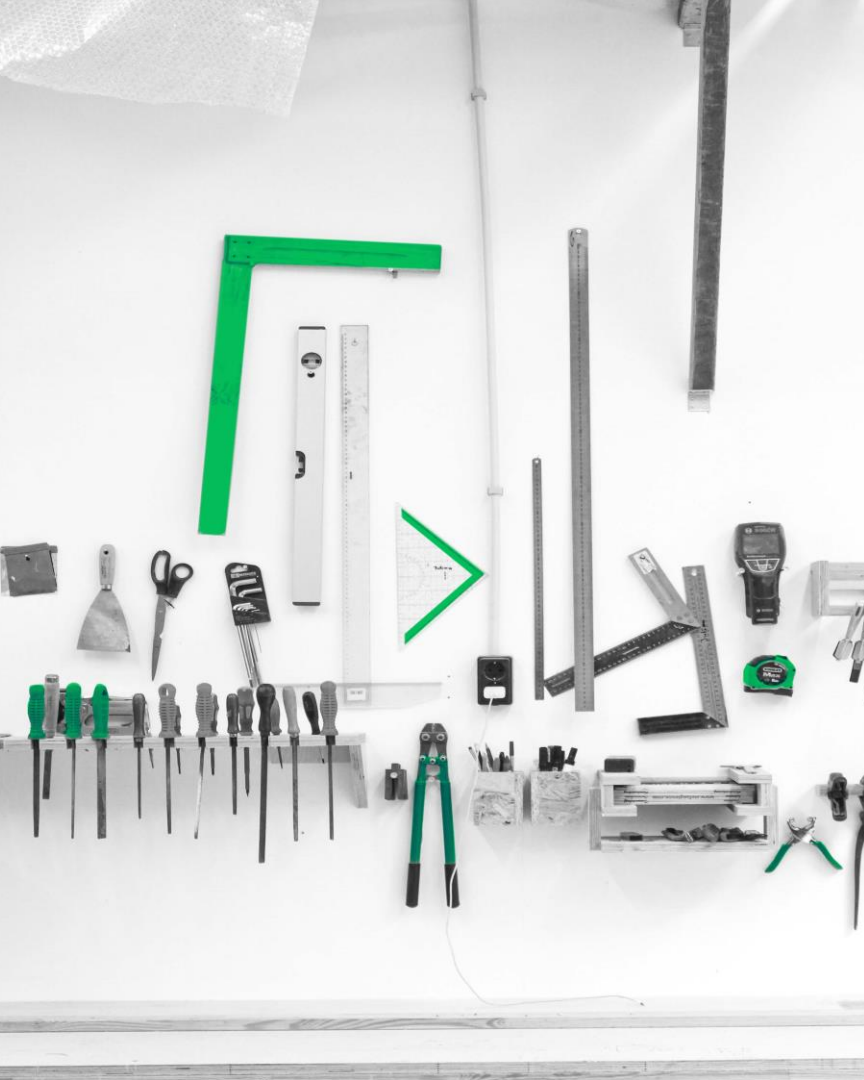
Some of our references

We have a clear focus on digital financial services:

