**FONCTONAL ANALYSIS**

**There are 2 CIBC apps: banking (general banking operations like deposits, transfer, etc.) and Wealth (“for the do-it-yourself investor).**

**Clients’ need:**

In regards to new millennials trend toward the use of mobile banking application, and the fact that often their behavior and needs are misunderstood, CIBC wants to review his mobile application (Android/iOS) to review and add some functionalities.

**Function that need to be added to the mobile applications :**

1. Advent of hybrid advice solution to set wealth management on a new course
   * Recommendation of financial products based on consumer behaviors (big data: e.g. use of multiple data points based on their smartphone use).
   * Associate these recommendations with a list of related specialists (and a profile, and reviews of these specialists) in your geographic area that you can chat with/message/call.
2. Focus on getting the consumer engaged through an easy to use technology platform. They need to have a solution that’s easy and habit forming, so that when they really feel they need answers, they will fall back onto the bank’s services (loyalty!)
   * Since millennials want control on their wealth (see next trend), make recommendations based on what people with a similar profile as theirs have done within the platform (e.g. 90% of people with profile like you deposit checks through the app. The goal is to create a recommendation, without telling them what to do. When they take this kind of action, it becomes habit forming.
   * Other recommendations could be that, for example, when buying a house, 88% reach a financial advisor, and propose the link to select one in the area.
   * Also, possibility to recommend products based on the buying behaviour of others with similar profile)
3. Show users that CIBC cares. When there are market corrections, send a message that explains what would be suggested to do. For instance, that the market correction is normal and that they should just keep their assets as normal.
   * Present investment products on new metrics (% of social impact-related products in the portfolio)
   * Possibility for users to choose based on these metrics (e.g. show the metrics that users should see like ROI, % relative of risk, level of impact, and see how these vary (on a diagram à bande) when, for instance, we increase the level of impact in our portfolio.
4. Add a one-clic insurance product based on the big data of the use of the customers credit card.

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REFERENCE & INSIDE NOTE

Pour l’application complète?

Point 1 et 2 de Cimon?

Basé sur :

Cimon :

1. Amener de nouveau produits sur l’application en effectuant des prêts ou mortages avec les habitudes des consommateurs et le big data des autres applications qu’ils utilisent. (comme proposé par Felix)
2. Utiliser la nouvelle fonctionnalité audio ajouté au mobile app de CIBC et utiliser la technologie de Antoine qui analyse les commandes des utilisateurs pour adapter les produits offerts ou même dirigé le marketing de façon efficiente.
3. Ajouter des services à l’application mobile et faire les recommandations croisées en fonction du customers et de son profils dans le big data tout en restant simple et rapide d’utilisation. Exemple ajouté les produits d’assurance et en fonction du profils d’utilisation de la carte de crédit et du consommateurs proposer une assurance en un clic pour la dette.