

# Multichannel banking: Did you know?



Digital banking brings seamless customer experience that respects different contexts and devices.

# Alternative goes Mainstream

One of the top three banks in Poland has significantly decreased their running costs when they introduced digital banking as a separate brand. There was a dramatic shift from traditional operations resulting in situation that 96% of new bank transactions are performed digitally through so called "alternative channels", while only 4 % are performed through traditional channels. Alternative, really?

**Did you know**  
Asseco SEE has landed a group mBanking solution in 8 countries for UniCredit Group?

**Did you know**  
Asseco SEE has launched the first Telco Direct Bank in SEE region?

**Did you know**  
majority of Banks that introduced Multichannel Strategy are seeing double digit growth on their digital channels? And you can be one of them.

**Did you know**  
Asseco SEE consultants were involved in one of the top direct banking initiatives in Europe - and that they can help you with your Multichannel Strategy?

**Did you know**  
that simply put, **omni-channel is multichannel** done right.

## What is true Multichannel Banking?

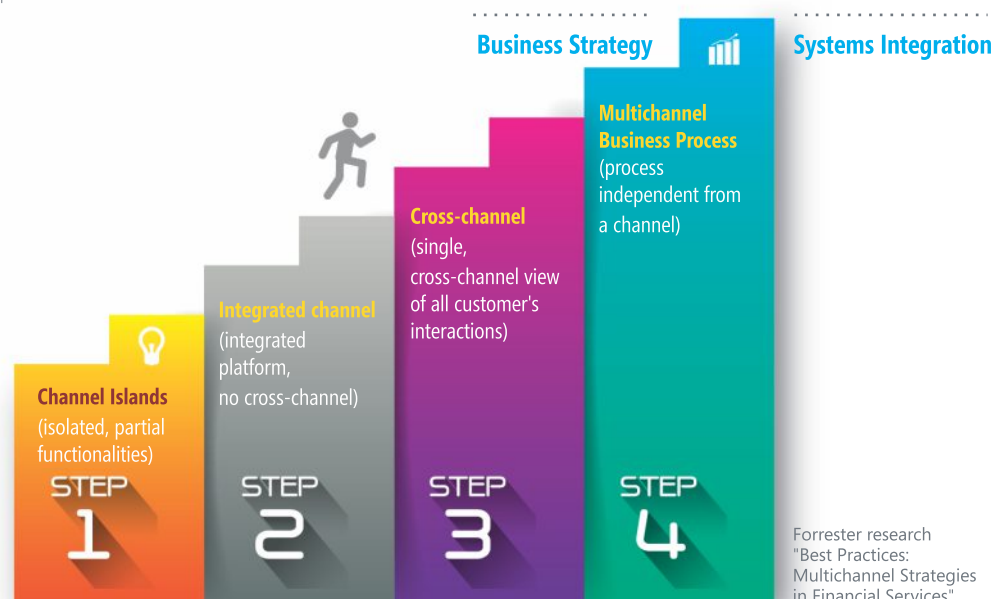
Adapting to change is usually a reactive action, combining unrealistic deadlines with unrealistic expectations, topped with painfully realistic resources. This results in a fact that most banks offering "multichannel" banking services today are complex silo organizations running isolated "channel islands", which would like to see more efficiency, optimization, cross-channel integration as well as more seamless customer experience on both the front-end and back-end systems they are operating. To paint the picture even clearer, few simple questions could be raised to any organization:

- **How long** would it take your Bank to deploy & offer a "from the scratch" new product on all channels you are operating?
- **What parts** of your delivery organization would have to be involved?

- What would be the **initial cost** as well as additional operating resources needed afterwards?
- Are your **customers happy** with all channels they are using, and can they use them 24x7?
- Do you have a **360° view** of your customer when/where you need it?

If answering to any of those questions organizationally kills the business case of a product that would fit the market, one of the probable causes is that the organization in questions does not employ a true Multichannel Banking environment.

True Multichannel Banking environment provides a rich set of products and services to customers in a seamless and always available fashion across all channels - all deployed using a flexible, agile, low-cost and fast distribution network for everyday business.