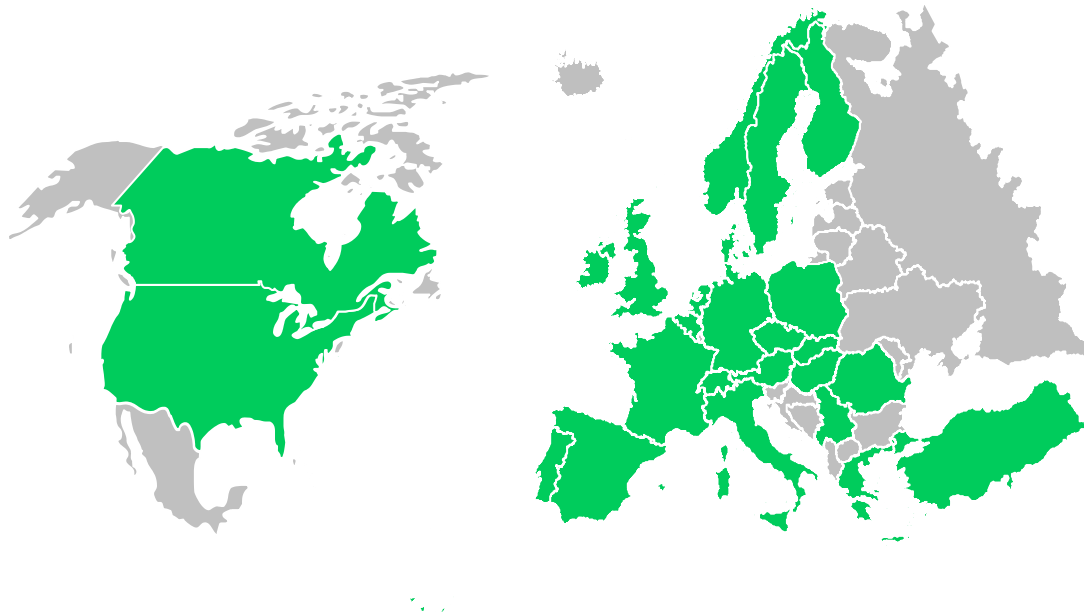




Finnoscore Edition Private Banking



Finnoscore coverage*



250 retail banks

100 insurance
companies

30 private banking
providers

*Sample is constantly being expanded <https://finnoconsult.at/de/finnoscore>

Customer experience – unbiased comparison

Measures the quality & attractiveness of the digital offer purely from a user perspective (no interviews, 100% desktop research).

Catalogue of 300 criteria in 11 dimensions provide an unbiased expert assessment and a holistic comparison of the user experience.

Annual benchmarking report – published in relevant FS media in D.A.CH.



Which were
the top banks in 2020?

Find out about all the winners and losers of the Finnscore 2020. →

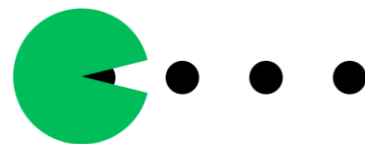


How do you really stack up **compared to** the digital competition?

50-85 million customers will switch to neobanks within the next few years. We can show you how to keep your customers as well as win new ones. With us, you'll be able to become a digital competitor yourself.

Start comparing now and you can take the lead

Featured in



LIST OF THE BEST AUSTRIA ONLINE MARKETING AGENCIES

1

N

FINNOCONSULT GMBH

Overall Rating (4 reviews)
Read Full Review on Clutch →

4.5

Scheduling

4.5

Quality

4.5

Cost

4.2

NPS/Willingness to Refer

4.5

CLIENTS

UNION RAiffeisen
Vienna
City of Vienna
Paysafe
Austria PISA

INDUSTRIES

IT
Finance
Marketing
Healthcare

NOTABLE PROJECT

A banking company hired Finnoconsult GmbH to augment their UX/UI design team. The team has used Figma and designed different variations of screens to enhance the customer experience.

"They are professional and a partner we can rely on."

