

The background features a dark grey vertical bar on the left. The rest of the slide has a light grey background with abstract geometric shapes and patterns, including a large stylized 'A' shape and various hatched areas.

Digital Banking Persona

The information is captured in the universe of digital banking—banks that are not operating through offline channels—and the result may change if the base expands or diminishes.

Principal Component Analysis (PCA) is used to uncover patterns and relationships between variables, which can lead to a better understanding of the data's underlying structure. In this instance, PCA helps researcher to define segments based on psychometric tests.

Referring to [qualitative findings](#) and [banking in Deutschland](#) study, we try to recreate the persona by involving 12 statements only to expect 3-4 segments based on eigenvalue.

| Statements | Factor Loadings | | |
|------------|-----------------|-----------|-----------|
| | Cluster A | Cluster B | Cluster C |
| | | 0.671 | |
| | 0.606 | | |
| | | 0.663 | |
| | | 0.707 | |
| | | | 0.383 |
| | 0.779 | | |
| | | | 0.461 |
| | | | 0.464 |
| | 0.654 | | |
| | | 0.477 | |
| | | | 0.704 |
| | | | 0.724 |

2%



Conservative Beginners

This segment consists of individuals who are new to banking and have **limited financial knowledge**. They are hesitant to use financial technology and tend to be more **consumptive** rather than investment-focused.

2%



Digital Wealth Builders

This segment includes individuals who are **open to new technology** and have **confidence** in using it to secure their financial future. They have a **basic understanding of investment**, actively seek information online, and **appreciate the benefits of banking** innovations like credit.

2%

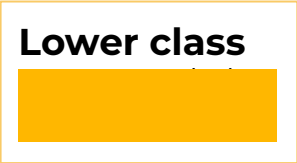
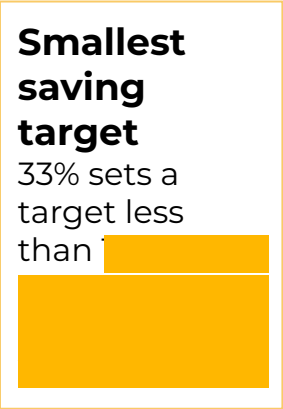
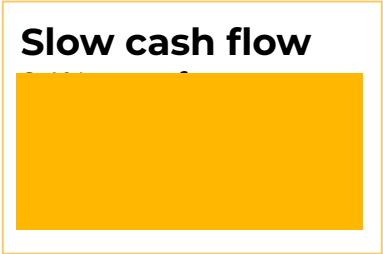


Cautious Savers

This segment represents individuals who are comfortable with new technology but **not in a rush to adopt** it. They have **low trust** in the banking sector and prefer to keep their money in safe places rather than investing in banking instruments. They believe in their financial management abilities even **without bank investments**.

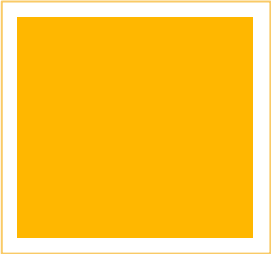
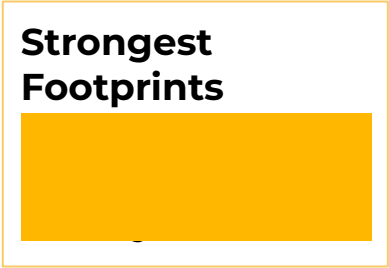


Conservative beginners have lower savings goals and prefer

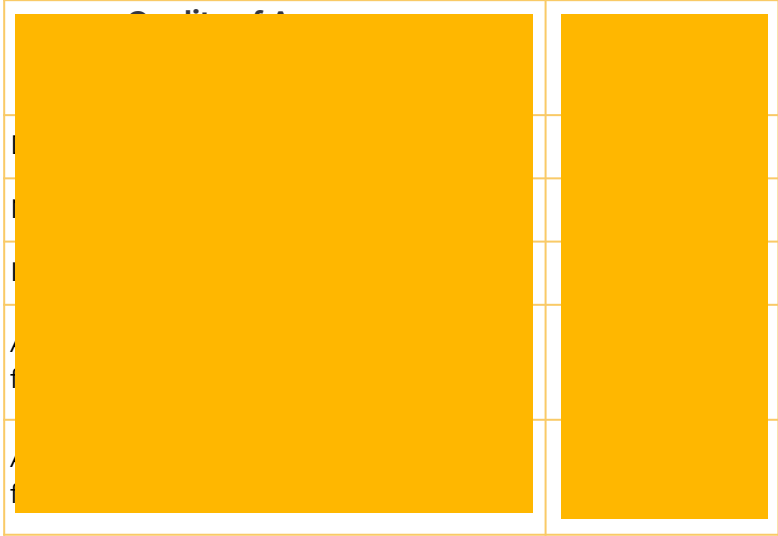




Digital wealth builders are educated employed urbanites with an upper-middle class lifestyle.



majority of them still lack a comprehensive understanding of the product



10%

Cautious savers are young, deposit less, and churners of **10%**

Alternative savers

10%

Youngsters

10%

Cautious savers are

10%



Summary & Way Forward

Audience to pick-up

%



Digital Wealth Builders

This segment includes individuals who are open to new technology and have confidence in using it to secure their financial future. They have a basic understanding of investment, actively seek information online, and appreciate the benefits of banking innovations like credit.

Why?

- Resonate with current digital bank offerings, i.e., deposits & think credit as a benefit.
- Higher levels of awareness towards [redacted] compared to other segments
- No brand is saturated in mind; they express a different top of mind when it comes to digital banks.

