Industry and customer banking journeys
designed to meet your needs and wants
Inspire the Financial Institutions to envision the future of Banking.

Our Focus Areas
Retail Banking & Wealth Management
- Digital Transformation
- Customer Journey & Experience
- Ultimate trends in Cognitive technology
- Partners ecosystem development.

Our Activities
Taylor-made Briefings, Use Cases, Scenarios, Solution definition Workshops and IT / Business Counselling.

Our Center
A real bank facilities environment, to take you live through different integrated journeys.

Inspiring your Banking future
Configure your custom Workshop

Make your own selection from Our offering areas

1. The Next Generation Bank
2. Digital Transformation Journey (DBF)
3. Omnichannel Customer Platform
4. Customer Engagement Platform
5. Cognitive Empowered Advisor
6. Digitization. An Architectural View
7. Would Blockchain change finance?
8. Barcelona Walking Tour
The next Generation Bank. Digital & Cognitive

The Cognitive Bank applies cognitive systems to make sense of vast quantities of structured and unstructured data to improve data driven discovery and decision making. This is the differentiating ‘Knowledge’ that informs both banking operations and customer engagement. The goal: democratizing knowledge! The game is changing and banks need to get ready for it.

This initial presentation provides the basis for the entire briefing session

→ The next generation bank

Digital disruption has brought new digital only Banks and a bunch of new services “where digital meets physical” to enhance traditional brick & mortar branches & services offered by Banks. Cognitive can extend the value of Digital by significantly improving the leverage of information and technology to drive knowledge-lead disruption in banking.

Within this environment, a new generation of competitors (fintechs and others) are entering into banking ecosystems and are offering an ever-increasing and specialized product and service offering.

While banks are learning how to compete more effectively against these nimble competitors they have a great opportunity to create value and become indispensable by positioning themselves as a central gatekeeper to the customers, managing and facilitating an ecosystem of services and experiences.
Digital Transformation Journey

Digitization and technology disruption is changing the shape of our world, transforming the society and the economy through the reinvention of the existing business models and the emergence of new ones. It is an unstoppable and disruptive process that will change completely the current banking industry, as already happened in other sectors, requiring the development of new operating models, which includes new approaches to architecture and technology, processes, organization, people and culture.

Banks have to define their Digital Strategy and a Digital Journey which requires, as a first step, to identify what digital means for banking and what are the value propositions that banks have to offer to the market to support their vision and mission.

IBM Digital Banking Framework (DBF)

IBM has developed a Methodology for holistic Digital Transformation planning for Banks, the Digital Banking Framework (DBF). DBF starts identifying the Value Propositions banks can leverage to differentiate themselves as digital brands. There are many forms of being a Digital Bank and every bank has to find their way into Digital. DBF defines for every value proposition the required fine grained digital capabilities.

The DBF Maturity Model Tool enables a Bank to assess the current situation for all the digital capabilities and also the future vision based on the Business Strategy. The tool also suggests specific initiatives to grow any capabilities to close the gap.

Using DBF banks can accelerate the implementation of the Digital Business Strategy, creating a sound Roadmap for the Digital Transformation Journey.
Omni-channel Platform

The emergence of cognitive, the speed at which big data & analytics is expanding and the ability to inject niche solutions from fintechs & partners ecosystem, is fundamentally changing how we live, work and interact. These are the new enablers for efficiency and timeliness matching customers’ expectations as market consumers with newly and more agile end-to-end Omni channel experiences.

Bringing new cognitive functionality to the digitized environment in a truly channel integration Bank, while fostering a holistic customer experience, are key elements to satisfy the currently more demanding customers and in that way strengthen customer relationships. Treating customers as individuals, and not segments, empowering employees with new social and cognitive capabilities, allowing a better service and customer experience across the bank channels.

→ Branch redesign & experience transformation. Where clicks meet bricks.
A key point for banks to be in line with the market trends, optimizing costs while enhancing customer experience. Some references cases will be introduced, showing the world banking trends regarding the impact of digitization in the brick and mortar world.

→ Digital Channels in a Mobile World
The online and mobile channels are highly interconnected and can not be developed separately, from the customer experience point of view. How to achieve competitive differentiation? Based on bank customer examples, see what are the trends in the online and mobile services space.

