

BankWorld Segmentation

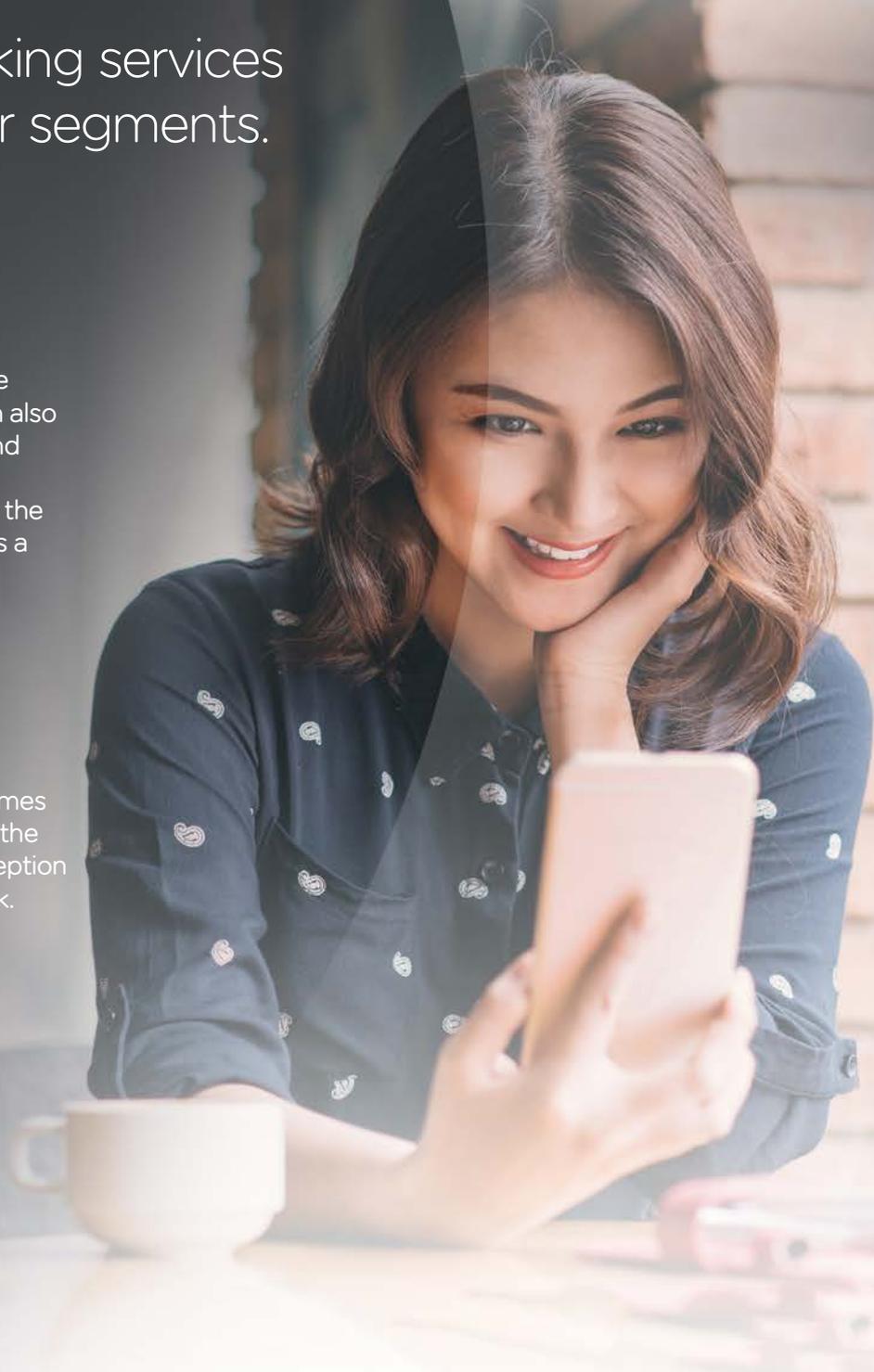
Enabling tailored banking services for different customer segments.

Bank Efficiencies

The bank can reduce the costs of servicing customers by only offering services that are appropriate to their segment. The bank can also increase revenues by targeting products and services at customers in other segments. Segmentation allows the bank to maximise the efficiency of its self-service channels across a varied customer base.

Customer Perception

The bank's customers are offered a set of services appropriate to their segment in an environment with imagery, colours and themes that are in line with their expectations from the bank. This generates an overall better perception of the banking service provided by the bank.



Benefits



Customer Value

Customer segmentation allows the bank to determine the cost/ benefit efficiencies for various customer types and to target products and services at the most appropriate customer group:

- Offering different products to different customer segments
- Reducing the services available to low value customers
- Re-enforcing high value customer segments such as High Net Worth / VIP customers, or customer loyalty program members
- Charging different fees to different segments



Customer Progression

Within each customer segment, a bank may have more advanced products that give the cardholder access to higher limits, more generous benefits and greater flexibility. Customers on entry-level products can move to the more lucrative, highend products when they have built-up a financial track record with the bank. The branding displayed to customers with high-end products may be different to give the customer a sense of progression in their relationship with the bank.

Moving from a standard card to a gold card

Moving from a student account to a regular account.



Independent Brands

If the bank operates international or 3rd party card brands which they wish to keep separate from their in-house brands, they can easily and clearly differentiate between the card products on the self-service channels. Examples may include:

- Pre-paid cards which the bank operates on behalf of another company.
- Corporate customers where the bank has a different image for their corporate branding but still

Features

BankWorld Segmentation allows the bank offer differentiated customer services to different consumer groups within the bank's customer base.

Branding

BankWorld Segmentation allows the bank offer a complete look and feel for the customer experience in the self-service channel. This imagery, themes and colours can be changed for each customer segment. Customers are often unaware of the differentiated services when they access services via the self-service channel such as ATM/Kiosk or Internet and are presented with the appropriate branding.

Sub brands can be easily identified where the bank already differentiate certain customers and want to promote that image. Examples include Business Customers and Child Account Holders

Advertising

Segmentation allows the bank to target different advertisements at each of the customer segments. The advertisements are combined with the branding for a particular segment and displayed on screen when a card from that segment is acquired. This can significantly enhance the targeting of products and improve the success rate of campaigns.

Fee Calculations

The bank may wish to offer advantageous fee promotions to different customer segments. The BankWorld fee module can calculate fees using a number of parameters, including the customer type.

Customer Services

The bank may choose to offer different services to different customer sectors; for example the BankWorld ATM Instant Loan service may be offered to the student segment but may not available in a mass affluent segment.

The bank may also use the branding to alter the relative priority of certain transactions or services. For example, Mobile Top Up may be offered as a service on the top-level ATM menu for the student cardholders but it may be 'hidden' on a lower-level menu for High Net Worth customers, who are unlikely to have a pre-pay mobile phone.

External Customer Systems

The bank may already operate a CRM (Customer Relationship Management) System, Data Mining System, Customer Scoring System or equivalents, and determine the customer segmentation within any of those applications.

The BankWorld BOIS API allows external customer systems to set and synchronise the customer type.

Channel Support

Segmentation can be used on the card channels (ATM and Kiosk) as well as the online channels (Internet and Mobile) to provide a consistent self-service experience to the customer.