Citi HackOverflow 2022: CitiConnect

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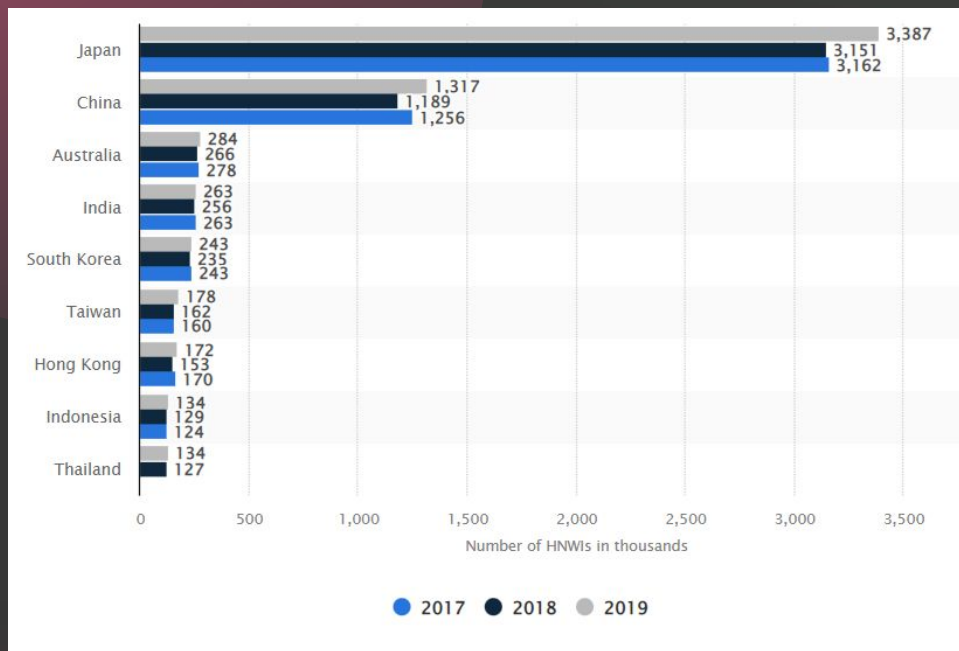**04**

Pitch

2022

01

Introduction

Background Research and Target Market

Problem Statement

Design an application for both **clients** and **bankers** that positions Citi as the modern bank for wealth management solutions, to drive **client acquisition** and strengthen **client relationships** in the **Asian** market

Target Market

Number of HNWIs in thousands

Country	2017	2018	2019
Japan	3,162	3,151	3,387
China	1,256	1,189	1,317
Australia	278	266	284
India	263	256	263
South Korea	243	235	243
Taiwan	160	162	178
Hong Kong	170	153	172
Indonesia	124	129	134
Thailand	127		134

● 2017 ● 2018 ● 2019

- 9/10 countries with highest number of HNWIs are from Asia
- Surge in number of Asian Millionaires
- Target: Emerged Asian HNWIs who can be potential or existing client for Citi Private Banking

Characteristics of Asian HNWIs

Prefer equities and real estate as the strongest investment opportunities

Invest for a long-term horizon of over 30 years.

Tend to invest overseas for better diversification

- Demand for highly personalised information sources and investment insights
- Potential need for help from Citi Advisors

02

Our Proposed Solution

What our application achieves

Overview of Proposed Solution

Client Acquisition

Client side:
- Questionnaire for personalization
- Curated articles and promotion offers

Client Relationship Strengthening

Client side:
- Connect to banker via a click and chat online

Banker side:
- Select clients based on profile

Our Tech Stack

- Development Framework: NextJS

- Frontend: React, Typescript, Tailwind CSS, Material UI

- Backend: NextJS for endpoints, MySQL for Database, PRISMA for ORM

- APIs: tPRC

- Libraries: Socket.io for Chat
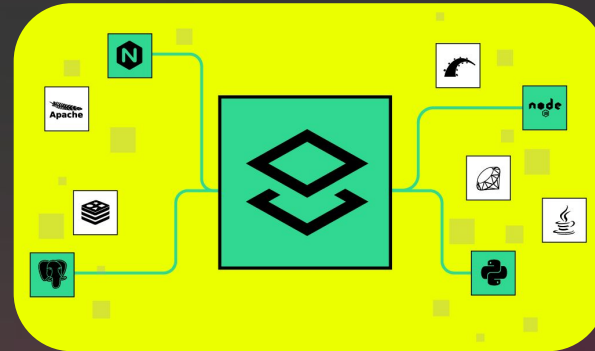
Questionnaire & Profile

Client side:

- Required to fill in a questionnaire to specify investment preferences and interested industries
- So as to provide personalised client experience
- Can be edited via profile page

Hello, Sarah.

Tell us more about yourself so we can better serve you.

