



Value Consulting Report

September 2022

Meet the **Backbase** Team



Shyam Mohan
Principal Strategy
Consultant



Jonathan Stallard
Account Executive



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Senior Solutions
Engineer



OUR MISSION

Help Weatherbys Bank
to **Solve business
problems & enhance
capabilities** through
Augmented Digital

A Brief Snapshot: Weatherbys Strategy Engagement



Business Deep Dives

Business & digital strategy discussions for **Private Bank, Racing Bank and IWA**, processes and tools



16 Workshops

Collaboration with cross-functional teams onsite comprising **25 hours face to face** together with weekly project cadence over 6 weeks



30+ Customer Journeys

Established baselines for current state of **customer & employee aspects of journeys**



Market Research

Develop market insights on the UK/global market to foster ambitious transformation goals



Capability Assessment

Evaluated existing digital maturity across channels and assessed fitment for next-gen channel platform



Consulting Outcome

Developed an in-depth analysis and recommendation (**200+ slide asset**) to serve as the North Star for Digital Transformation

Our understanding of Weatherbys Objectives and Pain Points



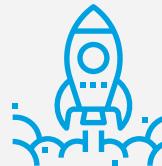
Customer Acquisition

Attract more customers through seamless digital onboarding and product-application experiences; strengthen customer conversion and product penetration of your customers



Customer Servicing

Improve digital adoption and enrich customer engagement through a delightful servicing experience. Adopt the right digital channel mix to lower cost to serve and higher revenue. Create the right balance in service levels through Banker assisted & self-service experiences.



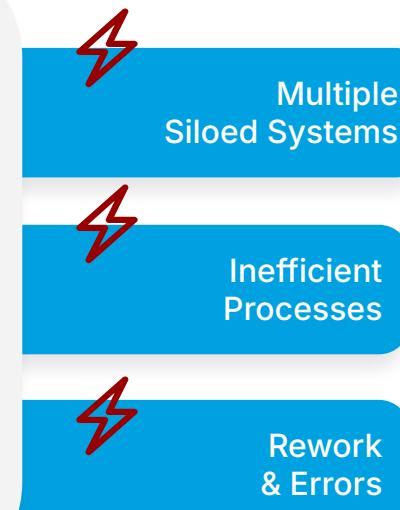
Operating Model

Shift to a one-platform operating model for improved infrastructure and agile-backed upgrades to deliver market leading value to customers

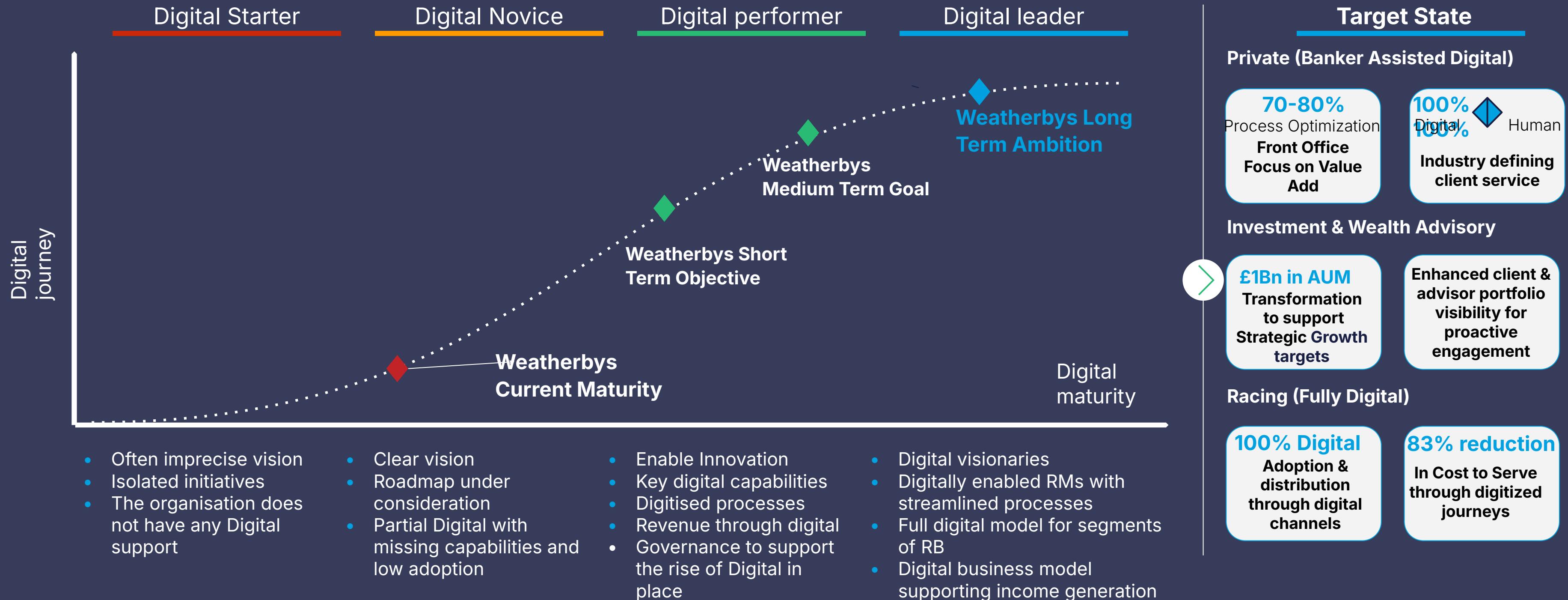


Employee Efficiency

Streamline bank processes to deliver value through optimal digital channel mix, while reducing effort, processing errors and rework. Move away from H:drive and develop a fully integrated case-based workflow, thereby offering tighter controls and regulatory oversight.

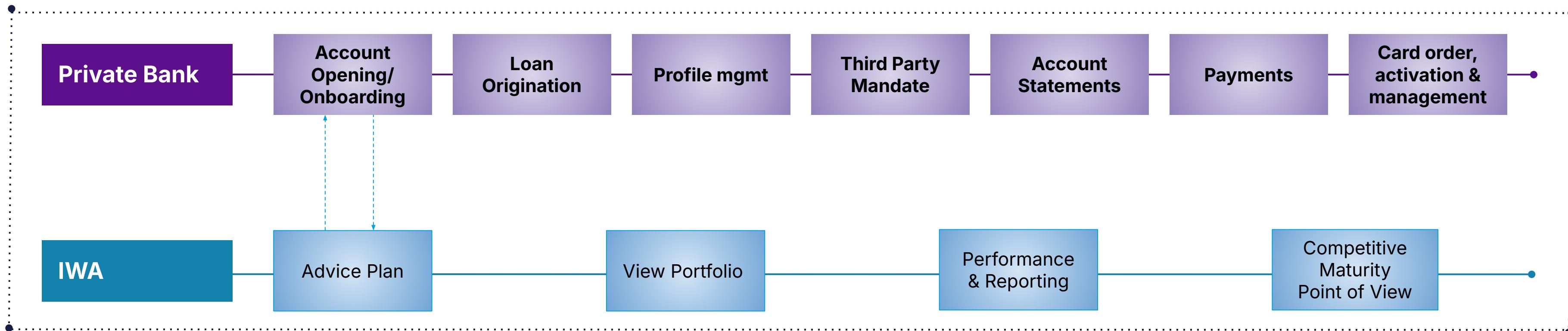


Step change transformation path to **Digital Maturity**

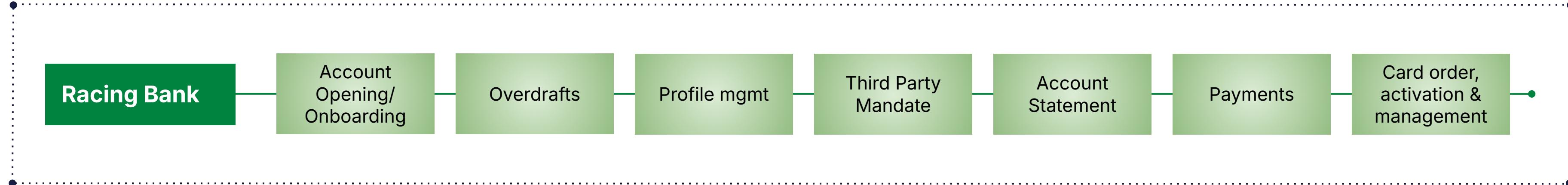


Content Map: Click on the boxes to Navigate

Banker Assisted Digital

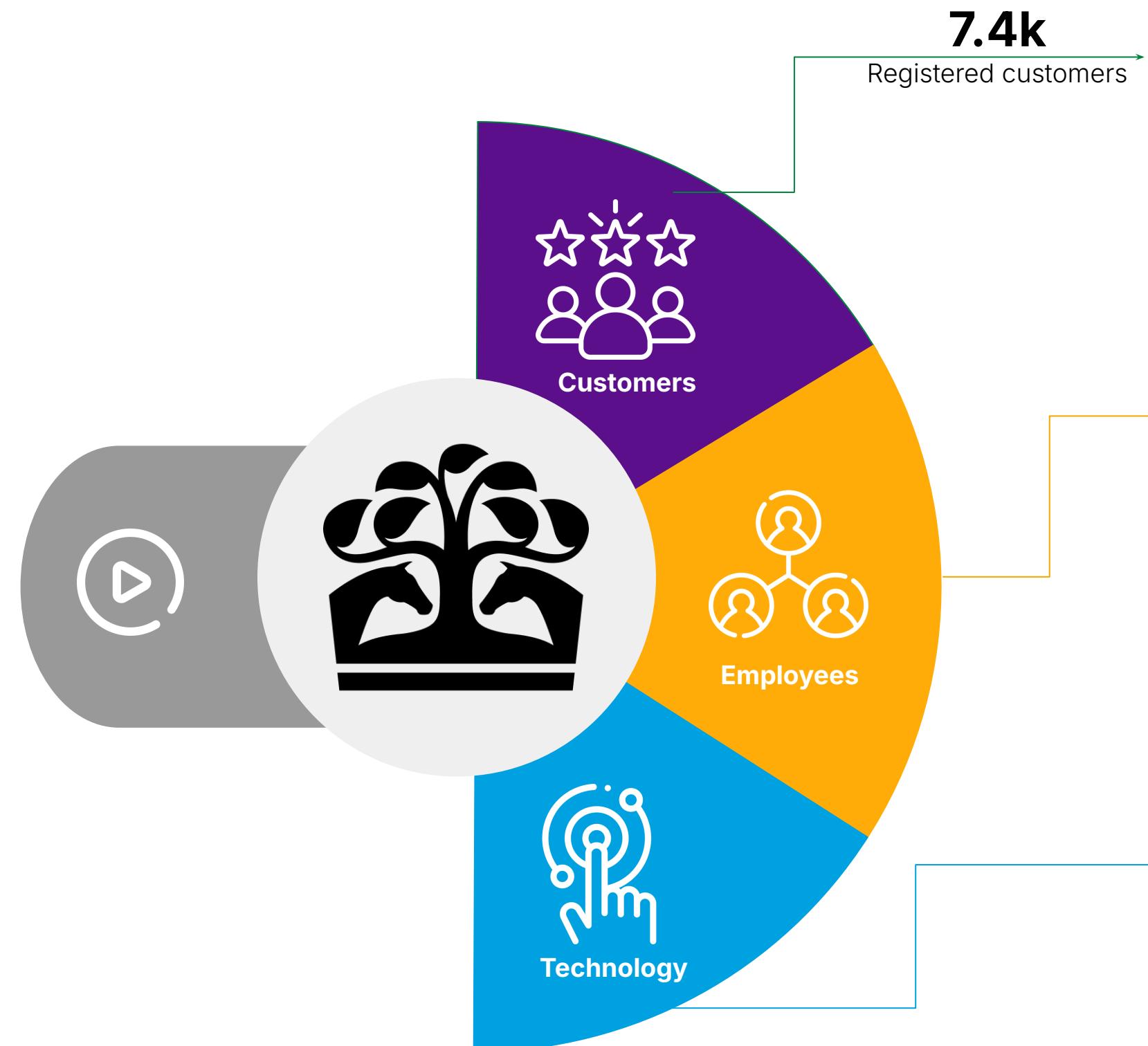


Self-service Digital



Private Bank

Weatherbys Private Bank | Starting Point

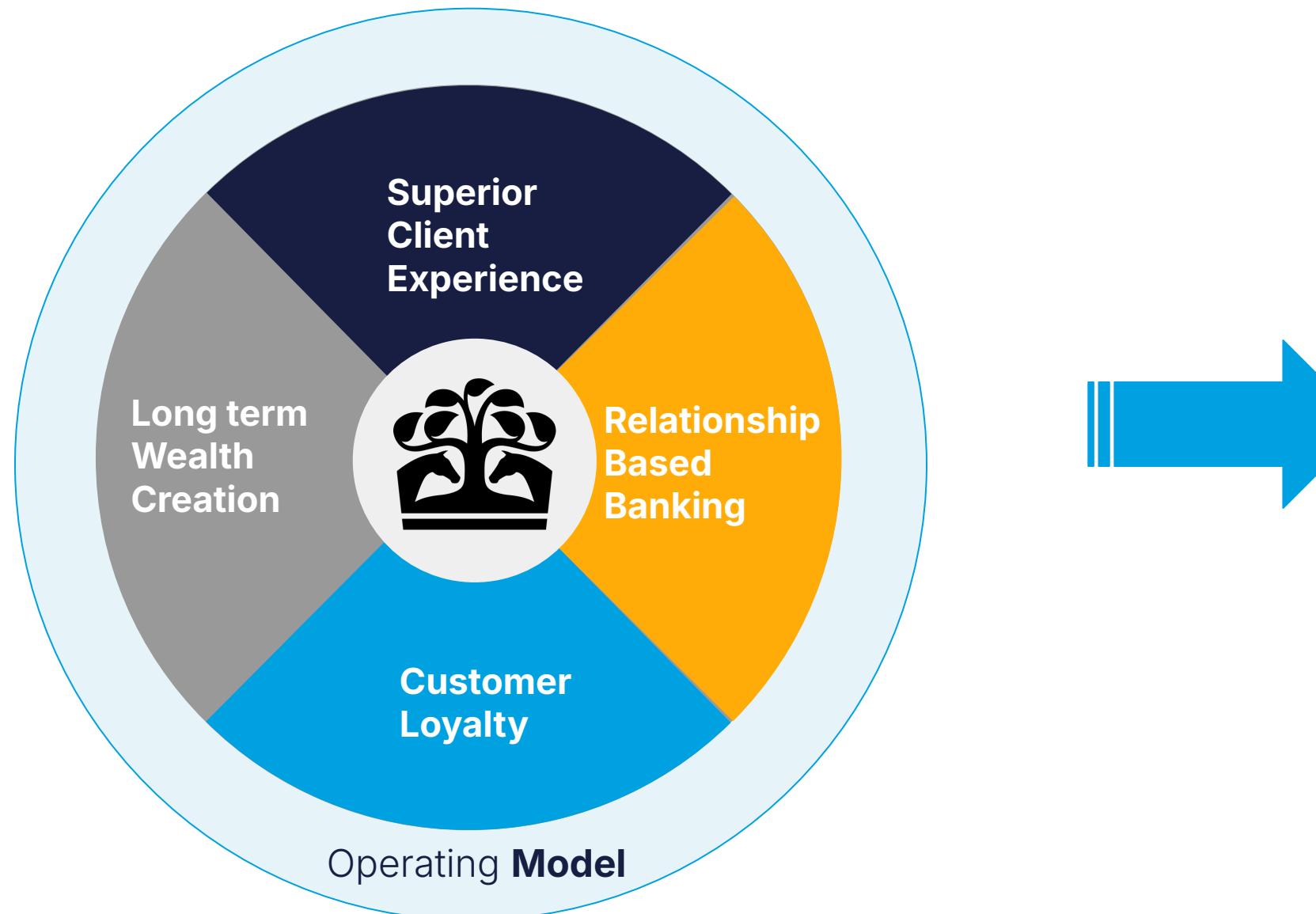


- **53%** Customers are between ages 50-75, **25%** are over 75, **22%** under 50
- **Less than a third** of clients use current mobile app; Online Bank used largely for Domestic Payments
- Net Promoter Score of **75** with **5%-10%** customer churn
- Banker Services & Helpdesk are **not 24/7**
- **72** employees across Wellingborough, London & Edinburgh (**55** in Front Office, **10** in Helpdesk, **7** operations)
- Service channels: **Private Banker & Associate, Bank Helpdesk**
- **70%** bank processes require significant **manual effort**, with multiple touchpoints & client follow-up, leading to **manual errors**. This takes up valuable time Front Office time that could have been spent adding value
- Bank processes are not scalable to support new customer growth, currently being solved by adding headcount
- **Flexcube** Core Banking with **Oracle Digital Banking** (OBDX) & non-integrated CRM (**ATLAS**)
- Current Tech stack not conducive to bank's need to innovate & evolve with customer needs
- Heavy drain on resources, costs and time to maintain systems and keep business running
- Secondary App developed for Card Management, managed by vendor (Tietoevry)
- BAU involves multiple logins at different point systems to complete key processes such as onboarding, origination leading to inefficiency and limited scalability