Other available channel related presentations:

→ Self Service Trends for a Digitized Consumer / ATM-as-a-Service POV.
→ Social Business for Banking: Collaboration employee-to-employee.
Digital FOT: Omni-channel Customer Experience Journey

This scenario is composed by a set of business solutions illustrating a bank customer journey through an omni-channel environment, supported by insight, innovative tools and an enhanced customer experience.

1. Customer at home uses internet banking application
2. Customer uses Mobile and goes to the ATM
3. Customer approaches Self Service kiosk
4. Customer interacts with DDM on the branch window
5. Customer enters into the branch. Alert sent to Advisor
6. Advisor prepares business day with customers
7. Meeting with remote expert
8. Scenario flow

- Internet Banking for the new Social customer.
- Mobile Services
- Omni-channel Interactive Marketing
- Customer-Focused Integrated Desktop for Branch and Contact Center Employees
- Meeter and greeter with cognitive tools
- Branch Advisor
  - Customer events, Next Best Offer, Employee collaboration & expertise sharing.
  - Self-Service Advanced Function (ATM and Kiosk)
  - Contact center as a multi-Channel Relationship Hub
  - Dynamic Digital Merchandising
  - Video Analytics
  - Remote advisor through High-Quality Videoconference
Social Business for Banking Journey

This scenario shows how to bring social tools into the banking processes, and how the use of mobile devices and social networks creates new revenue streams by engaging with customers in their own ways and tapping into the collective intelligence.

**Scenario flow**

1. **Customer posts a request in bank FB page**
2. **Community Manager responds and invites Customer to join the bank community**
3. **Bank uses advanced analytics to create social profile and to discover buying intent**
4. **Marketing Manager creates an outbound campaign for this social profile**
5. **Customer receives the offer through the Twitter channel**
6. **Customer reads tweet and replies back asking for more information**
7. **The Contact Center agent provides initial information and creates a referral lead into CRM application**
8. **Customer is notified through online banking customer wall to continue contact**
9. **Customer uses tablet to read advisor’s post and agrees to talk through a video meeting room**
10. **At the agreed time the advisor establishes the session and Customer buys the product offered**

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**Key Points**

- **Bank Presence in social networks**
- **Customers engage with peers in a bank hosted community using advanced social tools**
- **Use of social analytics tools to detect influencers, trends and needs**
- **Execution of marketing campaigns through social channels: Twitter**
- **Use of Twitter as a customer service channel integrated in the Contact Center agent desktop**
- **Bank Employees use the Expertise Locator tool to quickly find Subject Matter Experts**
- **Use of a wall-like tool embedded in the customer portal to streamline communications**
- **Use of advanced collaboration tools as Audio/Video Meeting rooms to speed the sales process**
Customer Engagement Platform

“Banking business runs on relationships. But as customer demand for new and better digital experiences reaches a fever pitch, the way banks think about building and maintaining relationships with customers is changing – fast.” Forbes

The 4 imperatives driving the core of this platform are: Data, the treasure of our industries and times / CEX to match customer expectations / Manage Customer engagement with innovative cognitive capabilities / Bridge Marketing & Sales functions.

The New Cognitive Customer Engagement

The New Customer Engagement Platform is nurtured by means of Data, Analytics, Marketing & Cognitive capabilities injected all the way end-to-end. The solution shows a complete customer engagement cycle where innovative cognitive, mobile, and CRM come together. The result is a best enabled advisor who needs customer data & insights to better plan for the next best offers/actions, and work with his/her customers to convert them into sales.

The end-to-end Journey of this Customer Engagement Platform is delivered in 2 parts:

1- Improve Customer Engagement. With Client Insights for a Personal Finance Advisor, we provide a cognitive assistant to make life easier to the Financial Advisors. It empowers the advisor with actionable insights, leads, better client segmentation, advice and recommendations. Functionality is provided by CIWM Solution complemented with few other IBM Cognitive Services.

2- Integrated Cognitive Lead Management. An integrated view of how a Watson chatbot assist a Client on its mobile phone, to select the most suitable product. All lead and customer chatbot conversation is moved to a CRM tool (Sugar).
Cognitive Customer Engagement Journey (Part 1)

With Client Insights for a Personal Finance Advisor, we provide a cognitive assistant to make life easier to the Financial Advisors. It empowers the advisor with actionable insights, leads, better client segmentation, advice and recommendations. Client Insight for a PF Advisor functionality is provided by CIWM Solution complemented with few other IBM Cognitive Services.