\$10,000+

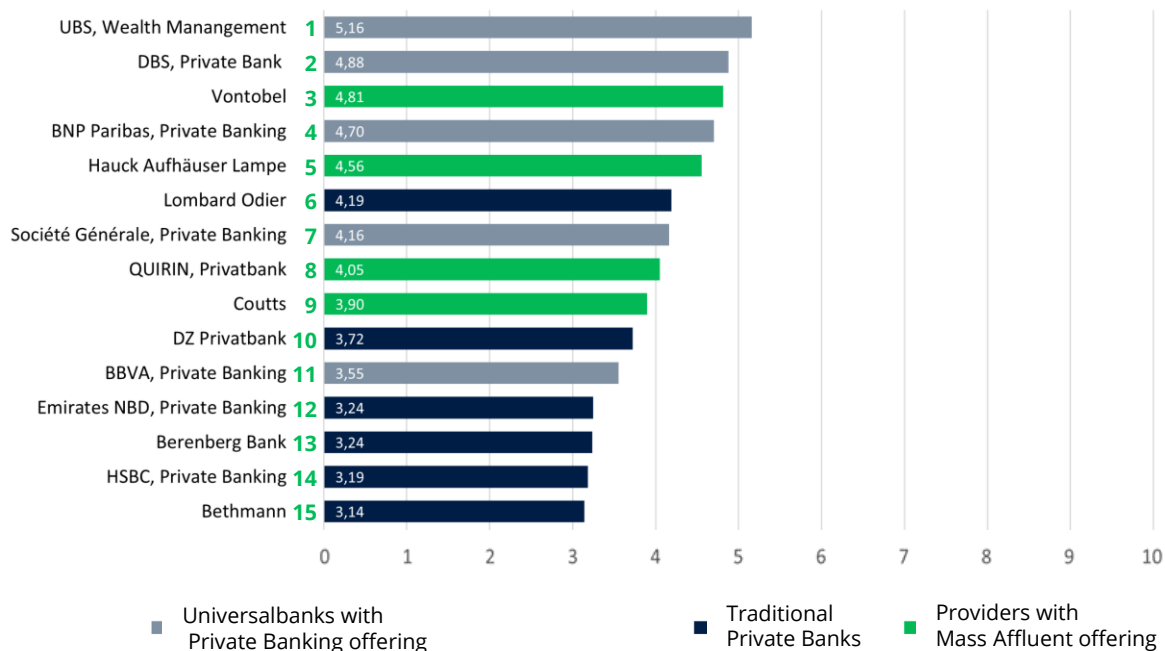
10 - 49 employees

Vienna, Austria

IT strategy consulting company Finnoconsult GmbH was launched in 2015. The agency offers IT strategy consulting, IT managed services, web development, and business consulting and has a small team.

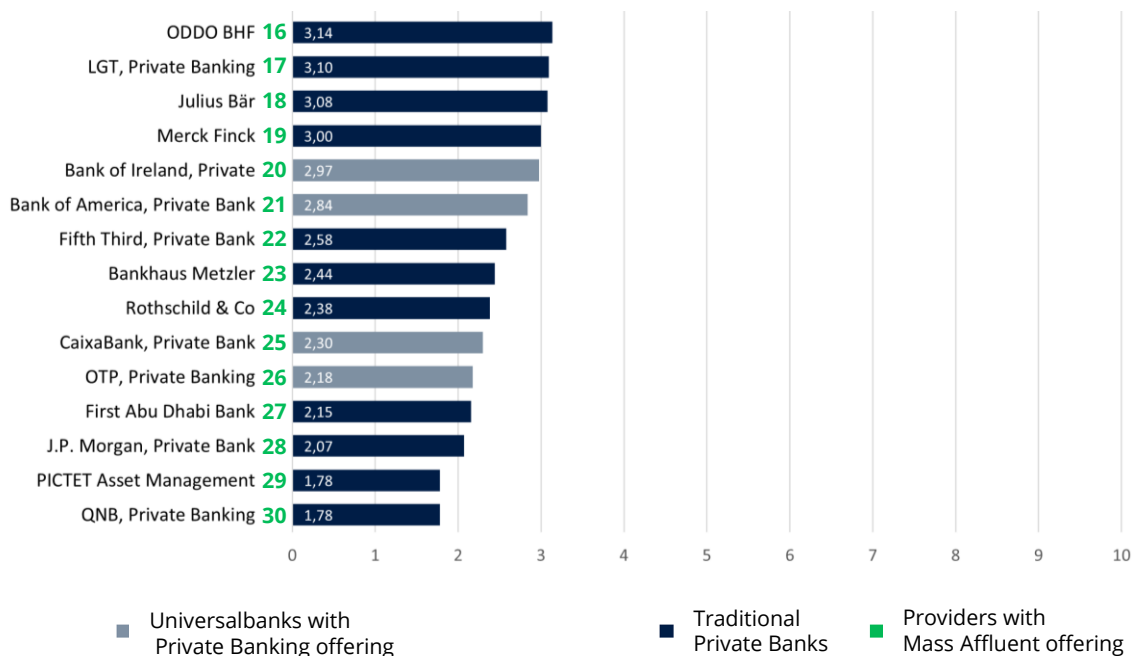
Current total private banking scores (I)

Top 15



Current total private banking scores (II)

Ranks 16-30



Total Scores Private Banking 2022: UX-Heatmap

The heatmap shows the performance of the institutions in each individual dimension in relation to their peers:

The greener a field is, the better the user experience and the communication of relevant information from the customer's point of view.