Private Bank Value Drivers | Customer Lifecycle

Our strategic workshops helped identify key value creators to improve top & bottom line growth for Weatherbys Private bank. We also derived priority initiatives to serve as guard-rails during this digital transformation journey



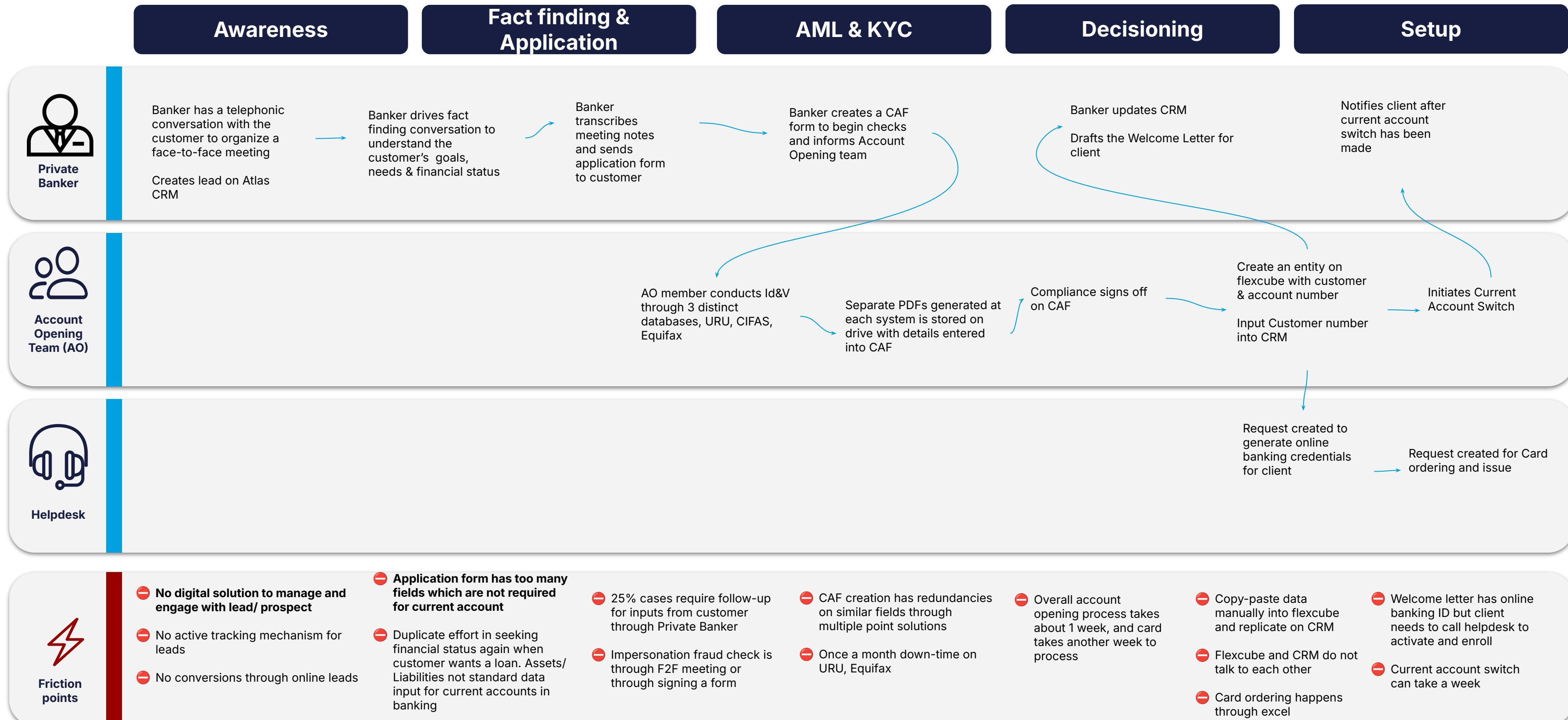
Priority Initiatives

- ★ Improve **Customer Conversions**
- ★ Improve **Customer Experience & Retention**
- ★ Improve **Operating Efficiency & focus on Value Creation**
- ★ Reduce **Cost to Acquire & Serve**
- ★ Increase **Share of Wallet & Customer Lifetime Value**

Account Opening

Private Bank

The Journey Today - Private Bank Onboarding



Digital Channel Assessment - Private Bank Onboarding

Onboarding a customer onto the Private Bank involves fully banker-assisted process that is heavily manual, with no digitization/ automation available. No change in channel experience for new and existing customers

Private Bank	New Customer Acquisition				Existing Customer - New Account/ Cross sell				
	Product Channel	Online	Mobile	Bank*	Helpdesk	Online	Mobile	Bank*	Helpdesk
Current account	●	●	●	●	●	●	●	●	●
Loans	●	●	●	●	●	●	●	●	●
Fixed Deposit	●	●	●	●	●	●	●	●	●
Credit Card	●	●	●	●	●	●	●	●	●
Foreign Exchange	●	●	●	●	●	●	●	●	●

[Self Service] [Assisted Service] [Self Service] [Assisted Service]

13 Bank here refers to the Private Banker & Private Bank Associate





Insights & Recommendations | Account Opening



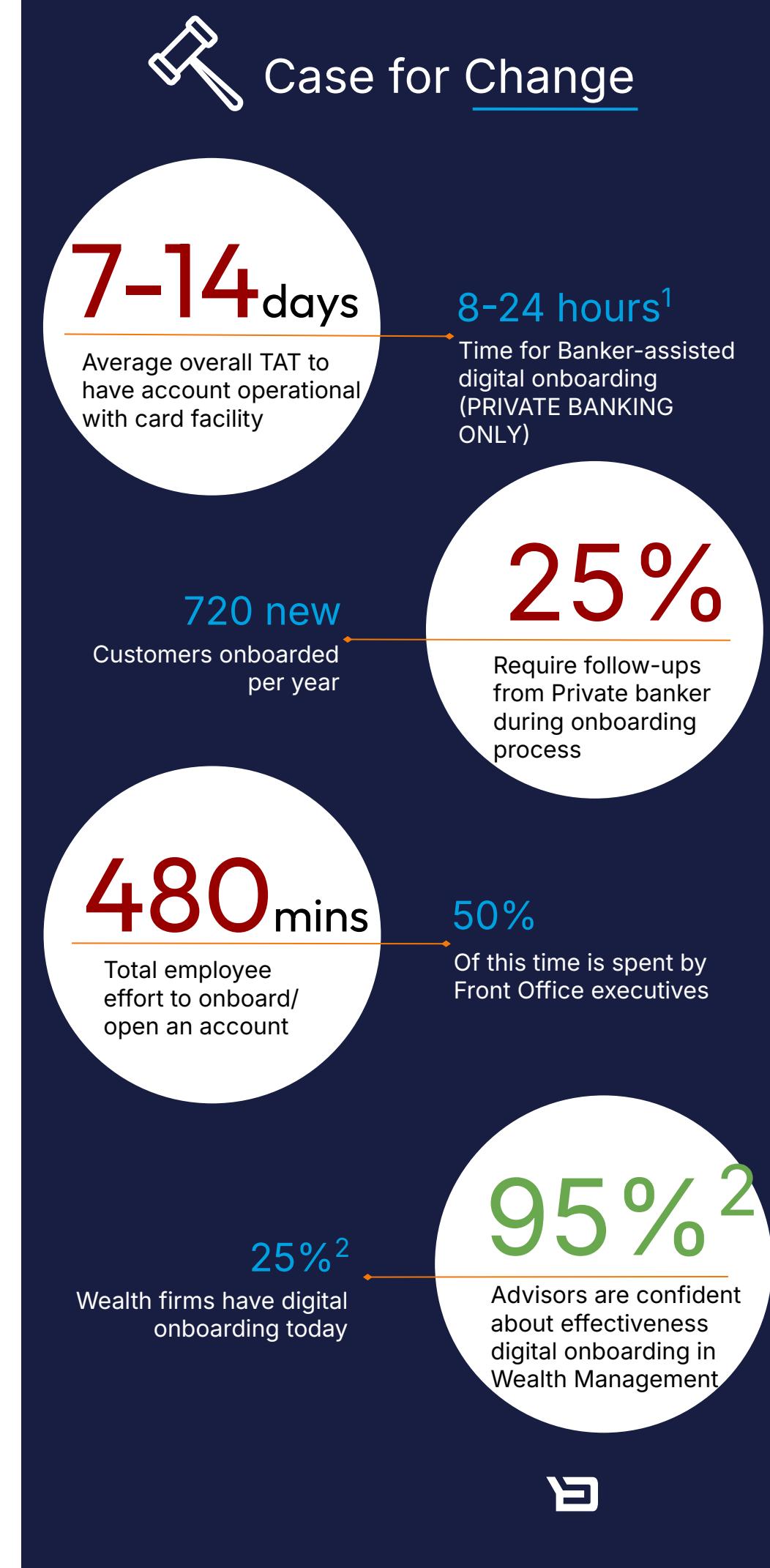
Customer Experience

- 🔍 Customer has to wait an average of 2 weeks to have an operational bank account with no tracking status during the journey
- 🔍 Customer can only enroll for online banking through helpdesk call with security checks which results in low user adoption and erodes engagement
- 🔍 Customer is required to fill up a lengthy application form with sometimes irrelevant fields - creates drop-off therefore requiring the Private Banker to follow-up
- 💎 Deliver customer delight through a banker-assisted digital onboarding orchestration of Application, AML/ KYC, Risk decisioning together with Account Setup and Online banking/ Digital Enrollment
- 💎 Onboarding should be fully integratable with other product origination to reduce duplicative efforts for loan or investment planning customers during sign-up.



Employee Experience

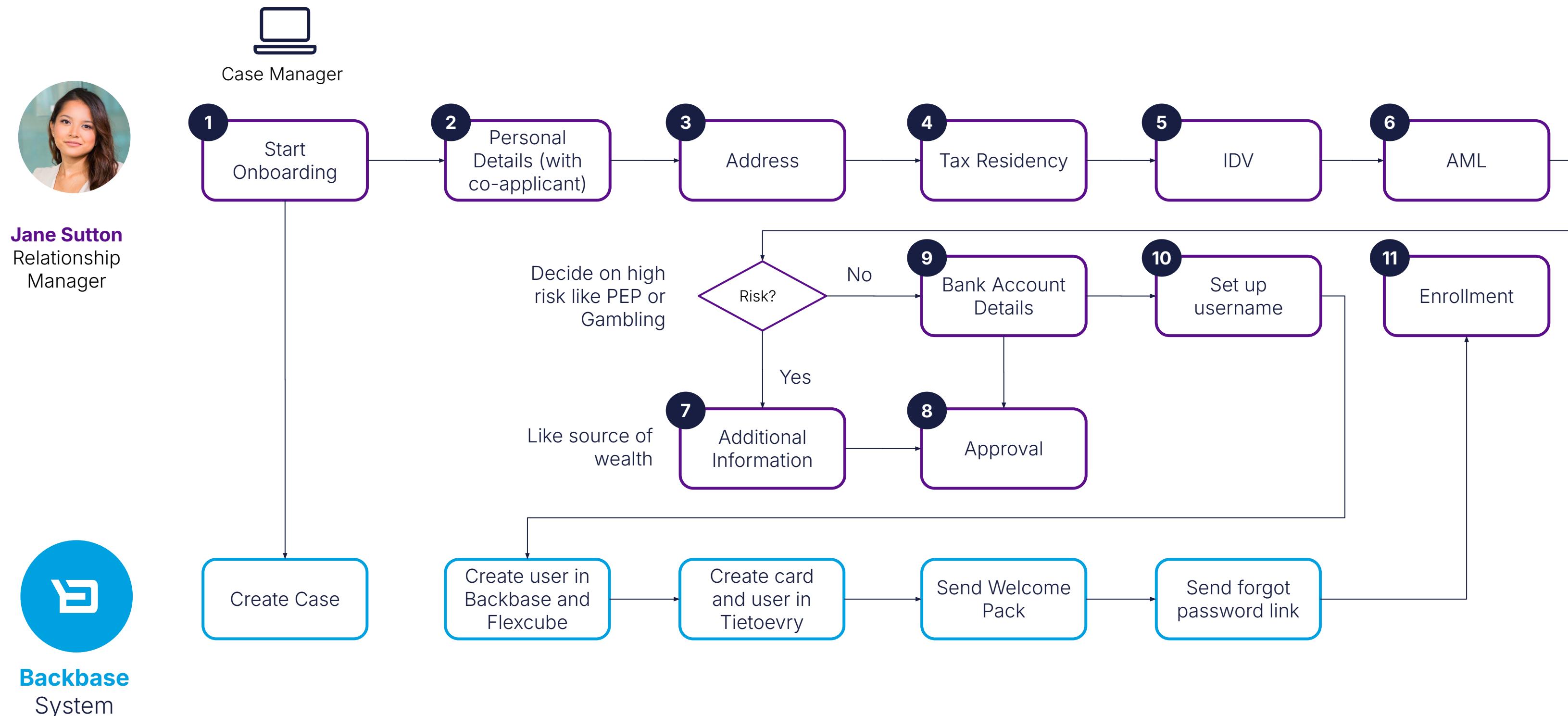
- 🔍 No digital solution to manage interactions and engage with prospect/ client
- 🔍 Non-uniform methods of fact finding by each banker which leads to non-exhaustive information
- 🔍 Front Office executive performs almost ~3hrs of manual tasks apart from meeting the client
- 🔍 Customer Assessment Form involves repetitive data collection across siloed systems
- 🔍 Duplication of effort as owing to a lack of 2-way link between CRM and Core (Flexcube)
- 🔍 Card ordering, cheque ordering and online banking creation are all distinct processes not integrated today
- 💎 Build a unique banker-assisted onboarding that is both 100% personal and 100% digital
- 💎 Poised for growth by introducing a product/ service differentiation in a ripe fragmented environment
- 💎 Avoid duplication by asking only relevant financial details during onboarding. Assets/ Liabilities request may be avoided for customers just seeking current account