As I withdraw from my investments, I plan to spend it over a period of *

3-5 years

Select one

What is your definition of a long term investment *

I begin taking money from my investments in *

Select one

My current income sources are very unstable/ ect *

If you were holding on to a stock and it plummeted 30% in 2 months, you would *

Which industry are you interested in investing into *

ConsumerStaples

Indicate your preference

SAVE

My Finance Dashboard
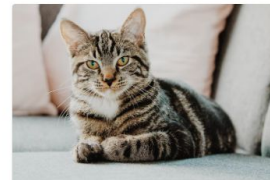
Sarah

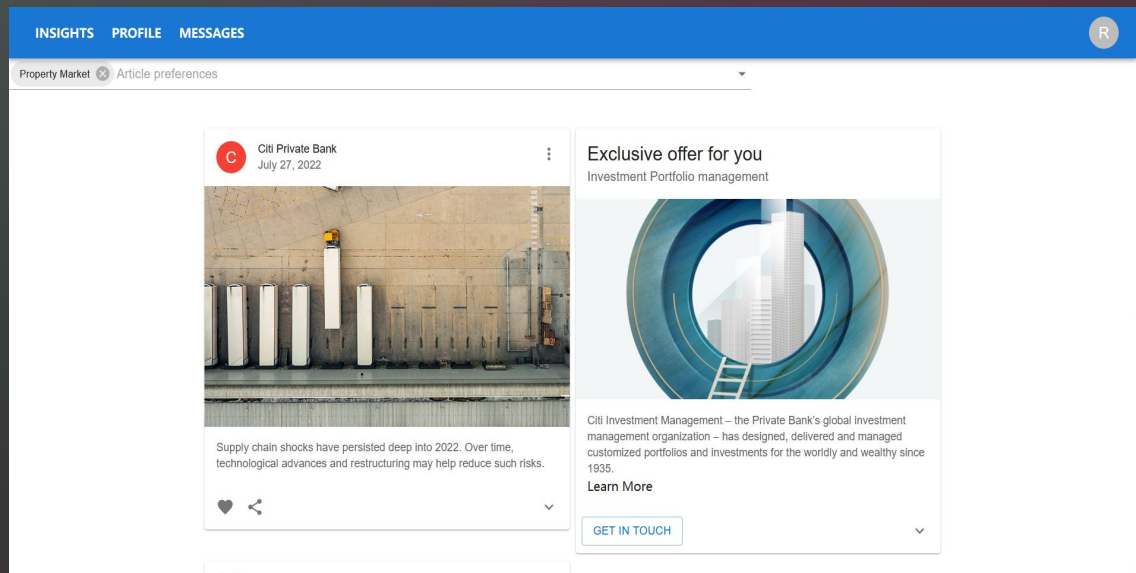sarah@sarahbakes

EDIT PREFERENCES

Insights

Client side:

- Curated content from Citi to clients via posts
- Posts/Articles are recommended based on client's past investment portfolio/ interest, as well as their preferences
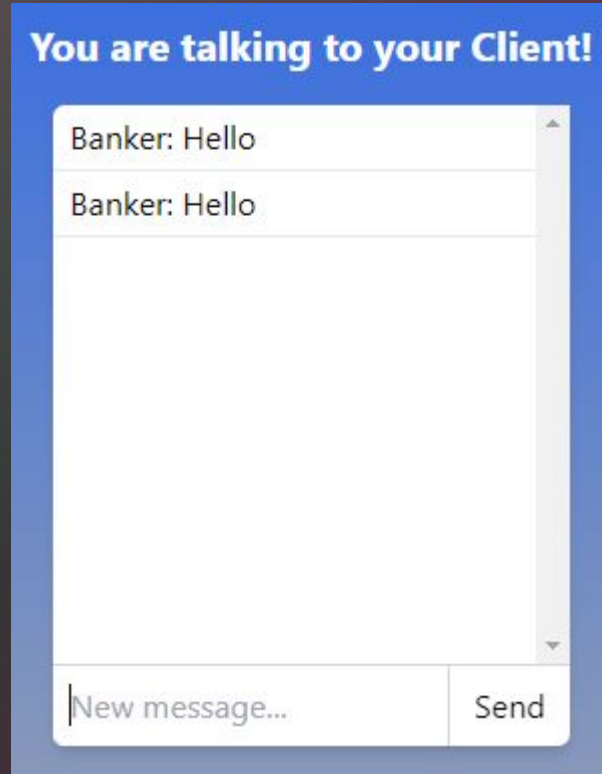- Dynamic offer optimization to potential clients

Online Chatbox

Both client and banker side:

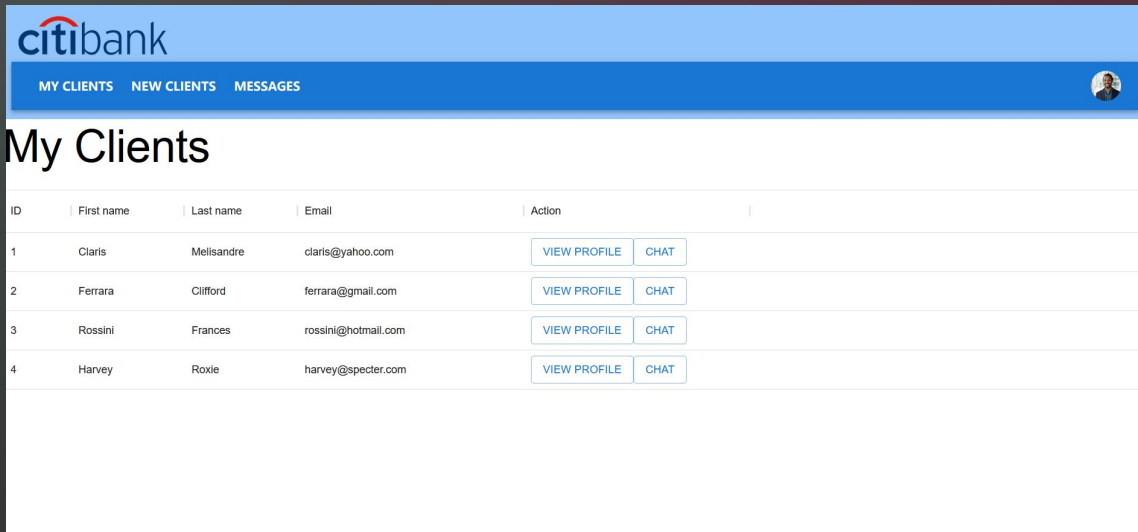- Provide greater convenience for banker and clients to reach out to each other

  (Instead of traditional emails and calls)

You are talking to your Client!

Banker: Hello

Banker: Hello

New message...   Send

Manage Clients

Banker side:

- View profile of current clients
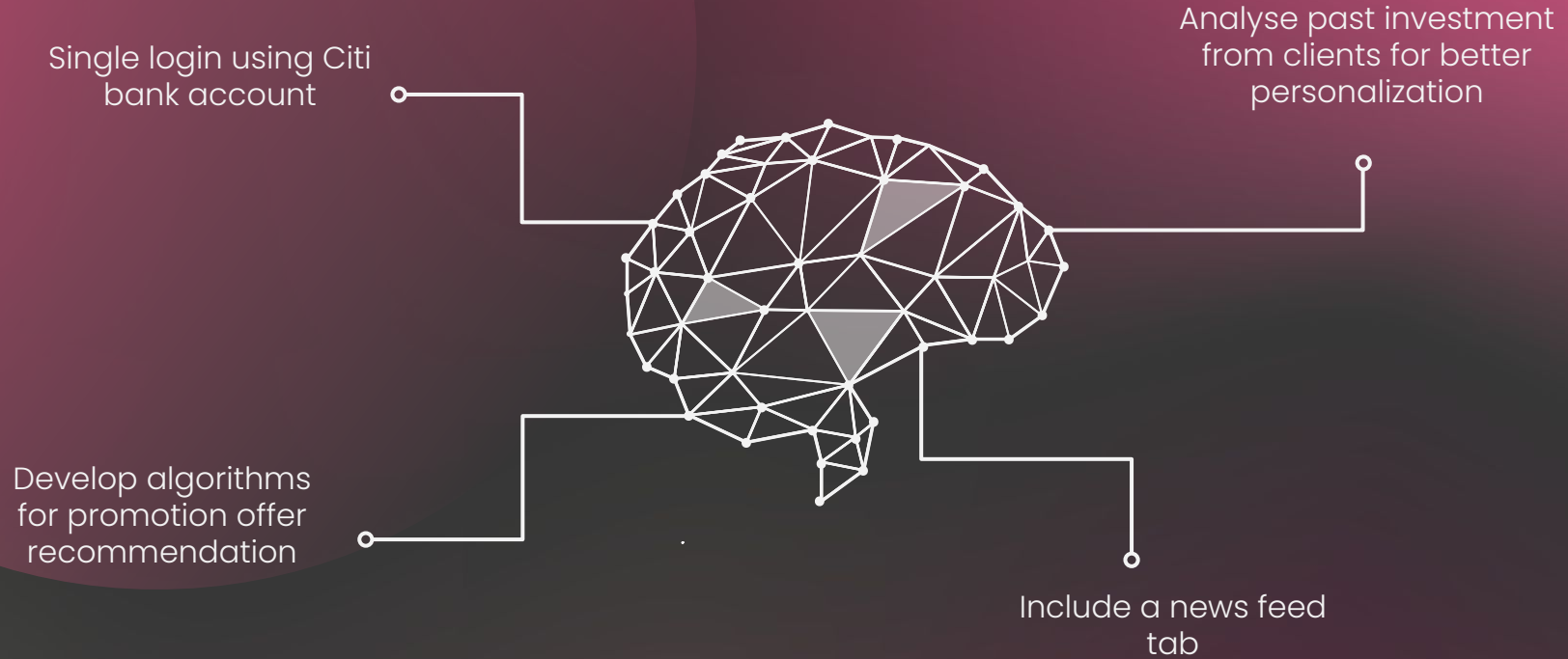- Select new clients to serve based on their portfolio/ investment preferences

03

Future Opportunities

How this application can be extended

Single login using Citi
bank account

Analyse past investment
from clients for better
personalization

Develop algorithms
for promotion offer
recommendation

Include a news feed
tab

04

Pitch

Why should you adopt our solution?

Thank You!

Q&A

Thanks!

Q&A