If the field is orange or red in one dimension, the information is little or not perceived by the customer, there is no sufficient explanation from the customer's point of view, or the desired information has not been found.

The heatmap thus illustrates the dimensions in which the institutes score points, but also where there is potential for improvement.

[illegible]

The “ideal Private Banking Provider” – the Top-Performers per Dimension



Webseite

Coutts



Onlineverkauf
/ Conversion

HAL



Omnichannel-
Kommunikation

Quirin



Mobile App(s)

DBS



Online
Marketing

UBS



Online-
Onboarding

UBS



Social Media &
Community

Bethmann



Online Services

DBS



Attraktivität für
potenzielle Kunden

HAL



Preis-
Transparenz

Vontobel



Loyalty &
Ökosystem

Emirates
NBD

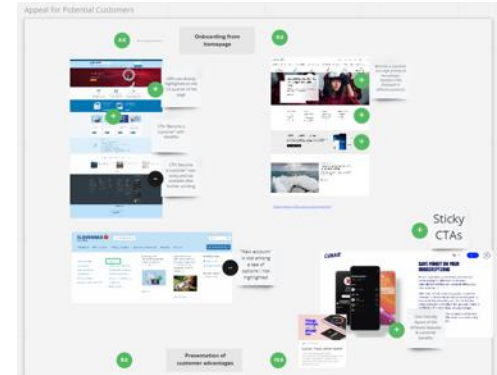
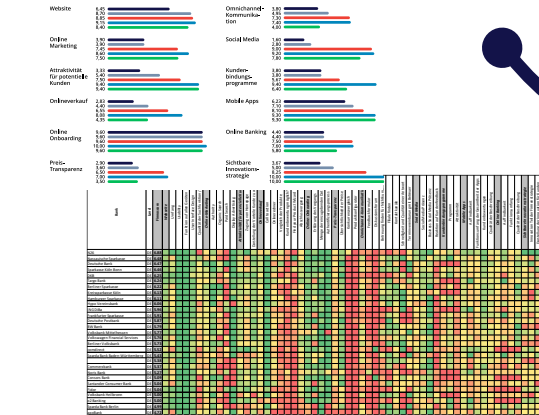


Innovation und
Nachhaltigkeitsagenda

BNP
Paribas



Methodology model at a glance



Website UX Empfehlungen

Benutzerführung
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)



Methodology model – project example



Practical example

PHASE 1

Workshop A / Review

Information on current
work status/drafts of
omnichannel
developments/planning

Information on current
work status of online
marketing & sales
activities

Customer input/2 hours

Workshop B / Conversion & interaction

Website usability &
info architecture

Appeal for new customers
& onboarding

Conversion funnel & sales
tools

Mobile services

Omnichannel
communication

 Input/4 hours

Workshop C / Marketing

SEO, display advertising,
content marketing

Technical check e.g. page
speed, etc.

Social media & community
building

Referral marketing

 Input/3 hours

Workshop D/ Recommendations for action

Proposal for concrete
areas of action

Documentation & phase
completion

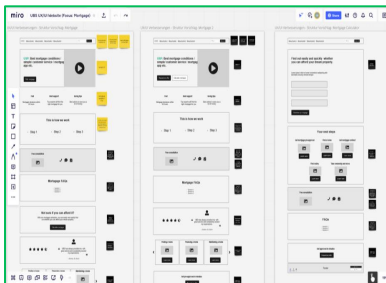
 Input/3 hours

PHASE 2

Visualise optimisations

Mockups/Wireframes:

Visualise
proposed optimisations &
make them tangible

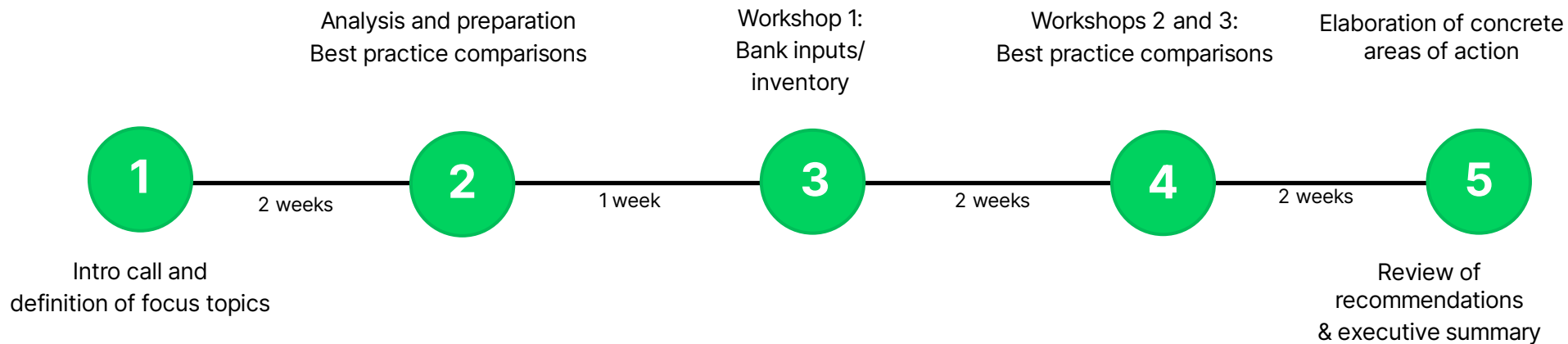


Try out solutions







Validate mockups
with test customers












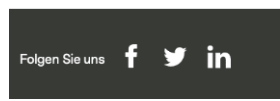

Methodology model - timeline



Preparation & demo of best practices (I)

Dimension	Contents (excerpt)	Best practices
1 Website	Does the website provide a modern layout, clear information architecture and good usability? 	 
2 Appeal for potential new customers	Are the benefits sufficiently attractive and clearly presented to potential new customers? 	 
3 Sustainability & innovation	To what extent are the bank's efforts recognisable and credible? 	 
4 Online sales/conversion	How easy is it for customers to find the right solutions/products for them? 	 
5 Price transparency	Are the models and pricing presented in a transparent and understandable way? 	 

Preparation & demo of best practices (II)

Dimension	Contents (excerpt)		Best practices
6 Becoming a customer /KYC	How easy is it to become a new customer?		 
7 Mobile services	What mobile services are offered and how are they communicated to new customers?		
8 Omnichannel communication	Which communication and interaction channels are offered and how do they intermesh?		
9 Online Marketing	How effectively and efficiently are budgets used in online marketing?		<p>Best performing bank in online marketing according to Finnscore®</p>
10 Social media & community	How does the bank communicate on social media and how is a community built?		 

Preparation & demo of best practices (III)



Procedure in best practice workshops:

- preparation of best practice for each of the agreed dimensions;
- demo of the best practice examples on Miro board and the websites of the comparison banks;
- joint reflection;
- location of recommendations for action.

Capturing results - recommendations for action

UX/UI Design Findings

Improvement potential

- CTA are designed like a text box, not a button and do not stand out
- Key entry points and CTA do not stand out: pastel colors
- Overwhelming menu: more than 15 (!) options available
- Only 3 related pages are visible on the website, no local content / blog, no related magazine content, only sales
- Contact box: Position of this hyperlink is not optimal, value for UBS?
- No FAQ during the mortgage calculator processes
- Article and guides: Overall UX/UI of the content is not look for an information (limited picture, huge chunk of

Online Marketing Findings

Strengths

- + Outstanding technical setup compared to industry standards
- + Excellent content interlinking discipline. Especially table of content and Ratgeber
- + Good variety of display ads. Images, people, HTML formats.
- + Strong usage of Ad extensions on Paid search. Especially sitelinks.