Proposed Solution

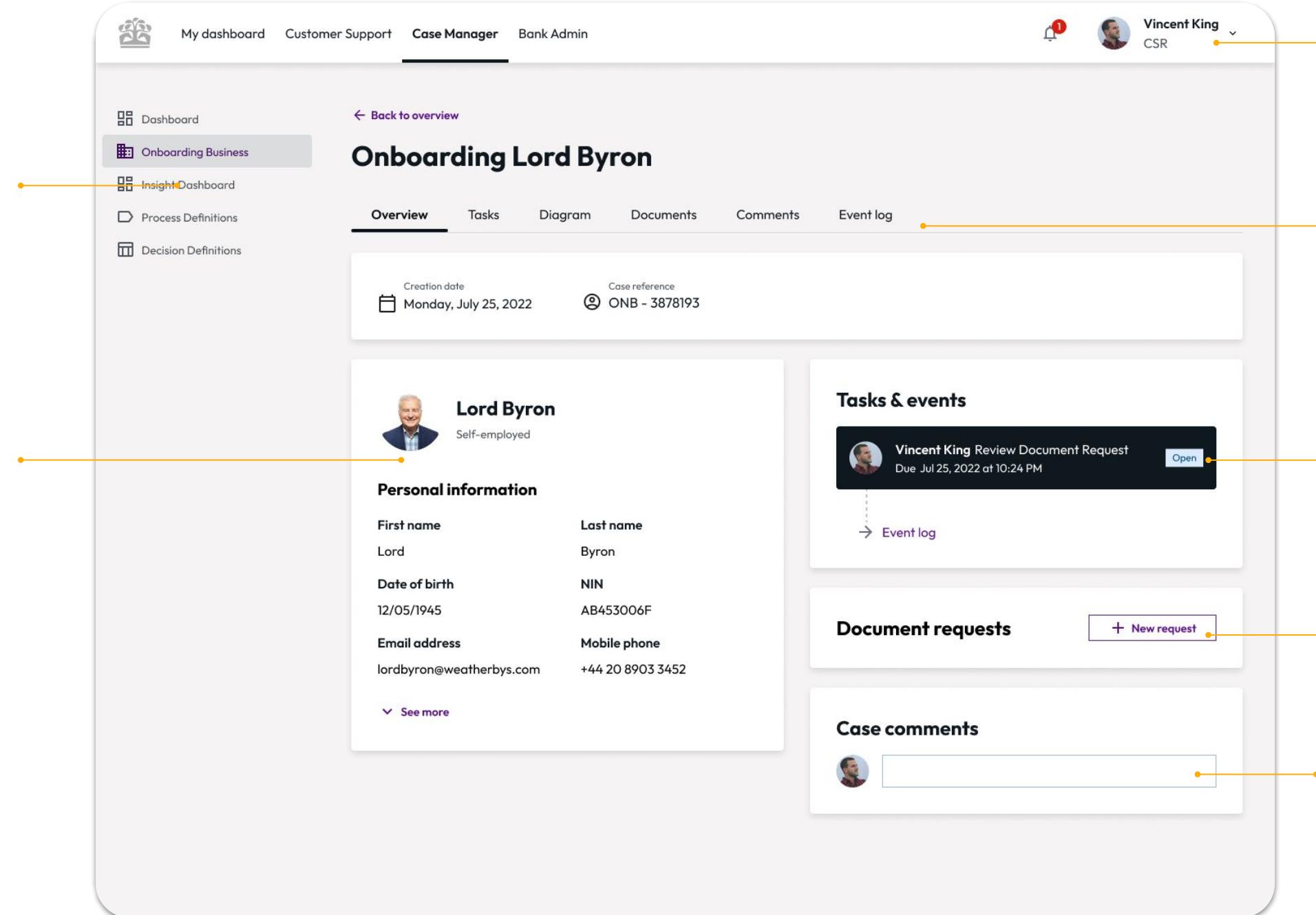
Account Opening

Solution | Private Bank Current Account Opening



Solution | Case manager

Insights and reporting



Secure login

Clear overview with all captured data

Powered with the default platform capabilities like Audit, Document Management and the process engine

Overview of tasks to be completed by customer or employee

Securely request additional information from the customer

Easy collaboration between employees

Solution | Manual tasks

Unified employee view to provide customer support and integrated case management

The screenshot shows a web-based application interface. At the top, there's a navigation bar with links: My dashboard, Customer Support, Case Manager (which is highlighted in blue), and Bank Admin. Below the navigation, a sidebar on the left has links for Dashboard, Onboarding Business (which is selected and highlighted in purple), Insight Dashboard, Process Definitions, and Decision Definitions. The main content area is titled "Onboarding Lord Byron". It shows a summary card with creation date (Monday, July 25, 2022) and case reference (ONB - 3878193). Below this is a section for "Lord Byron" (Self-employed) with a profile picture. A "Personal information" table follows, listing details like First name (Lord), Last name (Byron), Date of birth (12/05/1945), NIN (AB453006F), Email address (lordbyron@weatherbys.com), and Mobile phone (+44 20 8903 3452). To the right, a modal window titled "Upload Drivers License" is open. It shows the case context ("Case: Onboarding Business Lord Byron"), assignee ("Vincent King"), due date ("Due Jul 25, 2022 at 10:24 PM"), and instructions to "Upload a drivers license". A file list table shows one item: "Drivers License.jpg" uploaded by "Lord Byron" on "Jul 25, 2022, 6:43:31 PM". A "Submit" button is at the bottom of the modal.

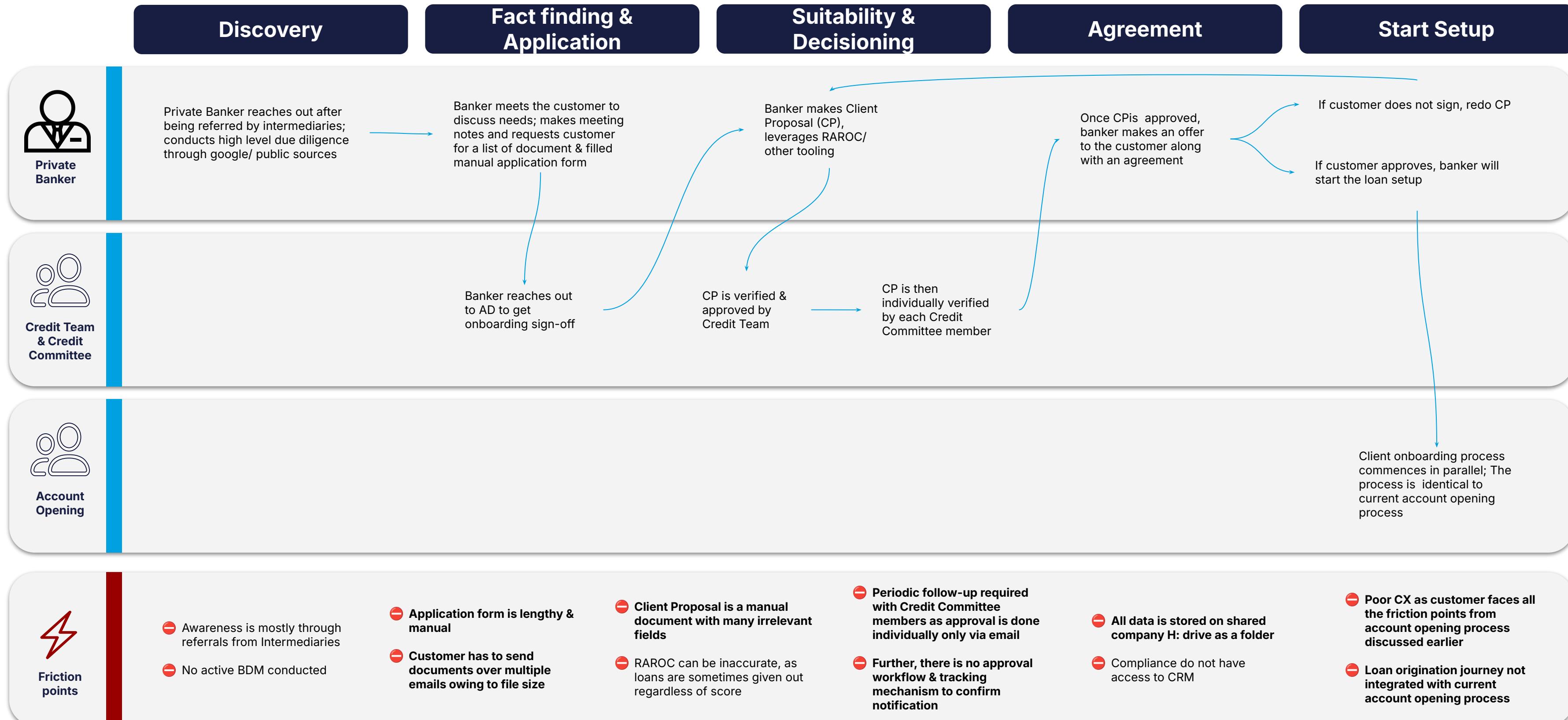
Assign tasks to other employees and define the SLA