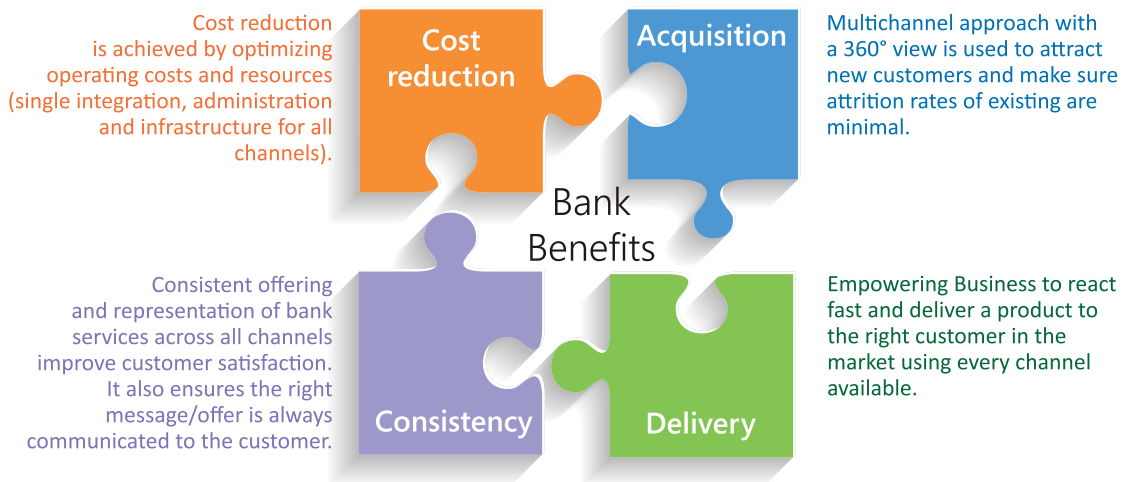


Asseco SEE can help you get to the True Multichannel banking in two ways:

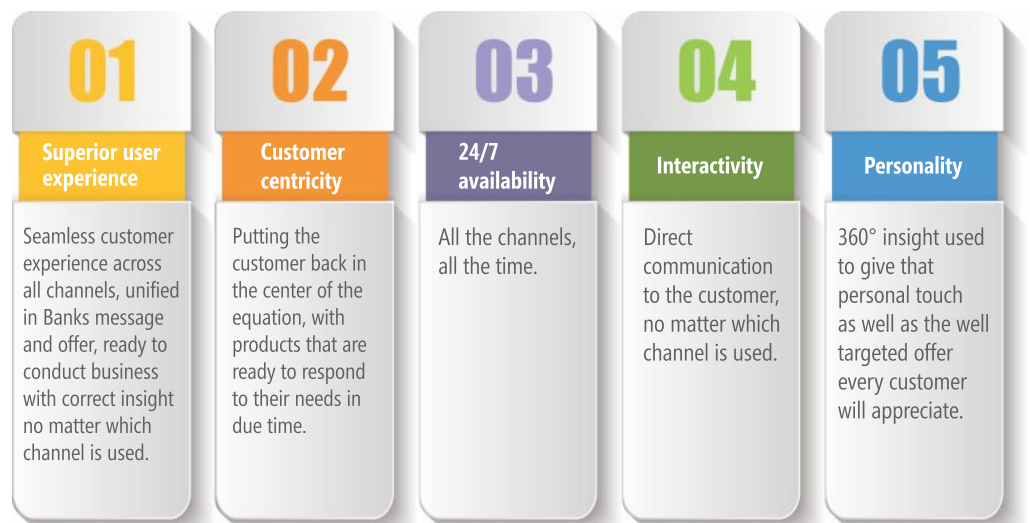
- Taking your current channels to the next stage
- Building complete new channels from the scratch.

# Multichannel is Good for Banks, but Great for Customers

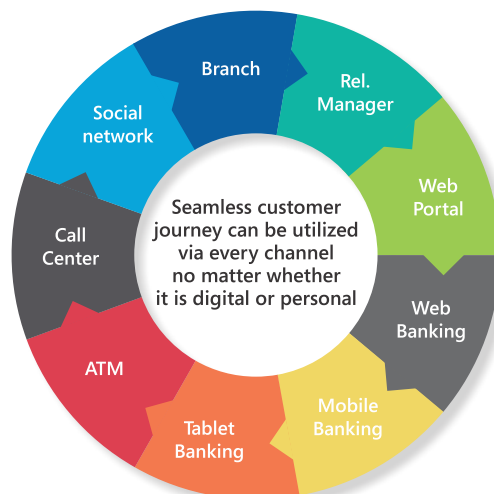
Values of ASEBA Multichannel banking platform for Bank organization can be divided into four categories:



Values of True Multichannel banking for the customer



Where can you touch the True Multichannel Banking?