Financial Advisor access to his Dashboard to see his Client priorities for the day.

1. FA is alerted to act because one of his Clients is predicted to leave the firm.

2. The system provides FA with the reasons supporting prediction and recommended action.

3. All life events detected and predicted by the system are used by FA to prepare Customer calls combined with financial information.

4. FA calls the Client and provide advice on investments, adjusting investments to match his risk profile, personality.

5. The system assists FA to perform a Dynamic segmentation analysis for a Financial Campaign the bank wants to run.

6. FA qualifies results and provides a short list of potential candidates to Marketing Dept.

7. Marketing uses FA input as a seed pattern to identify all targeted customers for this Campaign.

8. Marketing launch the Campaign sending the information through mobile channel to the targeted Clients.

9. Scenario flow

- Integrated Dashboard
- Digital Assistant for the Advisor
- Analytical and Cognitive capabilities
- Actionable insights

- Life events detection and prediction
- Leads and next best actions identification
- Dynamic segmentation
- F/O contribution to Marketing campaigns
Cognitive Customer Engagement Journey (Part 2)

An integrated view of how a Watson chatbot assist a Client on its mobile phone, to select the most suitable product. All lead and customer chatbot conversation is moved to a CRM tool (Sugar)

1. Customer logsins in the banking app using biometric face recognition.
2. Customer starts Dialog with Watson about pension plans.
3. Watson detects the buy intent and proposes to arrange a visit with an advisor.
4. Watson arranges the meeting in customer’s and advisor’s calendars, providing also the weather forecast.
5. The opportunity is automatically created in Sugar CRM by Watson.
6. Advisor validates the opportunity, the customer past information, accounts and balances, and also reviews the conversation held with Watson.
7. Advisor uses cognitive search to clarify the points related to taxes that have not been clarified.
8. Advisor completes the validation checklist including taxes clarification and submits for discount approval.
9. After Manager approval, the customer receives the personalized offer details to proceed with the contract.

Scenario flow

- Mobile banking
- Biometric facial recognition (by FacePhi)
- Cognitive chatbot with Watson services
- Weather company services integration
- Lead detection and qualification
- Automatic creation of leads in the CRM system
- All capabilities of Sugar from SugarCRM
- Cognitive services integrated into Sugar
Cognitive Empowered Advisor

In their race for profitable growth, Wealth Management & Personal Banking is in the focus, for most of Financial Institutions. Their Advisors or Relationship Managers struggle to grow their Clients’ wallet share, get net new assets and manage more clients, with the same level of service. With an integrated portal powered by Watson, all Financial Advisors can significantly increase their business results. Learn how they can do it.

→ Decoding the future of Wealth

In this session, we will be introducing why WM Institutions and Personal Banking divisions need a digital transformation, their possible strategic moves and the alternative solutions. We will summarize our Study on new Fintechs and their capabilities, and will be using real use cases to show how new Cognitive and Analytics technologies can help and support traditional Wealth Managers to:

• Enhance customer prospecting and on-boarding to drive revenue increases, by capturing new clients while retaining existing ones.
• Perform an effective client engagement to sell more & better, with Digital Assistants (R4A) support.
• Provide competitive digital advisory services to millennials.

→ Client Insights for Personal Finance Advisor (Integrated Advisor Portal)

Experience how your Advisors can provide world-class Financial Planning services, whether they work for a Retail Bank, a Wealth management firm, a Fund provider, or a Regional bank of any size.

We illustrate that through a business scenario, using an Integrated Advisor Portal, where we combine different IBM capabilities (IBM WebSphere Portal, CIWM, Watson services and other components developed by our Banking CoE), with other SW components from our IBM Fintech Partners ecosystem.
Digitization. An architectural view

Digital Transformation requires banks to generate new customer value propositions and to transform their operating models to develop a new portfolio of capabilities as defined by the Digital Banking Framework (DBF).