Example of a task view where a document needs to be uploaded

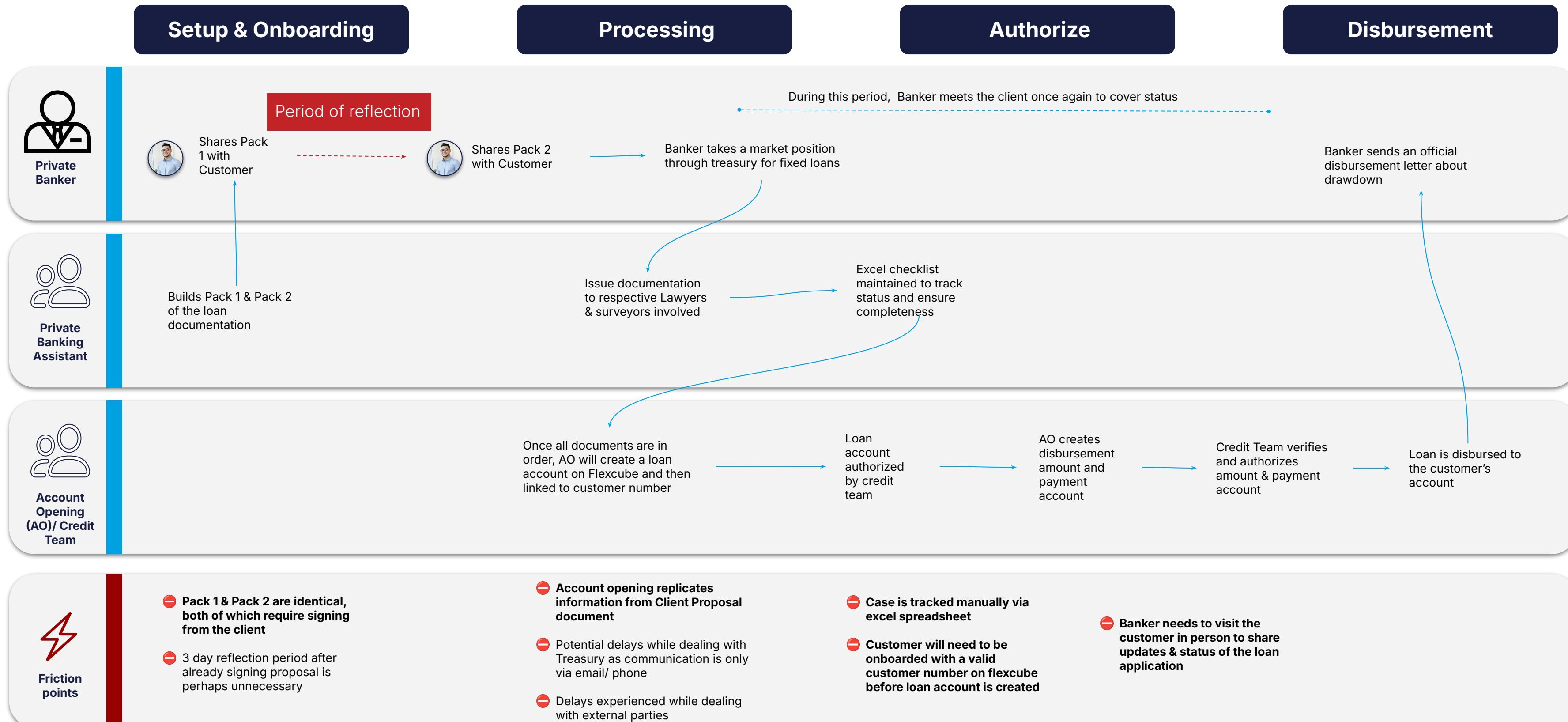
Loan Origination

Private Bank

The Journey Today - PB Loan Origination - I/II



The Journey Today - PB Loan Origination - II/II





Insights & Recommendations | Loan Origination



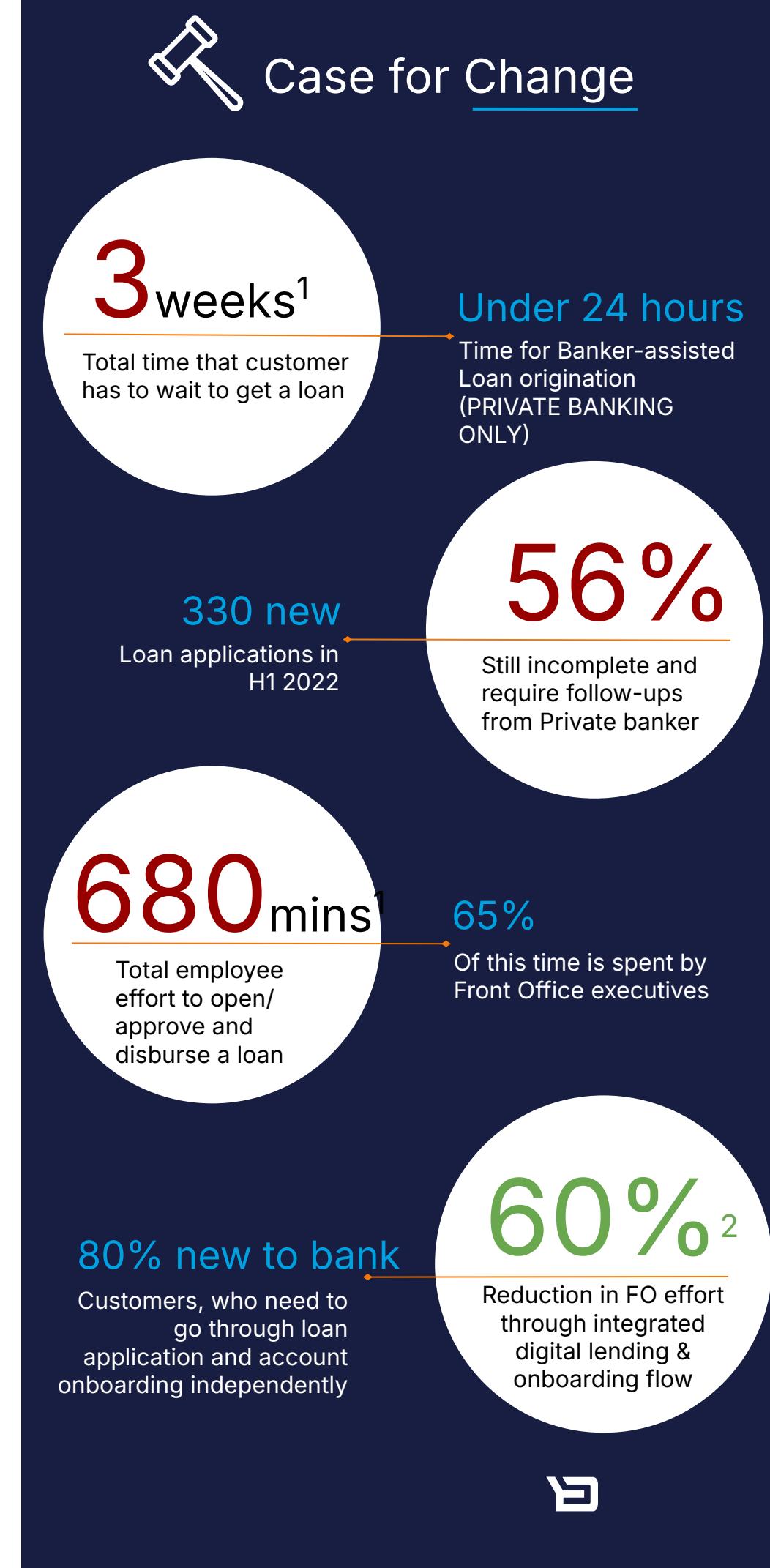
Customer Experience

- 🔍 Customer is required to fill up a lengthy application form with sometimes irrelevant fields - creates drop-off therefore requiring the Private Banker to follow-up
- 🔍 Numerous documents requested which are heavy in file size, therefore need to be broken into multiple mails by the customer before sending. This is cumbersome, manual and prone to misses. No digital solution available to track uploads and application status
- 🔍 New to bank customer has to undergo a current account opening process, that is not integrated into loan origination, thereby duplicating efforts even though both might happen simultaneously
- 🔍 Customer cannot view their loan account details on the Online Bank/ Mobile App
- 💎 A digital lending solution that enhances customer experience through ease of application, better transparency through digital communication channel and status checks, thereby also reducing the total time to disbursement
- 💎 Offer an integrated onboarding & lending experience for new to bank customers which removes duplication and enhances CSAT



Employee Experience

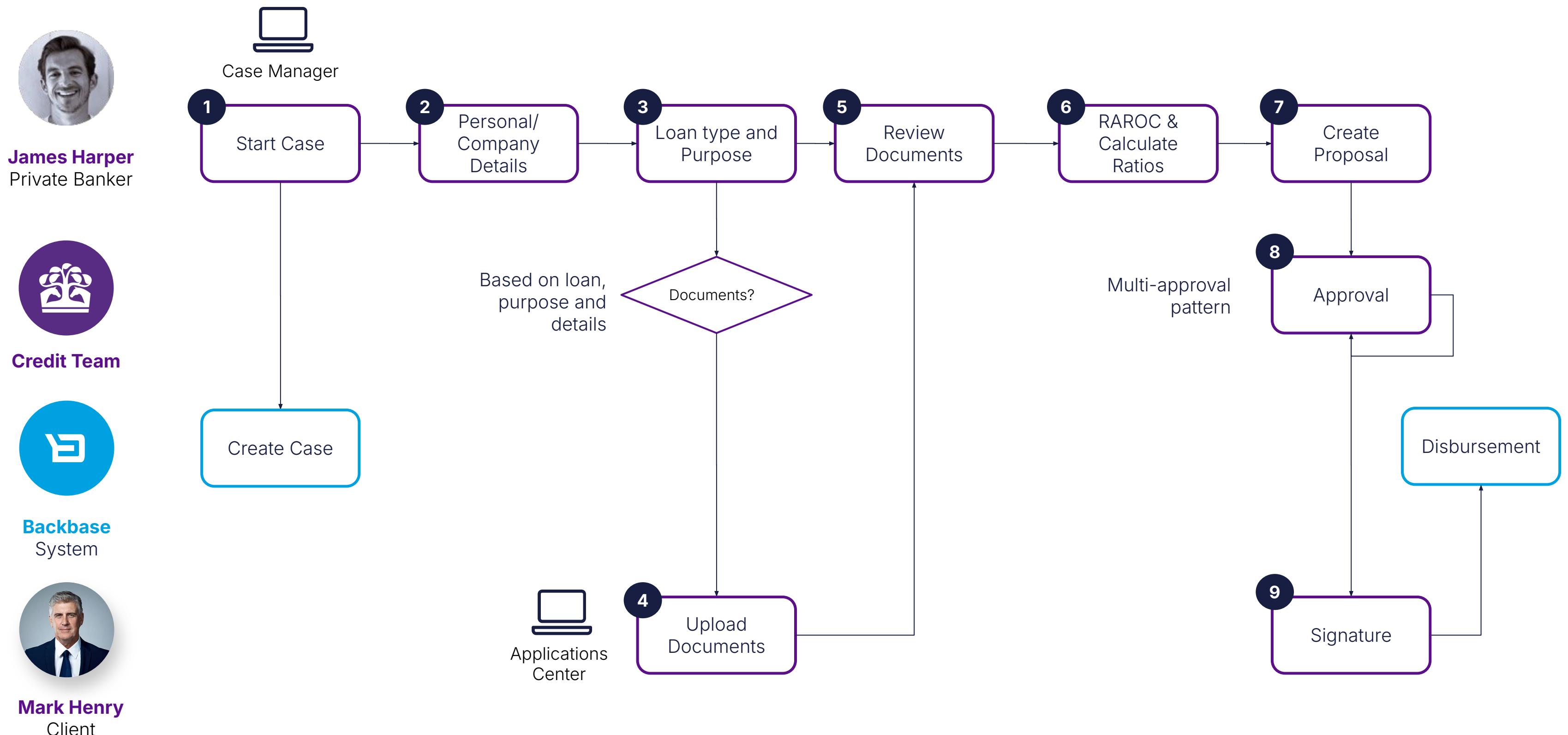
- 🔍 No digital solution to manage interactions and engage with prospect/ client (such as document request)
- 🔍 Front Office assistants perform ~4 days worth of manual tasks, some of which are duplicating (such as pack 1 & pack 2, which hold the same information) along with rework
- 🔍 Multiple handover between FO/ Credit committee, back office and credit team, all of whom depend only on an excel document and emails to confirm their respective activity
- 💎 Employee-assisted digital lending that is both 100% personal and 100% digital
- 💎 Provision a case manager that can act as workflow to track status and completes, along with task assignments during handovers for approvals



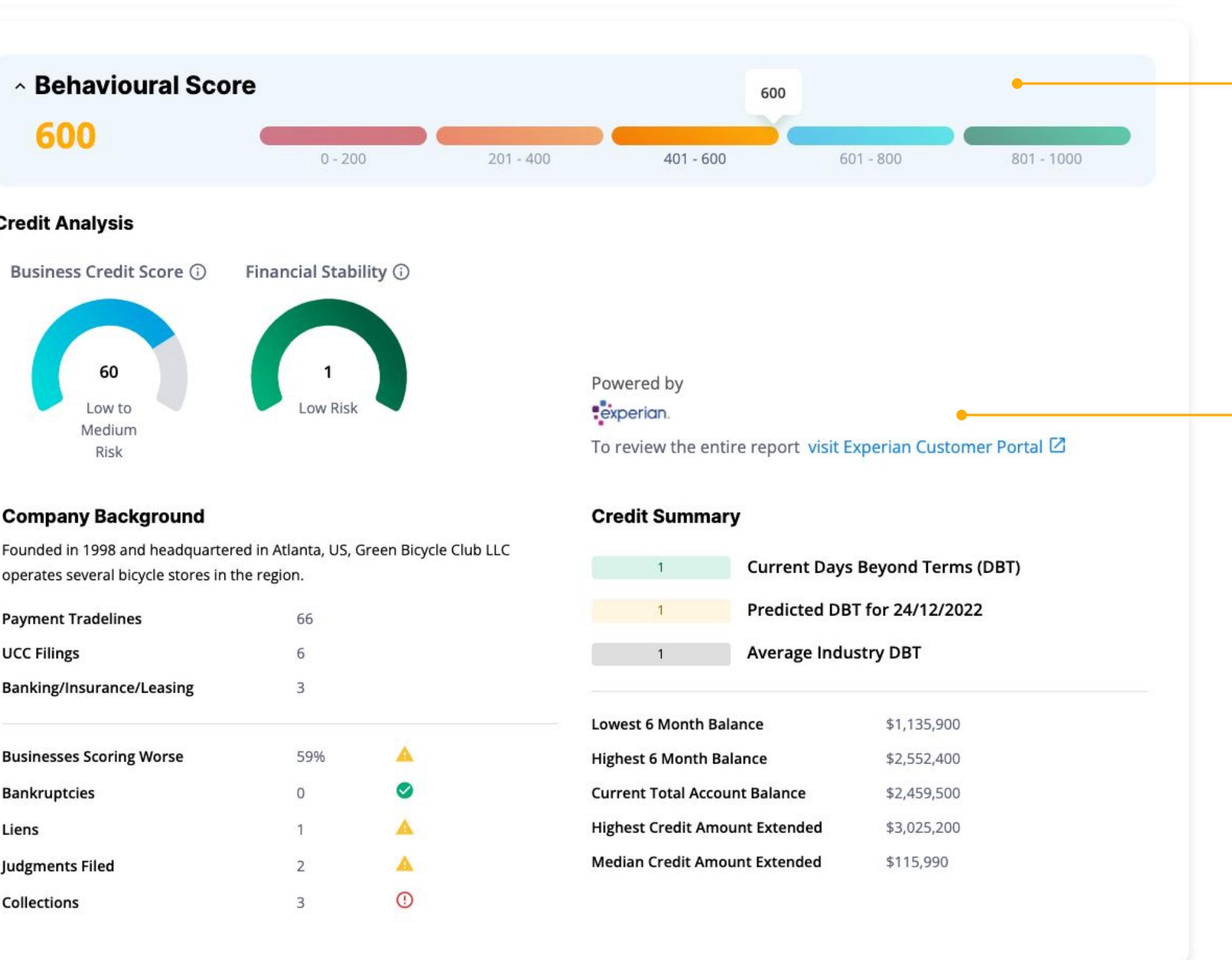
Proposed Solution

Loan Origination

Solution | Loan Origination



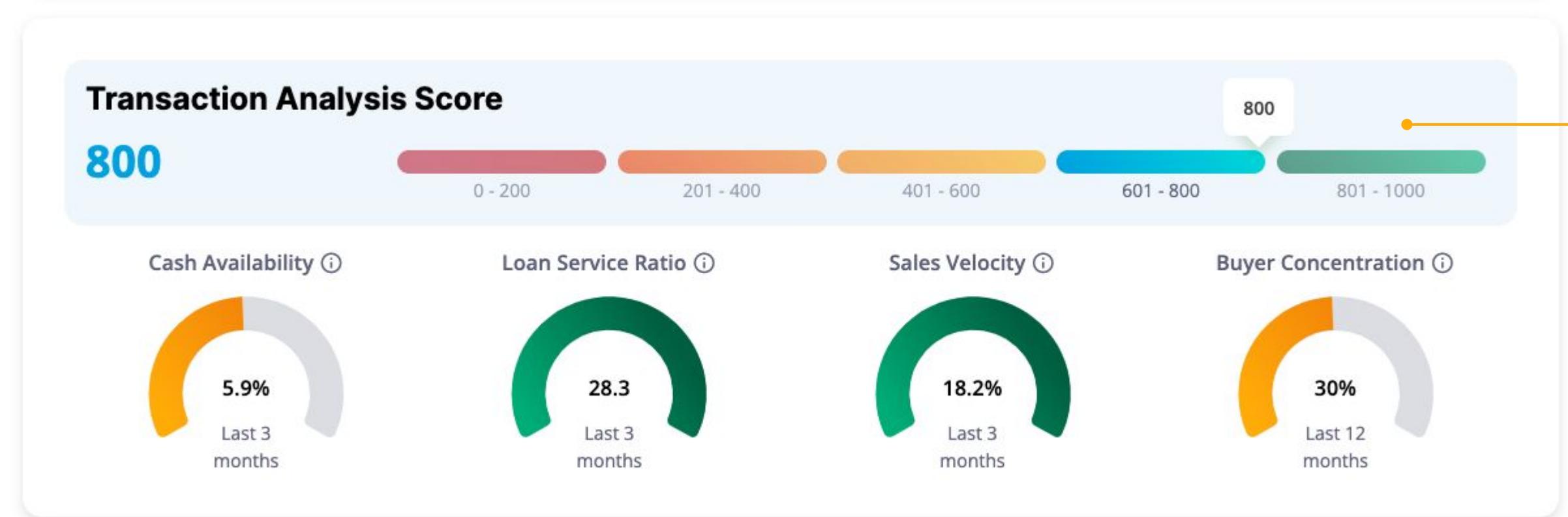
6. Calculate Ratios



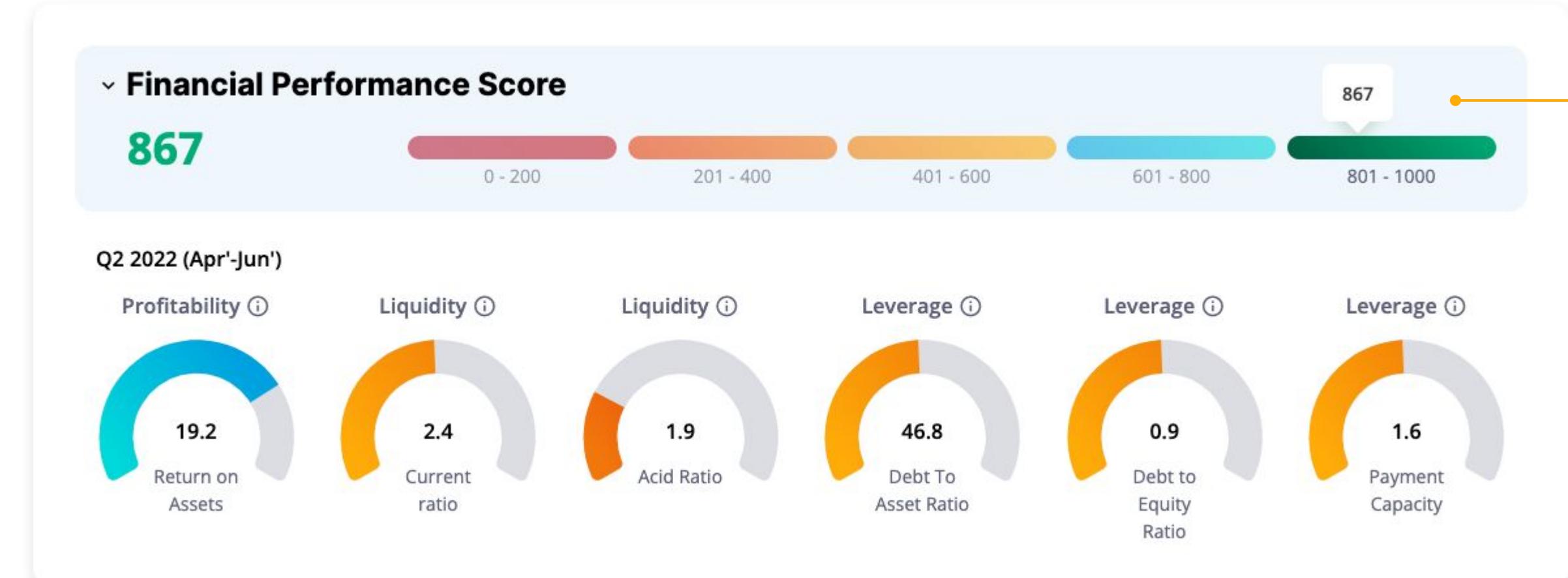
Behavioural score is based on retrieving credit scoring from external credit bureaus

Powered by Experian that is pre-integrated.

