Reimagining Corporate Banking

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Santander

Macro requirements

- Globalisation of commerce and trade
- Digitisation of services and changing expectations about digital banking fulfilment
- Socio-demographic changes such as banking on the move via smartphone and wearable's
- Greater awareness of Cyber security and protection against Fraud
- Increased and more complex Risk and Regulation evident though PSD2, UK Open Banking and Confirmation of Payee

Corporate and Commercial Banking Strategy

- Focusing on higher value clients, strengthening the balance sheet and delivering a stronger portfolio mix
- Stronger execution and quicker pace are paramount
- To be achieved by leveraging existing clients and winning new business, facilitated by new product and proposition development,
- End to end digital transformation for all customer needs (onboarding, lending, transaction banking etc)

Multi-Dimensional Levers

- Executing changes at pace is a key component of delivering our wider Digital transformation
- Launch minimum viable propositions early to market then build on these with regular releases
- Bank-wide adoption of new technology to enable IT changes to be delivered more quickly into production (continuous integration)
- Improved change governance processes to support quicker pace of transformation and IT change

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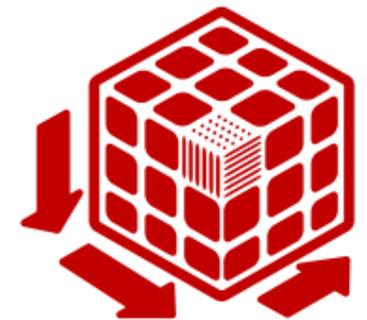
Customer led end to end propositions designed for full servicing banking

What do Clients need?
Santander Trade Barometer - Commercial Insights

| **Grow** Trade facilitation | **Fulfil** Domestic/International fulfilment | **Set-up** Setting-up in country |

| **Sector** | **Country** |

International and Transactional Banking UK

| Insight | Opportunity | Network / Partnering | Logistics | Trade Channel | Trade & Supplier Finance | FX / ICM | Domestic Banking | International Desk |

| Santander Trade Portal | Santander Trade Club | Santander Trade Club - matchmaking | Sector Specific Services | We.Trade Platform | New Digital Platform | New Digital Platform | Transform existing Digital Platform | Community Managers and Human Touch |

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Trade Club Alliance (TCA)

Currently covering 65% of global trade corridors and looking to expand in Asia Pacific

Onboarded Countries including Asia Pacific expansion plans

Our mission is to support customers grow and enter new markets internationally

Personas

Jane - Owner of high-tech tracking device supplier

£6m turnover

£ *Basic International Banking needs*

26 employees
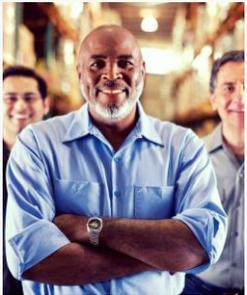
Len - CFO of metal packaging manufacturing company

£25m turnover

£ *Significant International Banking needs*

75 employees

Harry - Treasurer of telecommunications company for marine industry

£60m turnover

£ *Complex International Banking needs*

200+ employees

Key needs and pain points

- Frustrated with 'cumbersome' UX of making international payments

- Travels a lot and wants to authorise payments from finance team on smartphone.

- Large trade with European suppliers and needs improved certainty/visibility of payment receipt

- Have operations in Poland and Germany and would like to have single view of managing accounts to reconcile account movements

- Fragmented access to 20+ accounts across UK, US, Europe and Asia. Needs to access accounts in single place and automated sweeping of cash between subs and HQ.

- Internal audit require improved visibility of user payment activity and audit reporting

Solution and Development focus

Intuitive and simple UX; transforming our digital payment journeys to offer 'delightful', simple to use and friction-free experiences

Device agnostic; app to authorise and see payments on the move

Transforming International Payments; improved operability between Sepa and Swift, with Swift GPI tracking

International Cash Management; new portal and synthetic dashboard to view all international accounts with self-serve liquidity management services

New fraud control capabilities; range of new customer tools like dual beneficiary control and user payment audit plus SCA and PoC

Santander + Infosys® + 🅑🅑

To develop a next generation digital transaction banking experience that customers trust and keep coming back to

- Collaboration
- Willingness to deliver a customer centric solution

- Unconstrained design
- Innovation

End to End Customer Led design
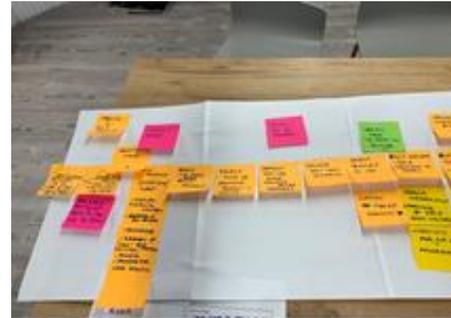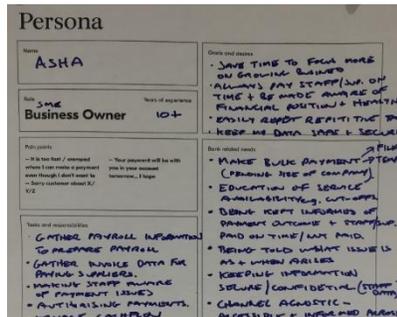
1 Personas and Value Proposition

2 Experience Mapping

3 User Flows

4 Wireframes and Prototypes

5 Customer Testing

Implementing new transaction banking services at pace and incrementally

1 New customer channel designed and tested with customers and deep transaction banking capability

2 Implement minimum viable proposition and incrementally add features
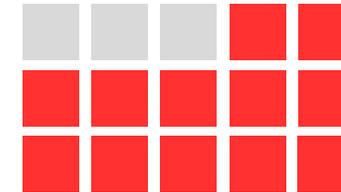
4 New Payment Processing Engine in bank for real-time processing of payments to schemes

3 New APIs for quick and flexible integration to banking systems and customer data

Santander new Transaction Banking Payment Experience

Frictionless Payroll payments

Transparent international payments

Omni-channel
24 x 7 x 365

Friction free
Right First Time

Seamless view
More Digital

Wearables
Personalisation

Subscription based services

Customer

- Working in conjunction with Business Partners (Infosys and Brilliant Basics)
- Customer Led Design - Defining Personas, Story Boards and Wireframes
- To design optimum Client Experience
- Intuitive technology
- I need to know that my money is secure

Channel

- Omni-channel experience
- 24 x 7 x 365, the customer is in control
- Dynamic, configurable and intuitive
- Proactively advice if something is incorrect
- Real time

Payment Engine / Back Office

- Transformation of Back Office
- Removal of limitations
- Reporting - sometimes knowing a payment has been received is more important
- Transparency
- Speed
- …….. Achieved with Agile Delivery and continuous assessment through the lens of the customer

Conclusions

- Delivery at pace is paramount to deliver against customer expectations and needs

- Disruptive innovation in the market will drive change. Banks need to be part of the disrupter journey
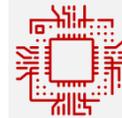
- FinTech's create opportunities and threats to this disruption

- The changes that we are looking at will create significant opportunities and exceed customer expectations

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Thank You.

Our purpose is to help people
and business prosper.

Our culture is based on believing
that everything we do should be:

Simple Personal Fair

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