

Why do we never hear the phrase: "I love my bank"?

One thing, more than anything else, has come to our realization; "to be better, you have to be different". And applied to the Scandinavian banking industry sector it is evident that same, same, same, isn't the way to competitive superiority. The market is dominated by a few number of major actors, large traditional conservative conglomerates.

We thank them, as well as congratulate them, for creating the highest proportion of customer self service within banking in the whole world. Truly a world unique readiness for taking online banking to the next stage. But more important, we thank them for setting the low user expectations on financial services. We Scandinavians are using our online banks, but do we really love them? Most people pay the bills online, but nothing else, and we don't smile while doing it. Actually quite the opposite; according to a recent market survey, 25 percent of Scandinavians are dissatisfied with their bank (SIFO; 2008). In an efficient market you have to be either the cheapest or the coolest alternative; today's banks are neither, they are all in between. There are unfortunately no great alternatives. Yet, that is. This market gap represents a chance to stand out and create a service that not only differentiates the concept bank from the competitors, but also a blue ocean opportunity to build a competitive edge. I don't know about you, but this makes us at Frank really excited.

Let us go through some of the key themes in our banking concept, which can be summarized in three main themes: digital natives, dynamic modularity and utilizing customer information to the maximum.

The target group is the customers of tomorrow, the digital natives, which are not only used to a certain type of digital services, but also expecting them. Social networking and collaboration tools provide the threshold expected service and by presenting these in a financial context, the ambition is to build the financial hub for the new generation. An important element in this is ubiquity; the bank is prepared for multichannel communication including full integration with mobile handsets, being ready to capitalize on the future convergence enabling banking anywhere at anytime.

These digital natives are strong individuals and demand a one to one approach. A key feature we see appropriate for the concept bank is therefore built on a dynamic modularity, providing a platform open both for user customization and own individualization, but also for extension of the bank's product offerings in the future; mainly enabled through the gadget function. Just look at Facebook; everyone's personal page fully customized after individual needs, still by using the same underlying core platform. The idea is therefore to initially use credit cards as the entry point as they enable the user to build budgets and share information as well as assisting in profiling and segmenting the user. From this high value entry the second stage is to widen the service and product portfolio into new products, such as pensions, housing loans and shares.

The third main theme is to utilize customer information to the maximum. Two of the most read books at our internal knowledge centre are Netgain and Network. In a six second summary they are about that the information gathered from customers must be used to create a value. A strongly recommended read, as banking and financial services today mainly are more about flows of information rather than flows of money. The idea is to collect as much information as possible about our customer (as all other banks already do), but also in addition to this invite and encourage the customers to themselves voluntarily add and share more information. In return we are able to not only customize our service to match the needs of the individual customer, but also provide help in their financial situation. If a person is spending 50 percent of their income on housing, they might be interested to hear about some more attractive loan offers, or that a person under 25 that should not be promoted pension advices, but rather a motorcycle loan that might be in his decision loop. Instead of a financial institution we partly become an institution of information used for financial decisions. To be involved in the decision process is one step further up in the value creation rather than just being a platform for transactions.

We are a proud part of TietoEnator, with leading banks among our top ten customers. This provides us with an industry leading ability to deliver a trusted core banking platform combined with our unique expertise in digital service design. We offer our clients the best of both worlds; able to solve and secure the backend complexity with a user centric service towards the users that generates growth and loyalty. Frank Digital Service Design represents TietoEnator banking experience with a Digital Native mentality. We are ready for the next step; a revolution is in the air; are you in, or are you out? For us User Experience is together with Business and Technology always an integrated part in our solutions; the user is always king, especially in a context where your competitors are only one click away. We are experts in how to create digital service design for the digital natives.

Looking forward to opening an account with you. For more information and contact related to this presentation please contact coffee-at-the-frank-bank-dot-com. PS: We are also looking for talents. Top talents.