6. Calculate Ratios



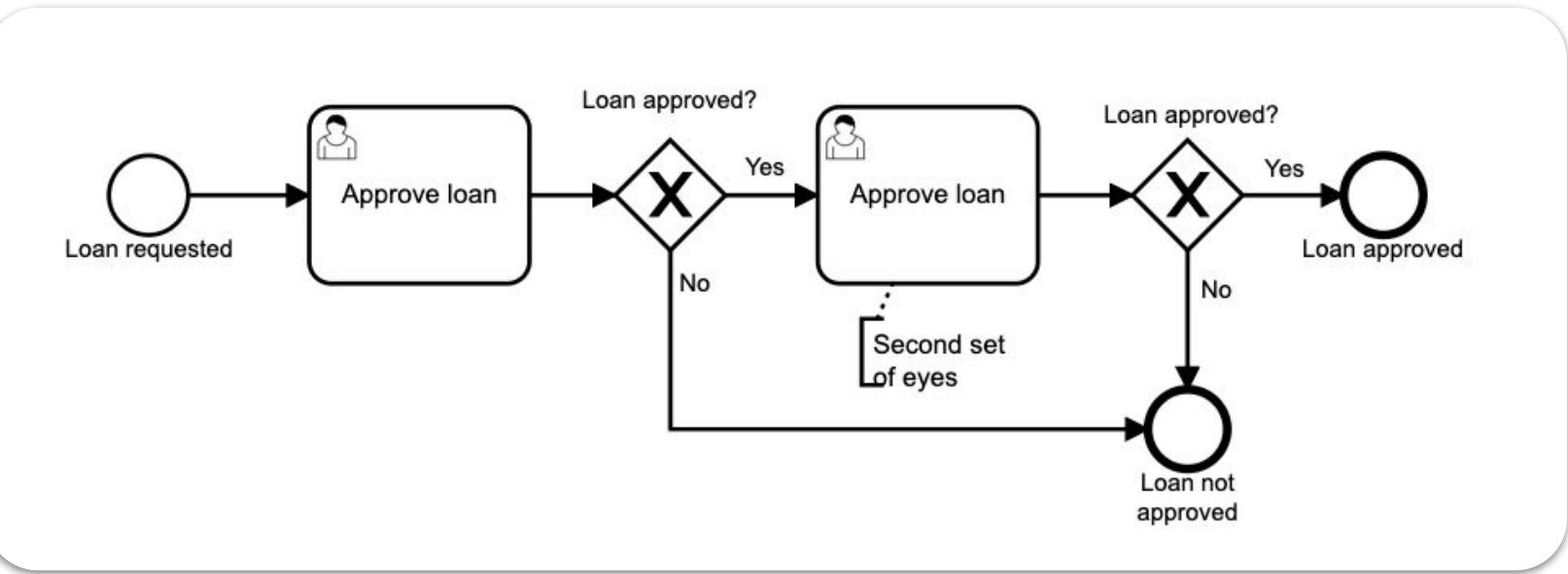
If transaction details are available either through manual upload, open banking or imported into Backbase, automated transaction analysis can be performed.



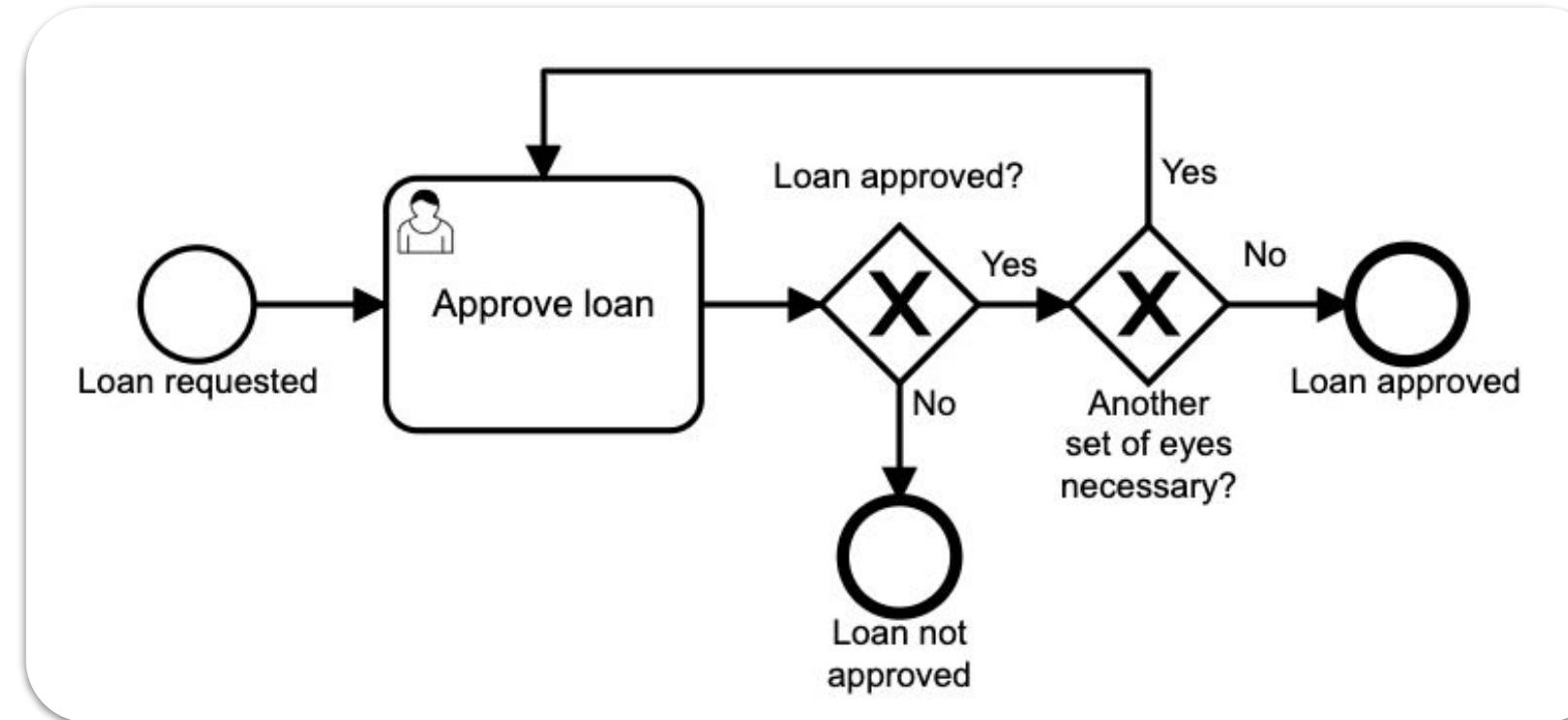
Based on the financial statements that are uploaded or automatically imported the financial performance and ratios can be calculated. This is positioned as a tool to help the private banker make the final decision.



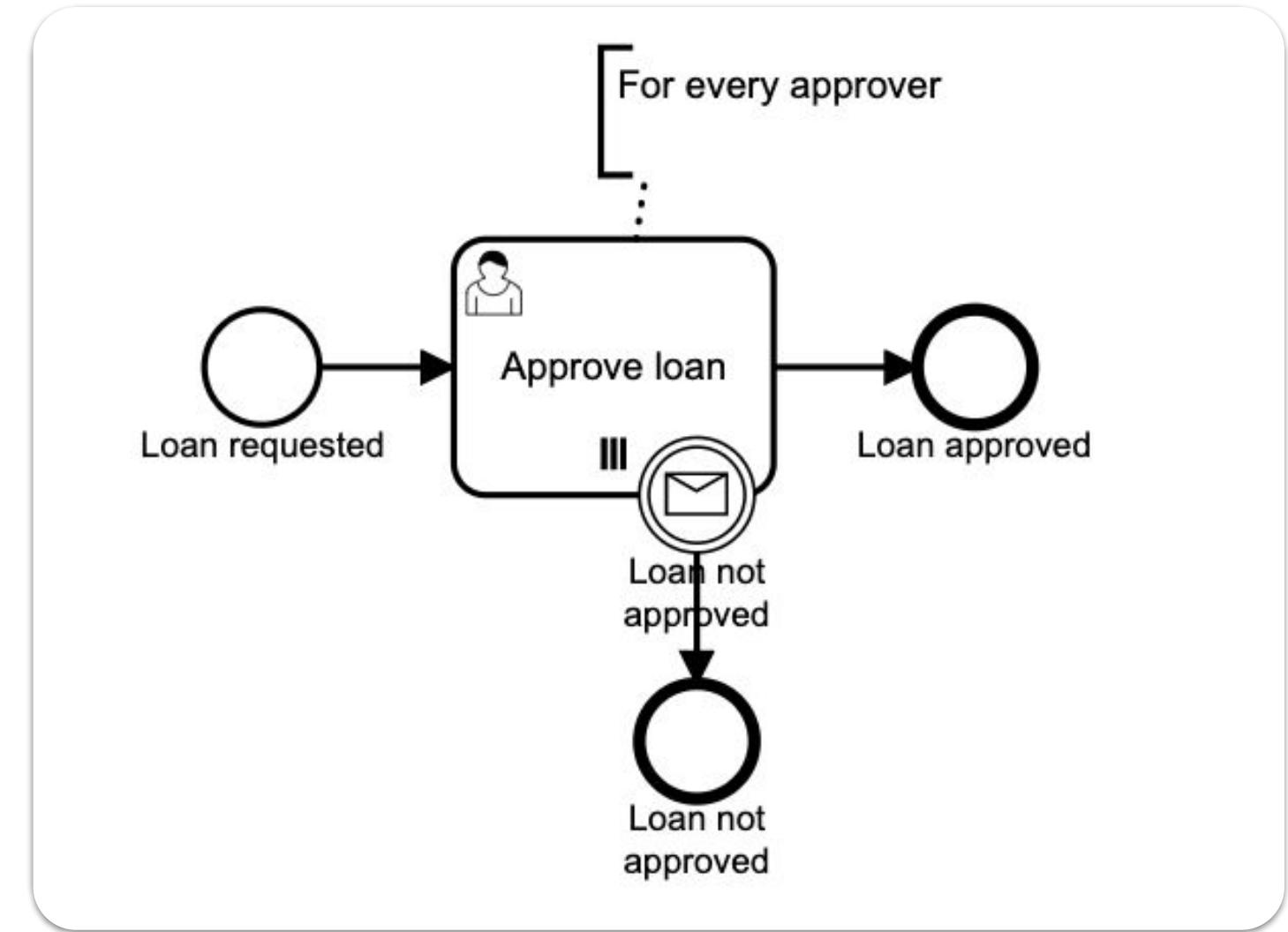
8. Approval patterns



Separate tasks



Loop



Multi-instance task



Servicing

Private Bank

Digital Channel Assessment - Private Bank Servicing

No digital channels or automation available in PB servicing today. All client service requests are manually addressed by the Private Banker or their Associates. Partially present on the Online Bank, however, low digital adoption seen



Profile Update

Private Bank

The Journey Today - Profile Update

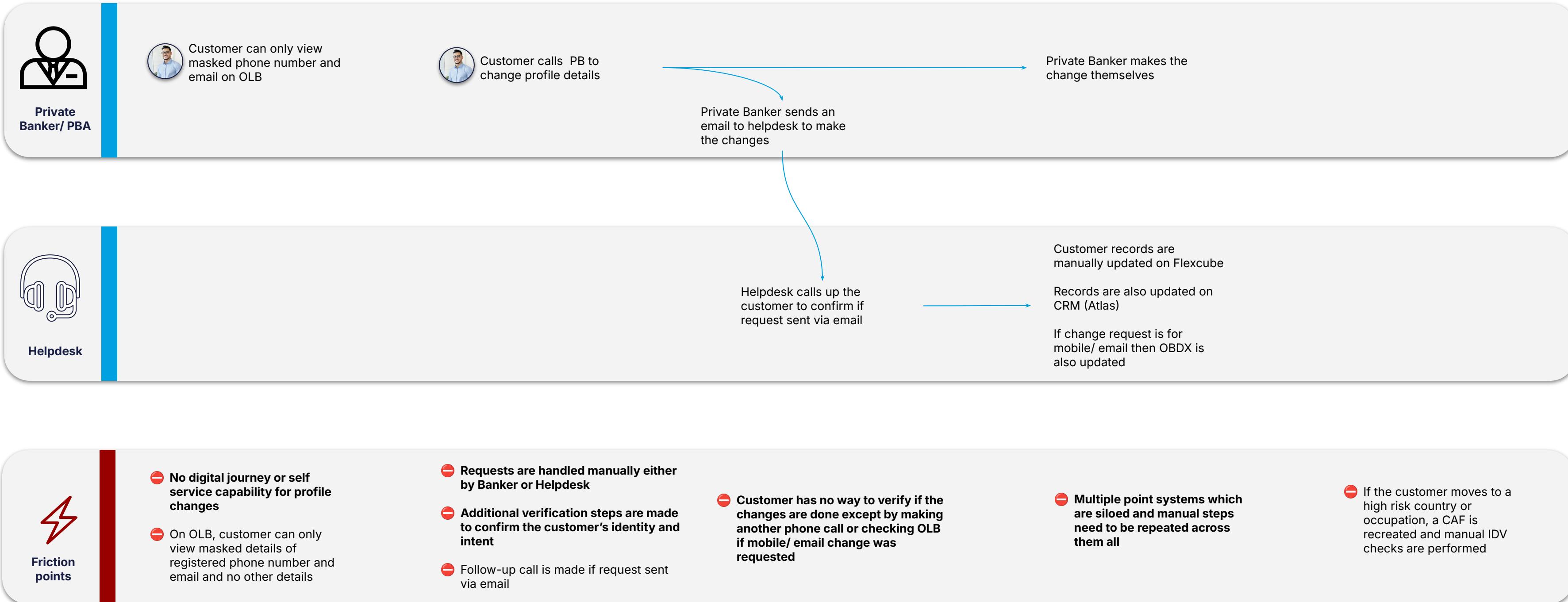
View Profile

Change Request

Verification

Execute update

Follow-up



Insights & Recommendations | Profile Update



Customer Experience

- 🔍 Customers cannot view or update their personal details in the online bank or mobile app, or any other self-service or assisted digital channel (other than viewing masked values for email & mobile in the online bank)
- 🔍 Updates to personal details are made by the customer contacting the Private Banker via phone, email/post
- 🔍 Customers need to pass verbal authentication every time and there are no status updates or confirmation that the changes have been made
- 💎 PB customer can choose between self-service to contact Private Banker securely through web & mobile app. These changes can be integrated into the Core, CRM & online portal instantly
- 💎 "How-to" video/guides accessible in the bank web & mobile app will help educate customers on self-service capability. Further, seamless "uber-like" CX will help migrate more customers to self-service.
- 💎 Proactive messaging on inbound requests will improve service level visibility & increase CSAT