Improvement potential

- Structured data could be implemented. Especially FAQs & Videos
- Additional content could be added to top level pages to protect positions. E.g. FAQs
- Page speed seems to have deteriorated. Maybe worth investigating again.
- Backlink profile at global level could be cleaned up to lift the overall authority
- Filter out non-local publishers in display advertising



Money, love
and taking
control of
her finances

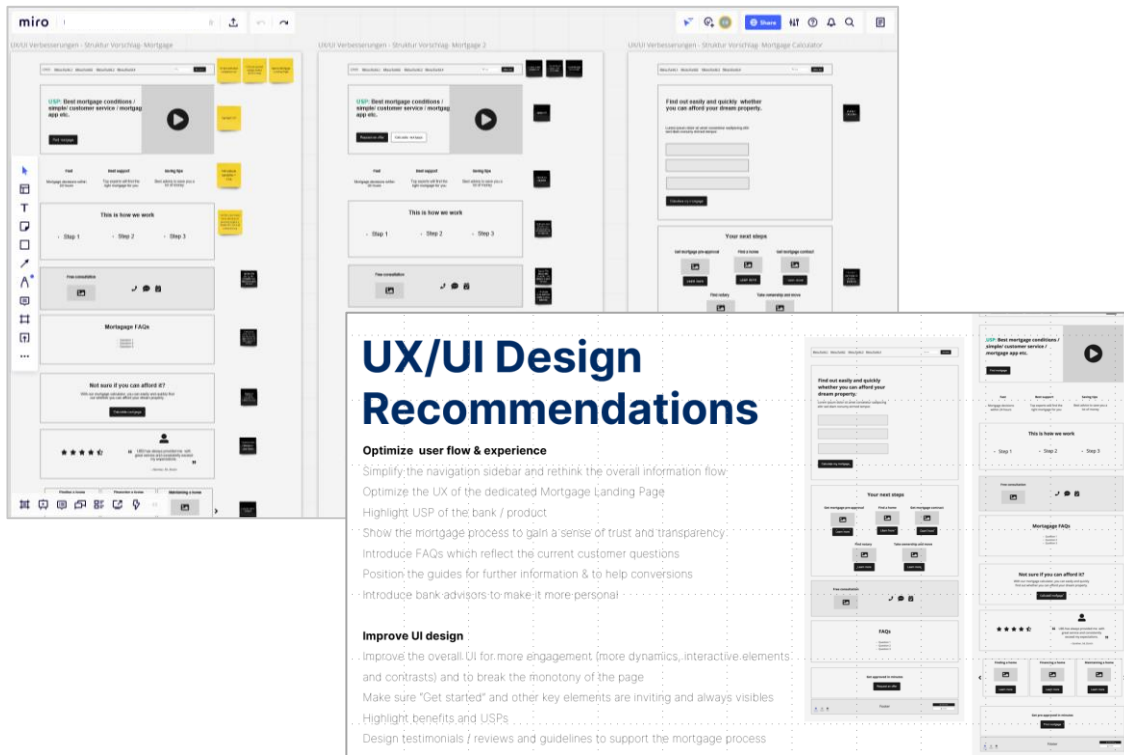
Watch now

Executive summary:

- preparation of concrete recommendations for action
- prioritisation & procedure proposals
- Optional: visualisation e.g. in the form of wireframes (individual or complete clickstreams)

Visualised clickflows* for selected topics (e.g. online/ omnichannel sales routes)

Practical examples



Results of reference projects:

Bank in CH:

New customer growth – 32,000 customers in 18 months

Bank in CH (under NDA)

Increase via website in conversion rate to online loan application of 67% in 5 months

Insurance company in AT:

Tripling of completions for youth products Y/Y

Insurance company DE (under NDA)

Increase via website in counsellor referral rate of 86% in 8 months

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 ranked 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 did 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."



Juraj Barta, Head Digital
Channels at Slovenska
Sporitelna



PASSION LED US HERE





ENIOSTUDIO

Fiiioconsult

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

Zurich

Budapest

~~YOU COULD~~
~~YOU SHOULD~~
~~YOU NEED TO~~

We do!



Chris Berger

Managing Director
Finnconsult

+43 664 8180166
 chrisberger@finnoconsult.at
 Rasumofskygasse 26 • 1030 Vienna
 Austria



Martin Schachinger

Managing Director
Finnconsult

+43 699 1350 7690
 martin@finnoconsult.at
 Rasumofskygasse 26 • 1030 Vienna
 Austria



Guillaume Vaslin

Managing Director
ENNO Studio

+43 664 8180166
 gv@ennostudio.com
 Skallitzer Strasse 68 • 10997 Berlin
 Germany