# All Functionalities under One Hub - So, how does ASEBA Multichannel work?

ASEBA Multichannel portfolio is an integrated solution for electronic banking, designed to distribute banking services over new, alternative, distribution channels and improve business relation and communication with the customer.

As a multi-channel solution, it opens new possibilities to expand the limits of your business and reach wider audiences. Transfer of business to a low cost delivery channels not only

saves money, but it can also help you in the process of converting transaction oriented branches strategy to branchless organization.

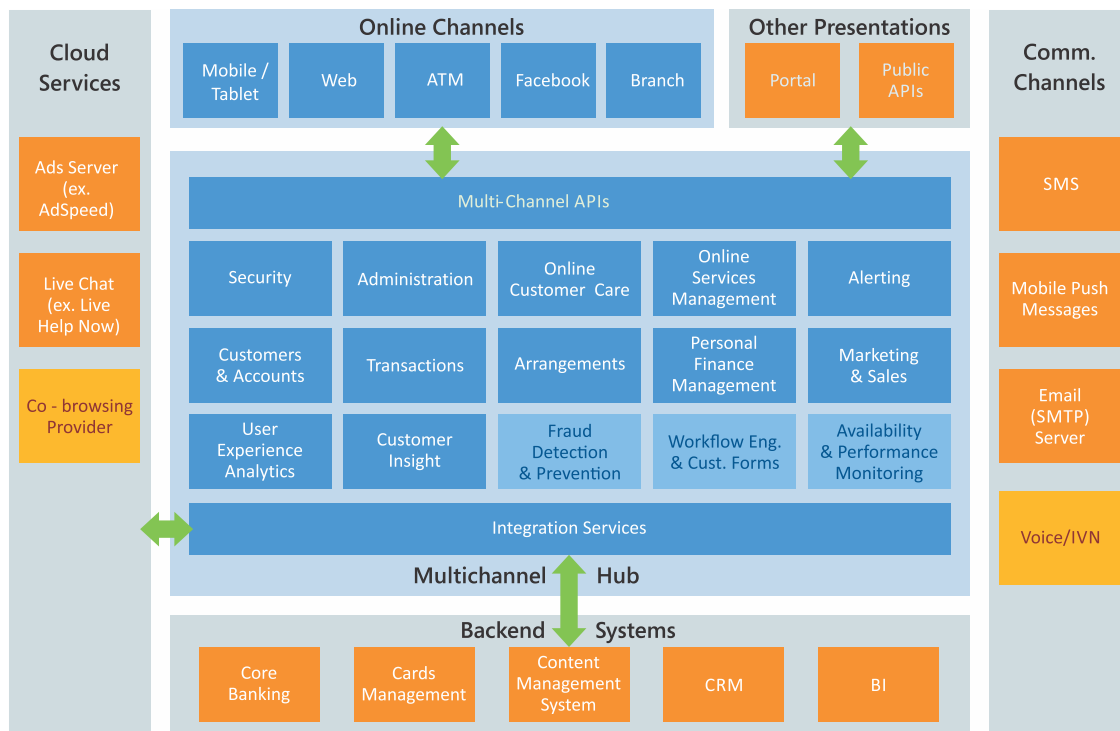


Figure 2: Functional overview of completely deployed ASEBA Multichannel portfolio

ASEBA Multichannel Solution contains a Multichannel Hub and a set of Online Channels. As Online Channels we can have:

- **Mobile / Tablet:** native mobile application available in mobile application markets (Apple App Store, Android Play Market, Microsoft Store, etc.);
- **Web:** web application available through an internet browser; this channel can be used in any device: personal computer, tablet, smartphone, and feature phone, etc.;
- **ATM:** this represents an application which can run in an ATM environment;

- **Facebook:** this is an application deployed in Facebook site which can access a limited set of functionalities;
  - **Branch:** This is an application which runs in all bank's branches.
  - Or maybe a **watch?**
- Each channel exposes to customers' users a smaller or bigger set of functionalities depending on the capabilities of the channel.

The Multichannel Hub includes a set of modules which provide the channels with the necessary functionalities. First of all there is a channel connector (Multi-Channel APIs):

- Security
  - Customers & Accounts
  - User Experience Analytics
  - Administration
  - Transactions
  - Customer Insight
  - Online Customer Care
  - Arrangements
  - Online Services Management
  - Personal Finance Management
  - Alerting
  - Marketing and sales
- And some third party modules:
- Fraud Detection & Prevention
  - Workflow Eng. & Customer Forms
  - Availability & Performance