|  |  |
| --- | --- |
| **Concept Name** | Arbie Sees |
| **Team and Participant Names** | Byte Me- Hangtian Zhan, Zhongshi Xi, Warren Corbeil, Karen Desa |
| **History** | <any background information on the concept you would like to share. How to came up with concept, innovative process details etc>   * Based on myFinanceTracker * We believe that analytics is about personalization * We wanted to attract new customers to the bank * We researched what RBC and other banks already offer, and how RBC already makes use of analytics |
| **Idea Description** | <Tell us about your concept. For example: What is your concept all about, what does it do, who will use it, why did you create it, vision for implementation & success>   * Concept is an app that allows users to maximize their savings * Shows them where their money is being spent and alerts them when they’ve gone over their budgets in each category * Suggests relevant RBC products to them based on their spending habits that would help them save * Presents the locations of their transactions in a map so they can see where they spend * Suggests investments they could make that are based on the amounts they have saved, increasing the number of services they have with the bank. * Non RBC users have the option of logging in with Facebook, in which case suggestions are made using their interests (accumulated from likes, tagging, and status updates) instead of their transaction history. |
| **Value to RBC** | <Tell us why your idea is valuable to RBC. Why would we want to use this concept?>   * Attracts new customers to RBC * Increases customer retention since users will be satisfied with the money they save * Increases the number of services customers have with RBC by suggesting investments and other products and services |
| **Key Issues** | <What do you see as an obstacle for RBC in using this concept?> |