EEP USERS | INSIGHTS MATRIX

Corporate

METRICS

14.146 corporate entities, 5.458 with the potential to have and use BelfiusWeb => 9.291 potential BelfiusWeb users that we know of, 5.926 with a BelfiusWeb contract => 2.928 with an active BelfiusWeb, 346 on the app (≥ 1 login in the last 10 months).
=> 1.037 regular users on BelfiusWeb, 127 on the app (≥ 4 logins a month in the last 6 months).

USE

The average BelfiusWeb visit lasts 13 minutes. Most used features: consult accounts, sign and make a transaction.
Main use cases for the app: sign transactions, check accounts balances, check accounts transactions.
Use Isabel cards to log on and often pass it around (?analytics)(ex:holidays) (Corp clients often claim they only need one access then share it around)
Often one master user per entity (could be more)
Not daily use and only superficially (when they really need it, for a specific task)
BelfiusWeb usage could differ in different entities if multientity group (1contract/entity =/= isabel)

OTHER TOOLS

4 out of 10 corporate clients have Belfius as their main banks. 69% of them use other online services, but only 26% use other apps.
3.168 users use BelfiusWeb via Isabel. Isabel-users where Belfius is main bank, use Isabel for payments/history and BelfiusWeb for attestations, realtime information and documents.

NEEDS

Corporate clients have high expectations because of their own digital evolution. They however don't feel digital should replace personal service: they are close to their relationship manager and tend to perceive digital tools as more distant.
They need: to see only what's relevant to them without unnecessary steps, to have greater visibility of accurate realtime information across their operations, to reduce operational coast and simplify banking, more self-service, more internationalisation.
(They'd be interested in features such as: smarter notifications, more reporting options and the possibility to add multiple banks.)
Global overview of credit and total debt position

PAIN POINTS

Corporate clients tend to feel digitally underserved and that digital banking is lagging behind expectations.
Overall, less proficiency in BelfiusWeb correlates with less satisfaction: users tend to underestimate BelfiusWeb functionalities, tend to take less efficient paths to do their tasks, BelfiusWeb can feel like a maze to get where you need to.
Other pain points include: Lack of automation and digitization, manual signing, no multientity overview, too much paperwork and administrative load, perceived lack of transparency, slow processes, lack of digital functionalities around credits, no status update and lack of communication, and difficult learnability for a first time user.
Making a simulation of potential new credits
Onboarding: need to be trained, unsure what to do (first usage, left to their own device, not empowered)
Access managemenet and onboarding (give the relevant mandate to employees. ex: SL)
Reluctance to use too many separate tools

Small Corp (turnover: 10-25 millions euros)	Mid Corp (turnover: 25-250 millions euros)	Corp (turnover: 250 millions - 1 milliard euros)	Large Corp (turnover: > 1 milliard euros)
ATTITUDE			
Fewer banks. Bank perceived as a partner.	Multibank with one clear main bank (legacy/loyalty), which tends to be perceived as a partner, not just a supplier. PSO is mainly in contact with one person handling the company's banking activites. Usually someone high up ie head of. Large qtt of payments is automated (analytics? corp?) Age should be taken into account in terms of resistance to digital		Equally active at multiple banks, with several deep banking relationships and frequent contacts, very competitive and price/feature-driven, services perceived as interchangeable and banks seen as a supplier. Tend to have international banks. Tend to have more non-physical contact bank-company. Tend to use multibank platform (Isabel) much more than monobank. Multibank (for credits) is a need, not a sign if disloyalty. Multi-entity is the norm. Signature power differs between entity. Signing is rarely done by the encoder.

Entity / Decision Makers

Perspective: overal growth of the company and strategic decisions

CRM: 24% CEO and 6% Management board

Interactions with the bank: more human interactions

Use: Requires a trigger/sense of urgency to use app

Needs: Need to always be able to sign quickly and on the go. Would be interested in more information to help manage the company

ROLE		ROLE		ROLE		ROLE	
TASKS	**USE**	**TASKS**	**USE**	**TASKS**	**USE**	**TASKS**	**USE**
		CEO can be point of contact for the banker				Focus on growth and commerce, company as a whole. Strategy.	
NEEDS	**PAIN POINTS**	**NEEDS**	**PAIN POINTS**	**NEEDS**	**PAIN POINTS**	**NEEDS**	**PAIN POINTS**

Perspective: Financial health of the company, important financial decisions and buying main banking products

CRM: 20% CFO

ROLE		ROLE		ROLE		CFO LARGE CORP	
TASKS	**USE**	**TASKS**	**USE**	**TASKS**	**USE**	**TASKS**	**USE**
		CFO is often a more generalised job: accounting, treasury and financial responsibility.	Isabel and BW (financial director for corp and mid) for attesten, real time consultation and transcripts			Monitors overal financial health (KPIs) and growth of the company. Decision + signing authority. Often on the go, in meetings, little time	Uses BelfiusWeb to sign for large transactions. Logs in via Isabel, uses with other tools

Finances

Interactions with the bank: more human interactions

Use: Requires a trigger/sense of urgency to use BelfiusWeb

Needs: Need to always be able to sign. The most wished features is the aggregation of bank accounts across banks. Would be interested in the centralisation of information (KPI dashboards)

NEEDS	PAIN POINTS	NEEDS	PAIN POINTS	NEEDS	PAIN POINTS	NEEDS	PAIN POINTS
						Gloabl mutli entity view of company's cash flow and key KPIs.	Administrative overhead,
						Easy way to sign on the go.	Functionalites not accessible in app, on the go (e.g.: credit cards). Having to call and wait.
						Multibank view.	There's currently little support for Belfius as an equal partner.
						Trust and support in the form of relevant alerts and information.	Monobanking tools.
						Same experience priv & prof, but does not mean all accounts in 1 environment.	