Employee Experience

- 🔍 A fairly simple request like profile update is handled today by front office PB/PBA which adds to Bank's cost to serve
- 🔍 Bank employee needs to run security checks to verify customer only over the phone, therefore subject to the customer's availability
- 🔍 Further, the process is manual requiring similar steps conducted across multiple siloed systems
- 💎 While self-service on the mobile/web app is the digital banking standard for profile updates, to cater to relationship-managed customers, an employee-assisted profile update journey will be available
- 💎 Banker/employees should emulate the customer view for effective profile & account management
- 💎 Developing a workflow for every case and managing it through the employee portal is recommended



Proposed Solution

Profile Update

Solution | Digital Assist - Customer Support

Customer support offers the following services:

- **Customer overview:** To get a quick overview of the selected bank customer.
- **Emulation:** To act as if the employee were another user. For example, it allows the bank employee to access a customer's retail or business banking app on behalf of the customer.
- **Profile:** To view and manage contact information of the bank customer.
- **Login and security:** To restore passwords and configure the login procedure for the bank customer.
- **Devices:** To view and manage the selected customer's devices.
- **Sessions:** To view and end the selected customer's sessions.
- **Products:** To get detailed information about the customer's accounts.
- **Cards:** To view and manage the selected customer's cards.
- **Payment orders:** To see a list and get detailed information about the customer's payments.
- **Messages (user mode):** To view and reply to conversations with the selected bank customer.
- **Comments:** To view and reply to comments made by other employees
- **Activity log:** To query and download the selected customer's activity logs.
- **Notifications:** To keep the employee updated about important events.

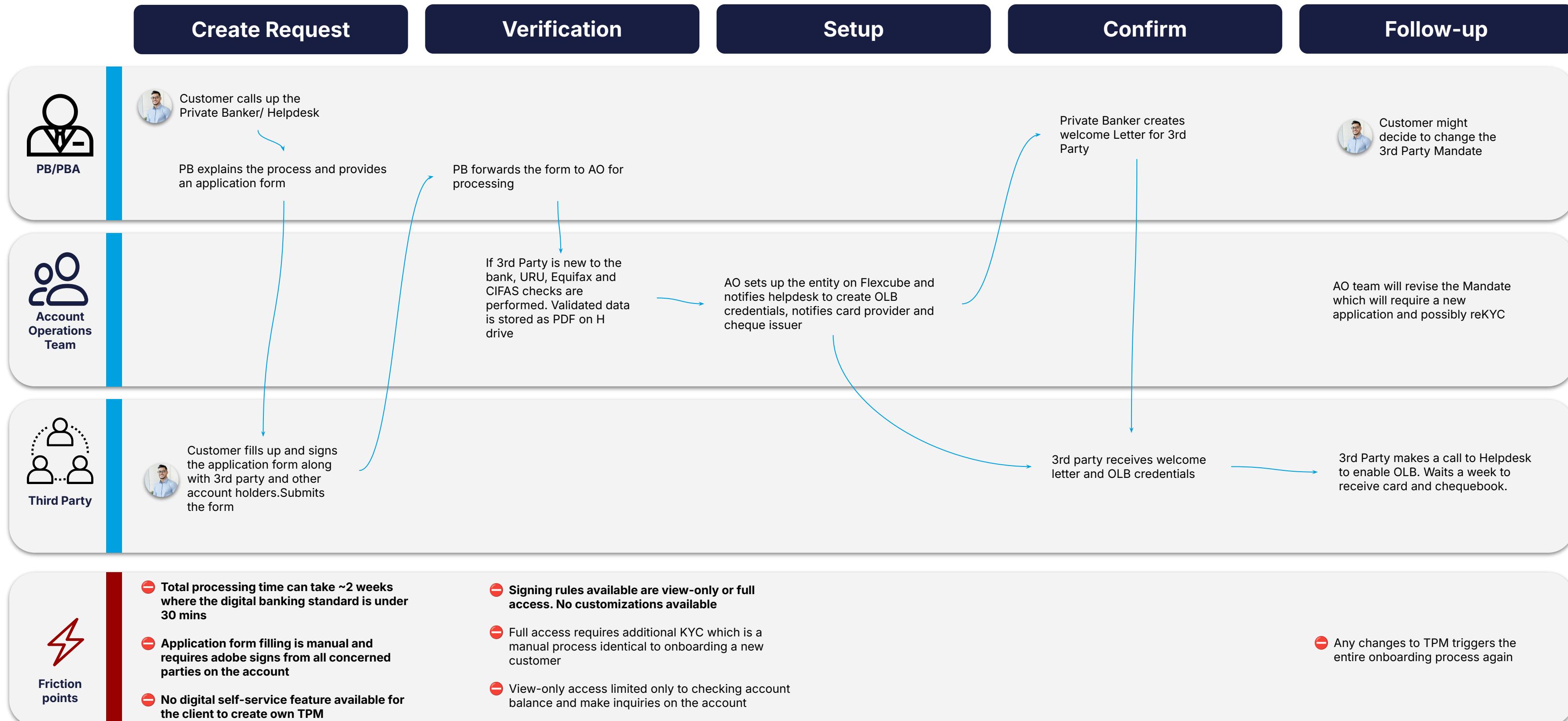
The screenshot shows the 'Customer support' tab selected in the top navigation bar. The main content area is titled 'Users'. It features a search bar with fields for 'Username or full name' and 'Legal entity name', and a 'Find users' button. Below the search bar, a message states '26 users found'. A table lists 26 users with columns for 'Username', 'Full name', and 'Legal entity'. The users listed include admin, alex_w, amir, bank_admin1, bank_admin2, bank_support1, ccase, chatsupport, historicalchatsupport, and iris_s, each associated with their respective full names and legal entities like 'Bank of Backbase' or 'Wayne Enterprises'.

Username	Full name	Legal entity
admin	Admin user administrator	Bank of Backbase
alex_w	Alex Wong	ACME Corp
amir	Amir Patel	Amir Patel
bank_admin1	Monika Johnson	Bank of Backbase
bank_admin2	Tim Jones	Bank of Backbase
bank_support1	Charles Richardsons	Bank of Backbase
ccase	Cassandra Case	Bank of Backbase
chatsupport	Chat Support	Bank of Backbase
historicalchatsupport	Historicalchat Support	Bank of Backbase
iris_s	Iris Schipper	Wayne Enterprises

Third Party Mandate

Private Bank

The Journey Today - Third Party Mandate



Insights & Recommendations | Third Party Mandate



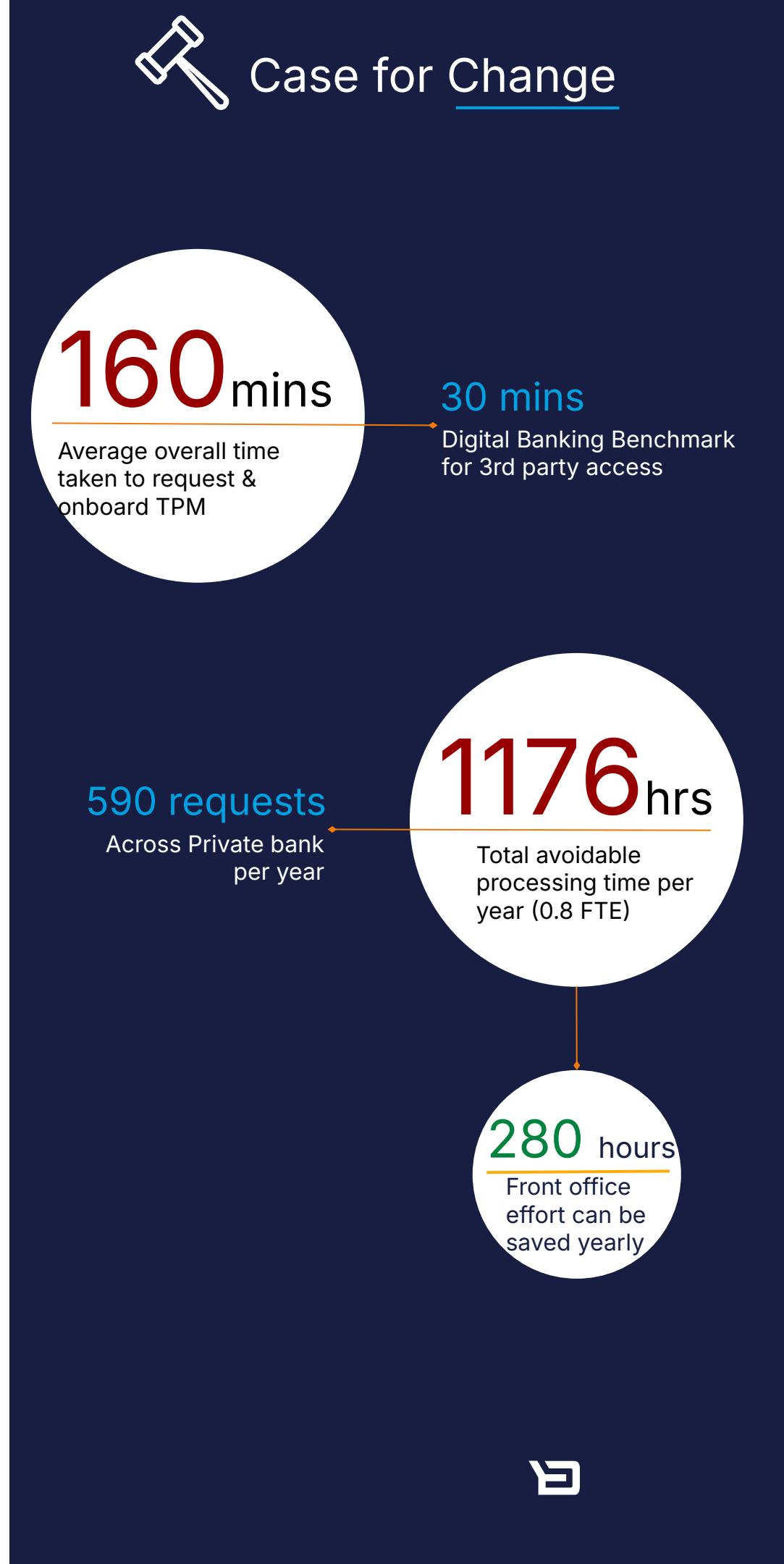
Customer Experience

- 🔍 There is no digital experience available to request for, or onboard a Third Party Mandate (TPM); customer has to call up the Private Banker to request for service
- 🔍 Customer is expected to manually fill out a lengthy application form; Adobe sign has no logical flow to allow all parties to fill up their own details and sign
- 🔍 Customer waits 2 weeks to onboard TPM successfully, with no ability to check status during this period
- 🔍 Full access rights triggers a complete KYC/ AML which is highly manual
- 💎 Offer self-service as well as banker-assisted (Secure channel) requests for 3rd party access, with provision for complete E2E onboarding digitally.
- 💎 Allow customers to customize & control, 3rd Party access rights on-demand through the web/mobile app



Employee Experience

- 🔍 TPM access requests are addressed manually today by PB/PBA/ helpdesk and Account operations which adds to Bank's cost to serve
- 🔍 For each full access request in TPM to new bank entities, KYC process is an additional 40 mins of manual processing time
- 💎 While self-service on the mobile/ web app is the digital banking standard for 3rd party access, to cater to Relationship-managed customers, an employee-assisted journey for 3rd party access will be available
- 💎 Developing a workflow for every case and managing it through an employee portal is recommended
- 💎 With self-service portal, ~100% reduction in employee effort can be achieved



Proposed Solution

Third Party Mandate

Solution | Add new user

The screenshot shows the 'Create new user' interface. At the top, there are navigation links for 'Bank admin' (which is selected) and 'Case manager'. On the right, there's a user profile icon with the name 'admin' and 'Backbase_Bank'. Below the header, the title 'Create new user' is displayed. The form is divided into several sections: 'Company details' (with a dropdown menu labeled 'Find a legal entity'), 'User details' (containing fields for 'Given name(s)', 'Family name(s)', 'Email address', and 'Mobile number (optional)' with a note about the required format '+1 234 5678901'), and 'Login details' (containing a field for 'Create a username' with a note about uniqueness and character limits). A 'Continue' button is located at the bottom left of the form.

Adding a new user to the account as a bank employee

Directly enroll on the Backbase platform



Solution | Enroll customer

The screenshot shows the 'Bank admin' tab selected in the top navigation bar. The main content area is titled 'Enroll customer'. It contains two sections: 'Customer details' and 'Linked accounts'.

Customer details:

- Customer name:** Montimare Broker
- Customer ID:** CORPCUST_1

Linked accounts:

Accounts belonging to 'Montimare Broker' (CORPCUST_1)

Account name	Account number	Type
SAVINGS ACCOUNT	GB29NWBK60161331926819	Current Account
SAVINGS ACCOUNT	GB29NWBK60161331926819	Current Account
INVESTMENT ACCOUNT	MK0725012000058984	Current Account

Once the user is created

Add the user to the right accounts and portfolios

Solution | Configure permissions

Alex Wong
alex_w, ACME Corp

Manage Permissions

Limits
No set

+ Set limits

Assigned Job Roles (1)

ACME Corp's Profile
This profile is for ACME Corp's accounts

Permissions within 'ACME Corp's Profile'

Accounts and Payments	Execute	View	Create	Edit	Delete	Approve	Cancel
US Billpay Payments	-	✓	✓	✓	✓	-	-
US Foreign Wire	-	✓	✓	✓	✓	✓	✓
US Domestic Wire	-	✓	✓	✓	✓	✓	✓
Manage Statements	-	✓	-	-	-	-	-
Intra Company Payments	-	✓	✓	✓	✓	✓	✓
US Billpay Enrolment	✓	✓	-	-	-	-	-
US Billpay Accounts	-	✓	-	-	-	-	-
US Domestic Wire - Intracompany	-	✓	✓	✓	✓	✓	✓
SEPA CT - Intracompany	-	✓	✓	✓	✓	✓	✓
ACH Credit - Intracompany	-	✓	✓	✓	✓	✓	✓
ACH Credit Transfer	-	✓	✓	✓	✓	✓	✓

Account Groups (1) (i)
ACME Corp Accounts (3)

Directly configure the right permission matrix

Configure the permissions per banking product

Account Groups
Organise your existing bank accounts into groups.
These groups can be assigned to users under Users & Permissions.