IT Systems and the way they were conceived need to evolve to be adapted to these requirements. Trends such as mobile, cloud and cognitive computing have transformed the so-called front-ends into the digital front office of the business, and require a highly dynamic and more exploratory user experience, componentization, business event capture, real-time, efficiency, ecosystems services, flexibility, agility, efficiency, access to different types of data from a variety of sources…

The use of the right architectures, right tools and right platforms are crucial to ensure these goals.

This set of presentations explore different options to properly architect the transformation:

→ SoX a new architectural paradigm for the digital bank. An Architectural View.
→ SoE Technical Reference Architecture (former FORA).
→ Achieving agility and efficiency in Banking using Cloud.
→ Enabling the Bank as a Platform using API’s.
Would Blockchain change finance?

Blockchain technology is a shared ledger technology allowing any participant in the business network to see “THE” system of record (ledger). Blockchain architecture give participants the ability to share a ledger which is updated every time a transaction occurs through peer to peer replication. Blockchain also allows the contract for asset transfer to be embedded in the transaction database determining the conditions under which the transaction can occur. But although the transactions are shared, participants require privacy, through cryptography the transactions are secure, authenticated and verifiable and through a Consensus algorithm all parties agree to network verified transactions.

Blockchain for Banking

For banks, Blockchain technology allows to meet business goals generating broader participation, lowering cost and increasing efficiency. It saves time by reducing transaction times for days to nearly instantaneous, it removes cost by reducing overheads and cost intermediaries. Reduce risk and increase trust since no one party can modify, delete, or even append any record to the ledger without the consensus from others on the network, making the system useful for ensuring the immutability of contracts and other legal documents.

During this session, we introduce how IBM can help banks make Blockchain real, IBM supports the Linux Foundation Hyperledger open standard, an open source and an open governance Blockchain distribution and it has an easy to access, proven and incremental engagement model giving customers the confidence to get started now through several IBM Blockchain Garages and a Blockchain Services Practice. During this session, we show a live Blockchain use-case implementation.
Barcelona Customer Experience Walking Tour

A walk through several interesting innovations that other banks and retailers have undertaken to provide an outstanding Customer Experience in their branches and stores in Barcelona.

The tour will help to generate and identify opportunities in the following areas:

- Customer experience
  - An employee approach: advising rather selling
  - Personalization
  - An environment that invites to buy
- Branch banking strategy & design:
  - Branch network optimization
  - Digital signage
- People and staff productivity:
  - Use of mobile/tablets in branches
  - Use of video/remote delivery
  - Operational efficiency
- Self Service:
  - ATM & Kiosks
  - Customer service via PC/tablet or video in the branch
  - Assisted Self Service
Current Route
Sample Agenda for a One Day Session

Agenda
dd Month 2016

09:00 – 09:15 Welcome Coffee
09:15 – 09:30 Introduction to the IBM Banking Center of Excellence
09:30 – 09:45 Customer Environment & Objectives for the meeting
09:45 – 10:45 Topic 1
10:45 – 11:45 Topic 2
11:45 – 12:00 Break
12:00 – 13:15 Showroom Customer Journey Scenario
13:15 – 14:30 Lunch
14:30 – 15:30 Topic 3
15:30 – 15:45 Break
15:45 – 16:45 Topic 4
16:45 - 17:15 Wrap-up & Next Steps

Note:
The recommendation is to have a maximum of 4 themes, in addition to one showroom scenarios, for a 1 day visit
Logistics

IBM site is located on:

Avenida Diagonal, 571 - Edificio L'Illa (complex)
08029 Barcelona (Spain)
Phone ( +34) 934.018.102

IBM main entrance and The IBM Banking Center of Excellence are located at the 8th floor.

Our facility is located at “L'Illa“ complex.
IBM Banking Center of Excellence
Barcelona

Recommended Hotels

Princesa Sofia
Gran Hotel
Plaza Pío XII 4
Phone: (34) 93 5081000
www.princesasofia.com

Hilton Barcelona
Avinguda Diagonal, 589
Phone: (34) 93 495 77 77
www.hilton.com

Meliá Barcelona
Avinguda Sarrià, 50
Phone: (34) 93 410 60 60
www.solmelia.com

NH Constanza
Deu I Mata 69-99
Phone: (34) 93 2811500
www.nh-hotels.com

Note: Make sure you use this Hilton, not the Hilton Diagonal Mar which is located on the other end of Barcelona.