Often on the go, in meetings, little time.

CFO task can entail treasury activities (cash mgmt, in/out, planning), banks relations (finance needs), lead of account teams. Invest. Credit. Overall goal: find the means to the financial ambitions.

HR

Perspective: Cost rationalization (employee's benefits, steering vendor leasing,...)

CRM: 5% HR Managers

	ROLE			ROLE			ROLE			ROLE	
	TASKS	USE		TASKS	USE		TASKS	USE		TASKS	USE
										Finance car fleet and other employee benefits (eg. warrants). For large company, car fleet manager is separate role.	
	NEEDS	PAIN POINTS		NEEDS	PAIN POINTS		NEEDS	PAIN POINTS		NEEDS	PAIN POINTS

Management (Head of -)

Investment managers are often not formal decision makers, but often make investment decisions de facto, fully preparing them for DM's.

	ROLE			ROLE			ROLE			ROLE	
	TASKS	USE		TASKS	USE		TASKS	USE		TASKS	USE
										Cash mgmt, treasury and invest: part of the same team. Renewing straight loans.	
	NEEDS	PAIN POINTS		NEEDS	PAIN POINTS		NEEDS	PAIN POINTS		NEEDS	PAIN POINTS

Treasury (Incl. Invest)

Perspective: Daily business banking, risk management and cash management

	ROLE			TREASURER MID CORP			ROLE			ROLE	
	TASKS	USE		TASKS	USE		TASKS	USE		TASKS	USE

Execution

management

CRM: 2% treasury and finance employees

Use: For investments, Excel is the main tool. BelfiusWeb is used to check investment balances and evolutions, get current positions for reporting, check available cash (accounts). Employees monitoring investments also perform standard executing activitites in BWeb, such as: export CODA, print account history, import XML's, prepare outgoing transfers, co-sign transfers, check loan payments

Quite often integrated in other financial departements

Manage cash flows for the whole (multi-entity) company, getting the information from accountants and making reports to the financial manager
Quite often integrated in other financial departements

Check BelfiusWeb first thing in the morning. Daily Use to monitor the financial health of all entities

Quite often integrated in other financial departements

Dedicated team to cash management

NEEDS	PAIN POINTS	NEEDS	PAIN POINTS	NEEDS	PAIN POINTS	NEEDS	PAIN POINTS
		Global, multi-entity view of the cashflows					

Management (Head of –)

CRM: 2% accounting managers

Responsabilities: give employees access (~ MU)

Pain points: get signature from statutory manager to add users to bwnt

ROLE		ROLE		ROLE		ROLE	
TASKS	USE	TASKS	USE	TASKS	USE	TASKS	USE
		Head of accounting is often the same as the internal accountant - 1 person.					
NEEDS	PAIN POINTS	NEEDS	PAIN POINTS	NEEDS	PAIN POINTS	NEEDS	PAIN POINTS

Accounting

Perspective: Pure execution

CRM: 6% accounting employees

Use: Use of BelfiusWeb troughout the day.

More digital than human interactions with the bank.

Task: Daily management of debitors (accounts receivable)
Make sure invoices get paid
stuff gets paid to them and to other people result of exerice becomes input for middle level (head of accounting, treasury, financial manager,... who are interested in the result of that work,

Execution

ROLE		ACCOUNTANT MID CORP		ROLE		ROLE	
TASKS	USE	TASKS	USE	TASKS	USE	TASKS	USE
		Handles the daily financial tasks of the entity, monitor the status and prepares reports for the CFO.	Uses BW daily and several times a day, to consult, export, (co)sign and encode. Plus once a week to makes payments.				
NEEDS	PAIN POINTS	NEEDS	PAIN POINTS	NEEDS	PAIN POINTS	NEEDS	PAIN POINTS
		Needs a daily overview of the entity's finances and a way to automate recurring tasks. Would like to see relevant information, such as a new kind of credit or a new legislation.	Deals with less digital clients and suppliers and often has to re-encode paper documents. Works with poor technology and softwares that aren't very intuitive. Frustrated when interfaces are cluttered with too many information, but nothing that would be relevant for her (e.g.: VAT, products, HR rules,...)		General corp accountants: - entering payments from accounting software using xml - checking balance of account and exporting their accounts, using coda and papyrus - credit cards		

have to make sure that the result of that match up and make preveisions (forecasting, cashflow management in all entities)

Needs: Wish for more training and formation and fraud protection
Mainly focus on their own entity (unlike mid level, who need that multientity view, separate them from ES)

Pain points: international payments

Example of titles:
- Financial controller
- treasurer
- head of accounting
- finance manager

Those guys are the mid level who often use isabel/BWNT. They decide to start using BWNT, the ones to convince. They use it afterwards themselves for the overview tasks (not to make payments)

Other of their tasks: managing credit cards, confirmation letters, withdrawal of SL, cashpooling, managing credits (overview).
! invest is much less frequent in term of collab for corp

CFO and head of treasury are considered as equal in term of importance: they take the big financial decisions and often work together, with a chief controller. If it's a mid corp, this level entails operational tasks (in BWNT), not just overview, managing and strategy like in a Large corp.

(Potential typology: break through segments based on money. Maybe a quadrant. one axis: the way they are organised (financial vs admin tasks), are those tasks (including BWNT use) centralized in one person or decentralized over multiple people/dept with clear task division. other axis: level of automation (work with coda, irp, xlm,...

MUs: they matter, they deal with accesses, it's not just an administrative thing. It's always someone with responsabilities (head of -, manager of financial department), but not C-level (should be reachable daily).