+ New Account Group

ACME Corp Accounts
ACME Corp Accounts

Accounts in this group (4) (i)

Search accounts...

Name, type	Number	Ccy
ACME Corp Current Account Current Account	BE68539007547034	GBP
ACME Corp Debit Card Account Debit Card	BE68539007547034	GBP
ACME Corp Saving Account Savings Account	BE68539007547034	GBP
ACME Corp Others Account Others	BE68539007547034	GBP



Account Statements

Private Bank

Insights & Recommendations | Account Statements



Customer Experience

- 🔍 Customer cannot opt in/out of paper or paperless statements through digital channels
- 🔍 Paperless statements are only available at the account level, not at entity (customer) level. This provides a poor experience for multi-owner/ partnership type accounts
- 🔍 Downloadable account summary is not officially branded, therefore cannot be used as proof of account/ identity
- 🔍 Customer has to call up helpdesk to request for ad-hoc statements

“Let us choose paper or online statements”



Employee Experience

- 🔍 Monthly feed of processed statements is manually uploaded into OBDX to reflect against a customer account in the Online Bank
- 🔍 Statements are processed by 3rd Party Vendor - Communisys. A batch feed runs at the end of every month.

“Improve product: Paper statements”

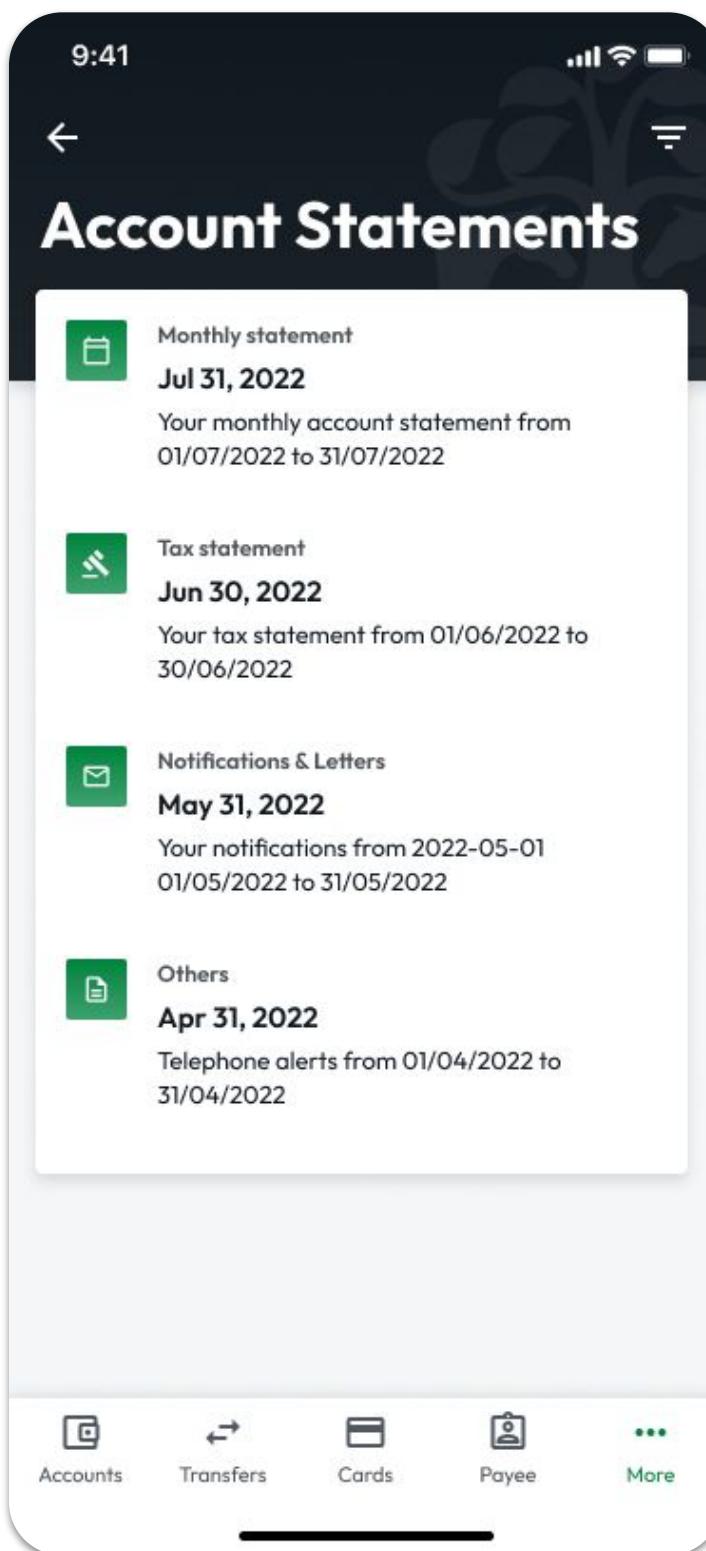
“Fix system issues:
Received monthly
statements with no
figures attached”

“Stop sending statements in plastic envelopes”

Proposed Solution

Account Statements

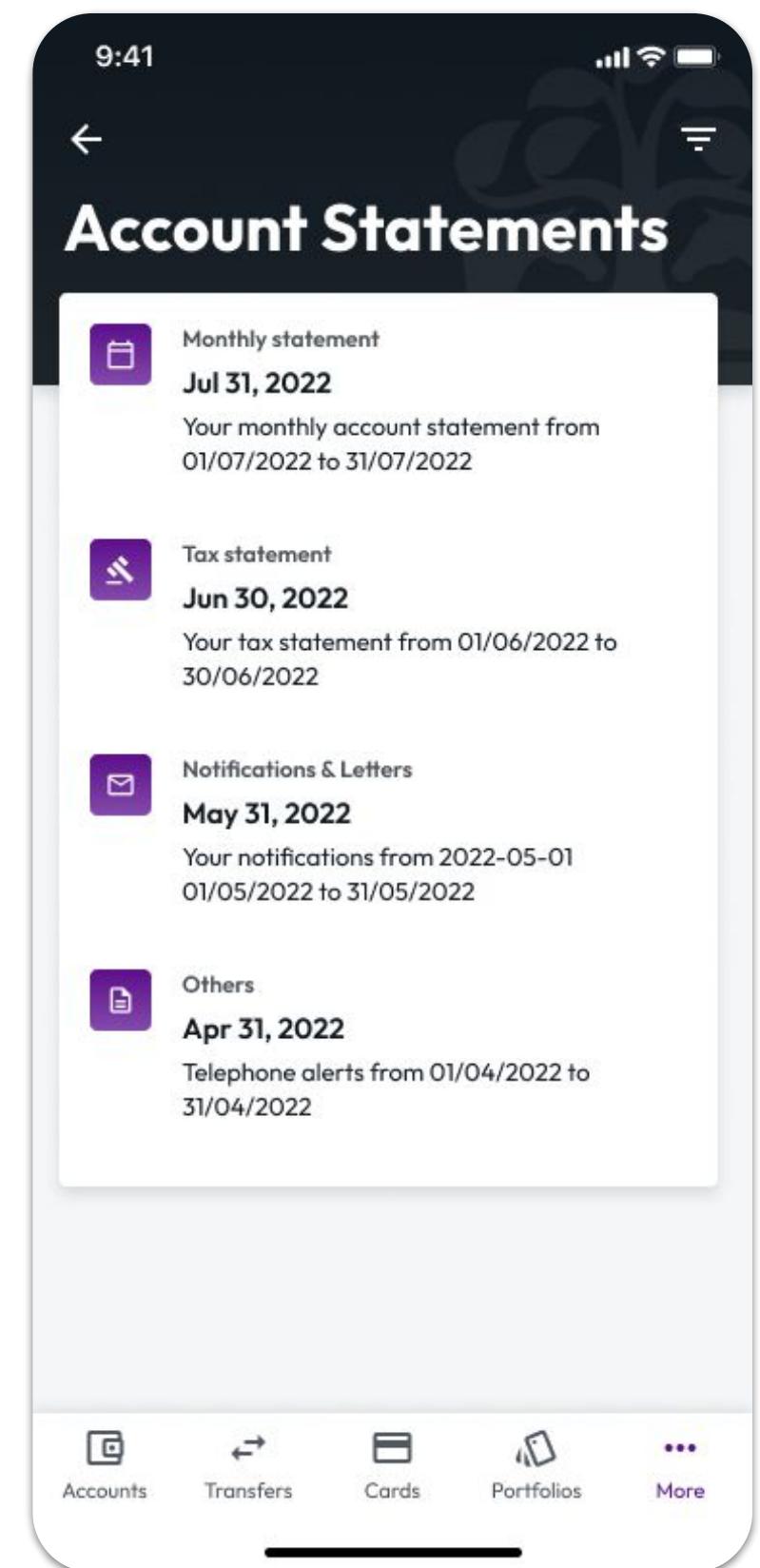
Solution | Account Statements



In the Account statements journey, the bank customer views a list of account statements, previews PDF documents, and performs filter operations on their account statements.

- Download & Share Account Statements
 - This can be branded so it can be used as proof of account/ identity
- Filter Account Statements
- List Account Statements

Any support can be directly provided through chat or the message center.



Solution | Digital Assist - Customer Support

Full 360 view of the customer

Instant user support for the employee

Collaboration capabilities

The screenshot displays the Digital Assist - Customer Support interface. At the top, there's a navigation bar with 'Agent inbox', 'Customer support' (selected), 'Bank admin', and 'Case manager'. On the right, a profile for 'Monika Johnson' shows 'Last login: 12:00, Nov 21'. Below the navigation is a main area titled 'You're helping Mark Henry'. It includes a 'Customer overview' section with a profile picture of Mark Henry, his name, and a 'Lock user' button. This section also lists 'Preferred language is English', 'Last contact with the bank was 1 month ago', and 'Customer for 5 years'. To the left is a sidebar with sections for 'USER SUPPORT' (Profile, Login & security, Devices, Sessions), 'PRODUCT & PAYMENT SUPPORT' (Products, Payment orders, Cards), and 'CUSTOMER ACTIVITY' (Comments, Activity log, Messages). A central 'More customer details' section shows full name (Mark Henry), date of birth (Jan 31, 1957), username (mark), phone number (+44 20 3514 3917), email (markhenry@weatherbys....), and address (1 Ashcroft Court, Man...). Below this is a 'Products' section listing three accounts: 'Weatherbys Payment' (Checking, GBP, 120,987.01), 'Joint account' (Checking, GBP), and 'Visa Credit' (Credit Card, GBP). On the right, a 'Quick assist' panel is open, showing options like 'Manage user account access', 'Reset password', and 'Manage devices'. An 'Actions' button is at the top right of the main area. A large orange arrow points from the 'Actions' button to the text 'Actions as an employee like lock or emulate'. Another orange arrow points from the 'Quick assist' section to the text 'Quick assist functions for resolving problems in one click'. A long orange arrow points from the bottom right of the main area to the text 'View all banking'.

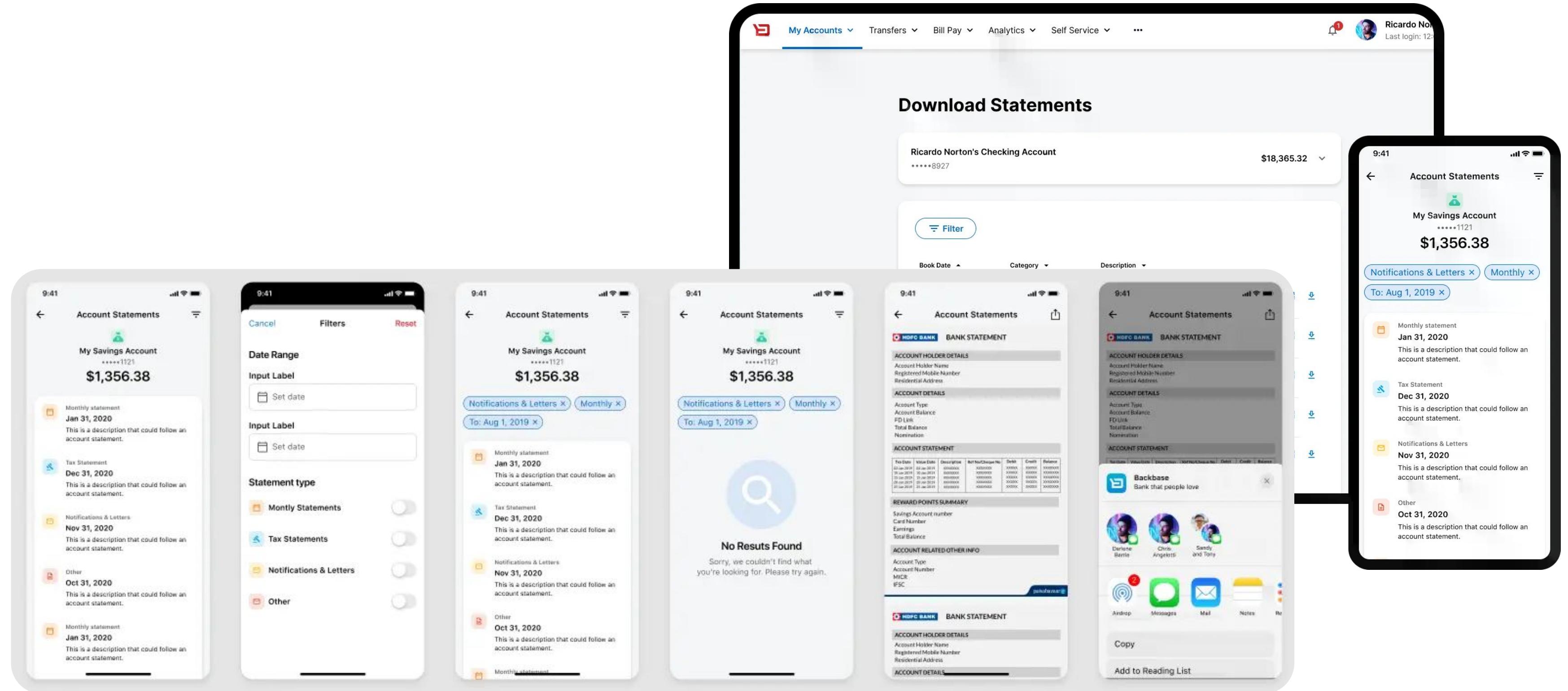
Actions as an employee like lock or emulate

Quick assist functions for resolving problems in one click

View all banking



Account Statements | Example screens



47 *These screens are indicative and , will be themed and customized as per project requirements