How to acquire?

- Strengthening the deposits & credit communication as this align with future product consideration from competitors where majority choose to try deposits.
- Improve product understanding, as [redacted] from this segment do not understand the type of products.
- Explore more online media, such search engines, where all brands are present except for [redacted]. Additionally, [redacted] has attempted to use [redacted] to increase the score of “is seen everywhere”.

Summary & Way Forward

Rivals we need to watch-out

| Brand | Why? |
|-------|--|
| | The ecosystem owned is perceived as benefits. |
| | Strong media investment and chose to communicate based on their truest colors. |
| | Provide a wide-range of products; with credit and forex as next-gen digital banking. |
| | Strong saving interest rate; it is also perceived as value for money. |

How might we compete?

- Improve the customer experience by offering a secure and expedient transaction process. Thus, this can also be expanded to increase the sense of usability.
- Boost accessibility: the [redacted] needs to be broadly accepted because current digital banks use-case currently for transactions.
- Offer a broad range of services that might rival those of other banks; we're already on the right route with [redacted] to diversify the savings possibilities and we ought to release [redacted] the soonest.

Summary & Way Forward

How might we influence

%



Cautious Savers

This segment represents individuals who are comfortable with new technology but not in a rush to adopt it. They have low trust in the banking sector and prefer to keep their money in safe places rather than investing in banking instruments. They believe in their financial management abilities even without bank investments.

Why?

Although this is the type of segment that is not easy to target for retention, the size is pretty big in digital banking.

How to influence their banking behavior?

They are the youngster and recent studies uncovered that [Gen Z prefer e-wallet than ATM Bank](#). If an e-wallet is enough, why would they need banks?

The shifters are more likely to be the first jobbers and may begin with a need to invest. Creating a programme that offers a small taste of banking could improve their impression of the industry, such as:

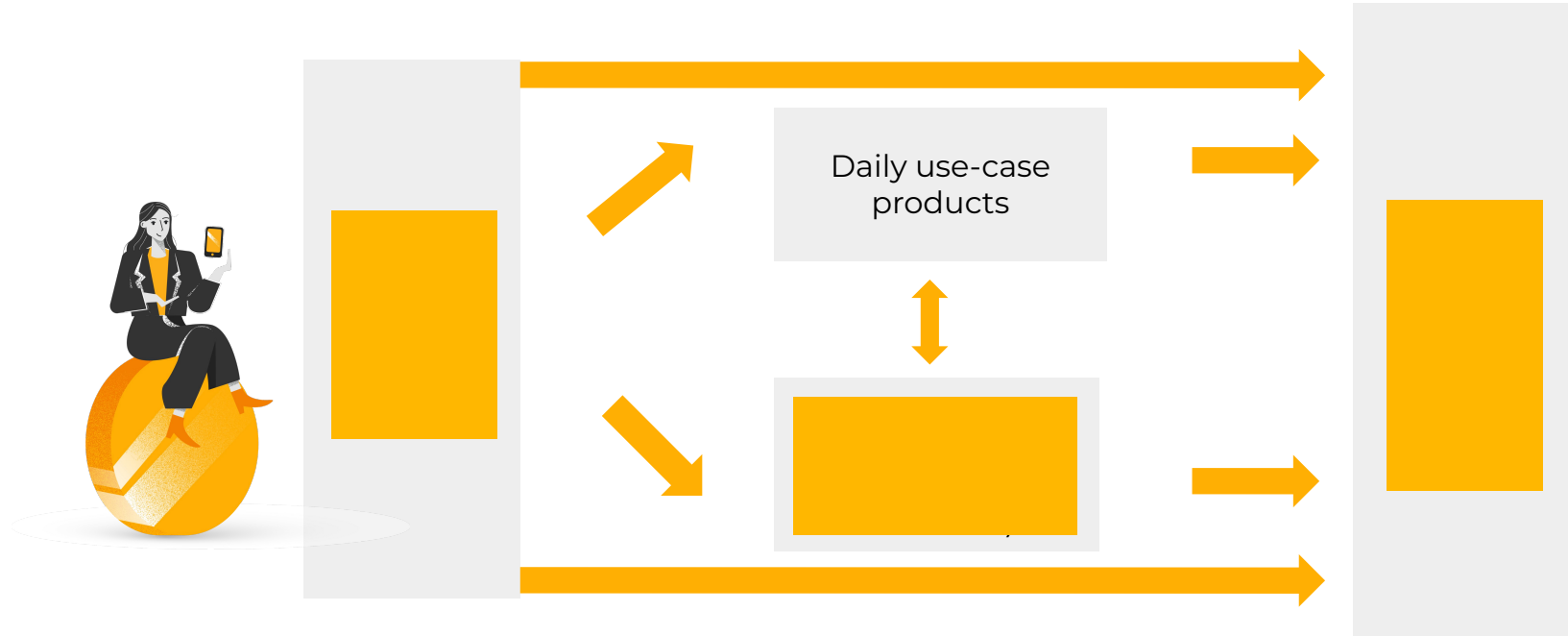
- Obtaining interest on a minimal investment (like most banks do).
- Make a shared account where they can get the most out of it for the least amount of money (did this).
- Enhance the impression of trustworthy to crack trust barriers (done by

Summary & Way Forward

Call to Action



What is the product-market fit we are going to offer?



Make [redacted] as the end goal, but still promote hygienic products as part of the entrance assessment. Therefore, communicating new developments is one of our priorities.