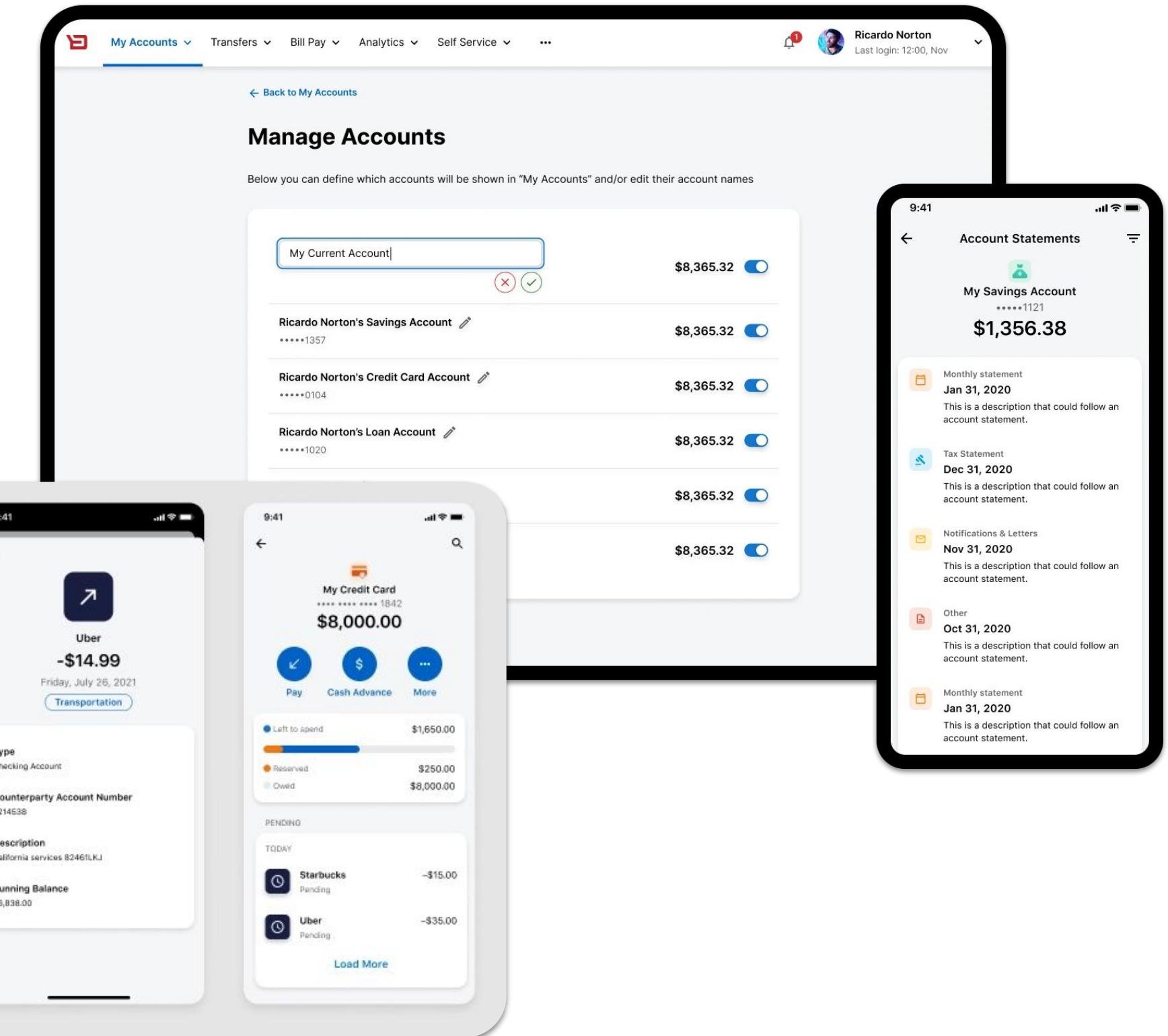
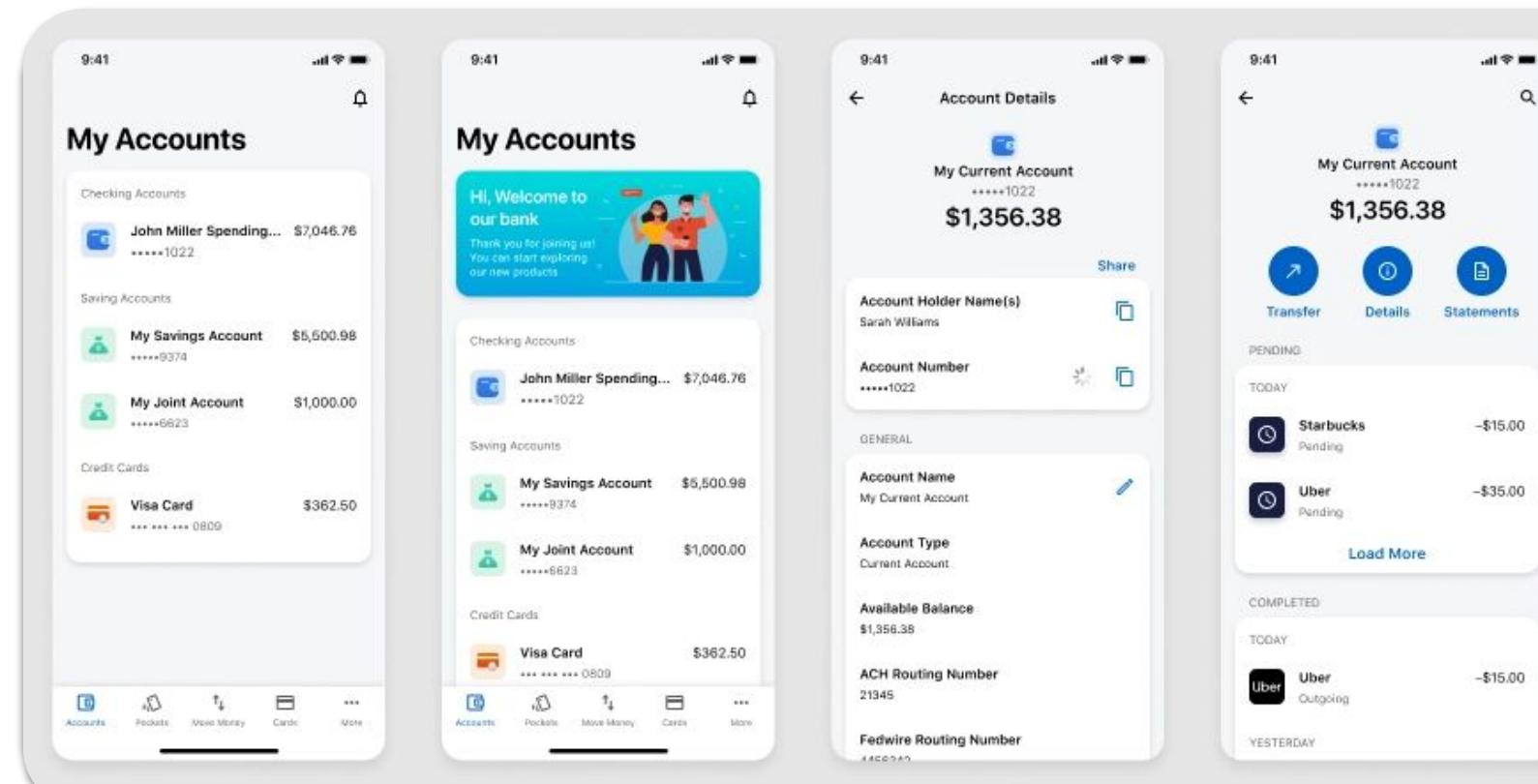


Accounts & Transactions | Example screens

In the Accounts and Transactions journey, the bank customer views their accounts, transactions, and enriched transaction information. The journey also enables the bank customer to perform search and filter operations and export transaction details.

Advanced filters like date ranges, amount ranges, transaction type and free text searches helps customers to find transactions easily.

Export transactions in standard formats (e.g. PDF, CSV, OFX) to be used in accounting systems.



Common Journeys

Payments

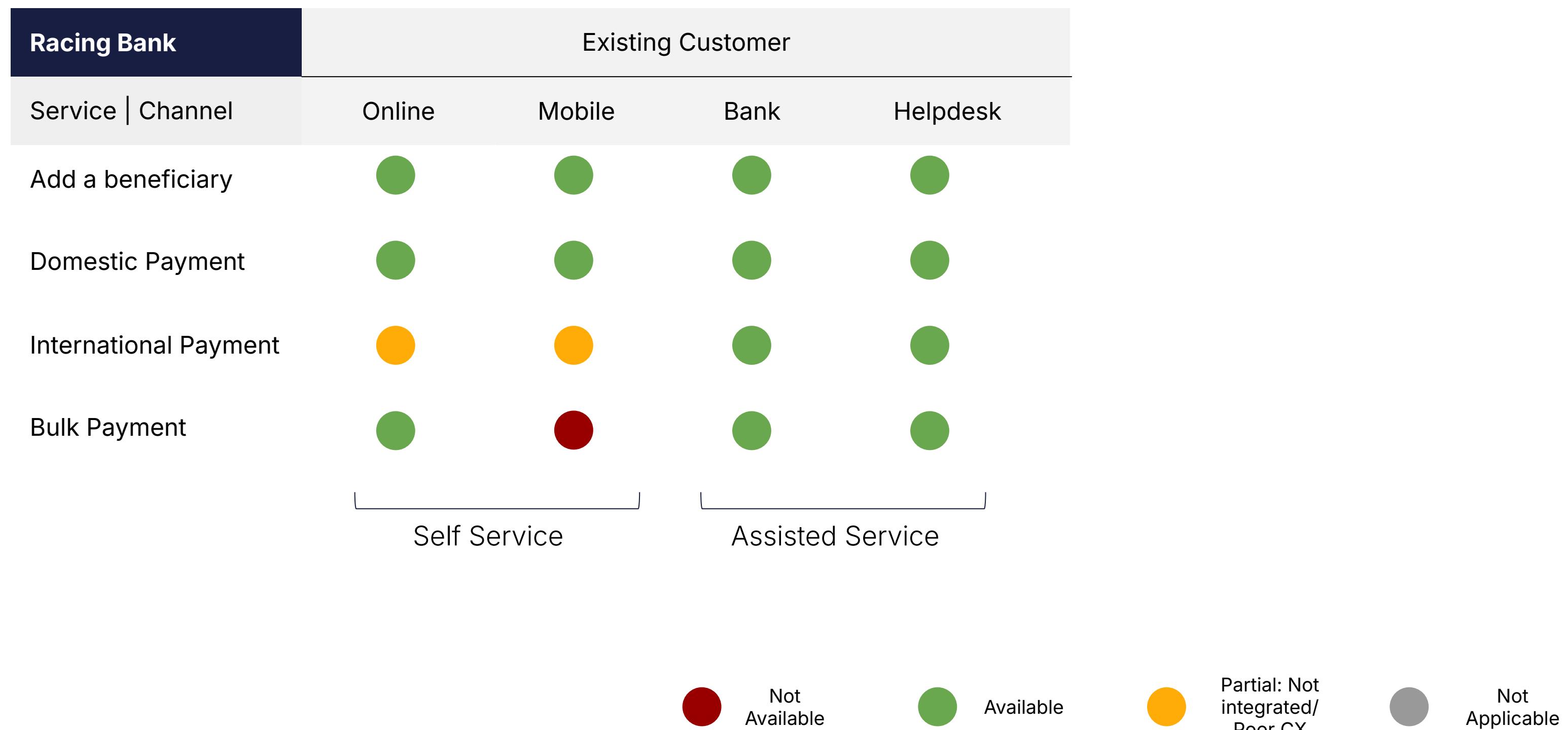
Card Ordering & Management

Payments

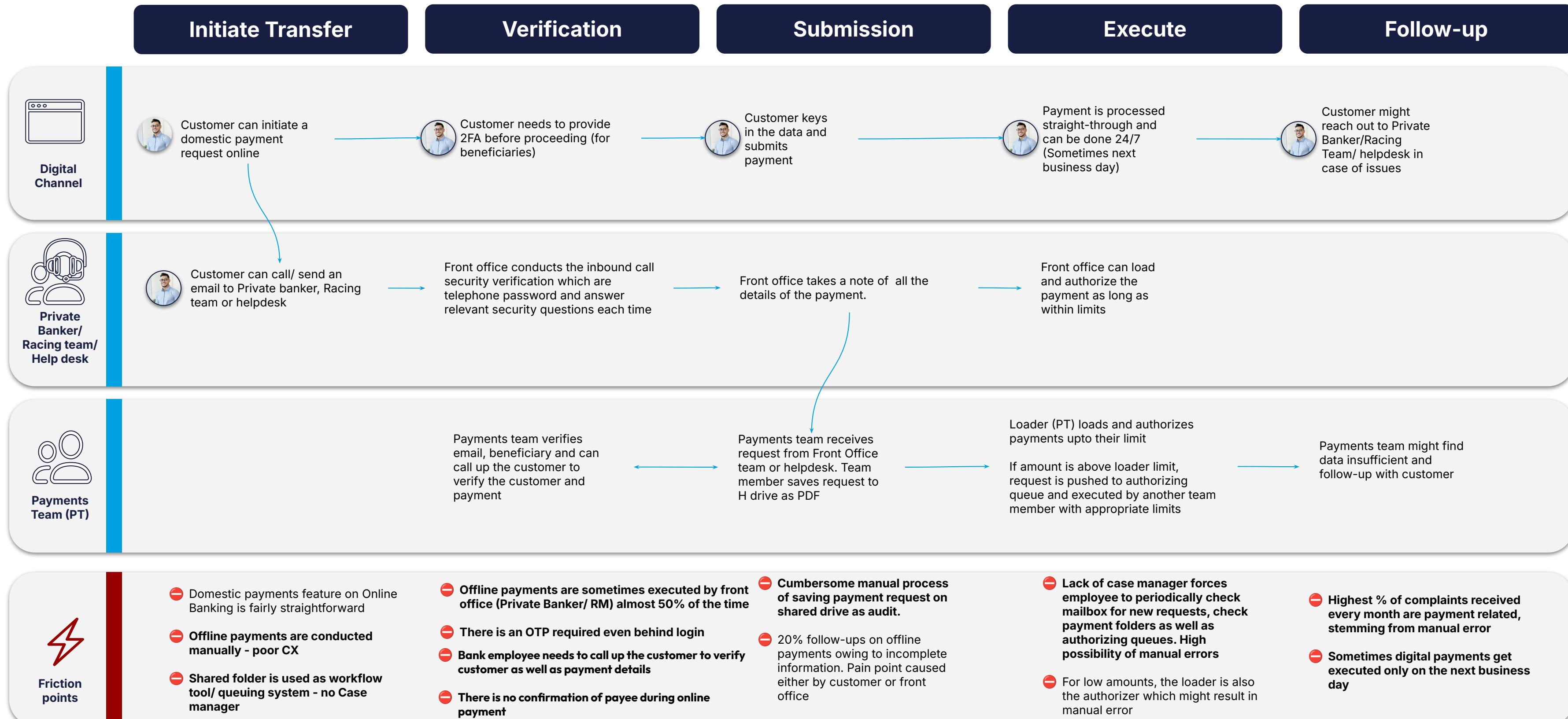
Common Journeys

Digital Channel Assessment - Payments

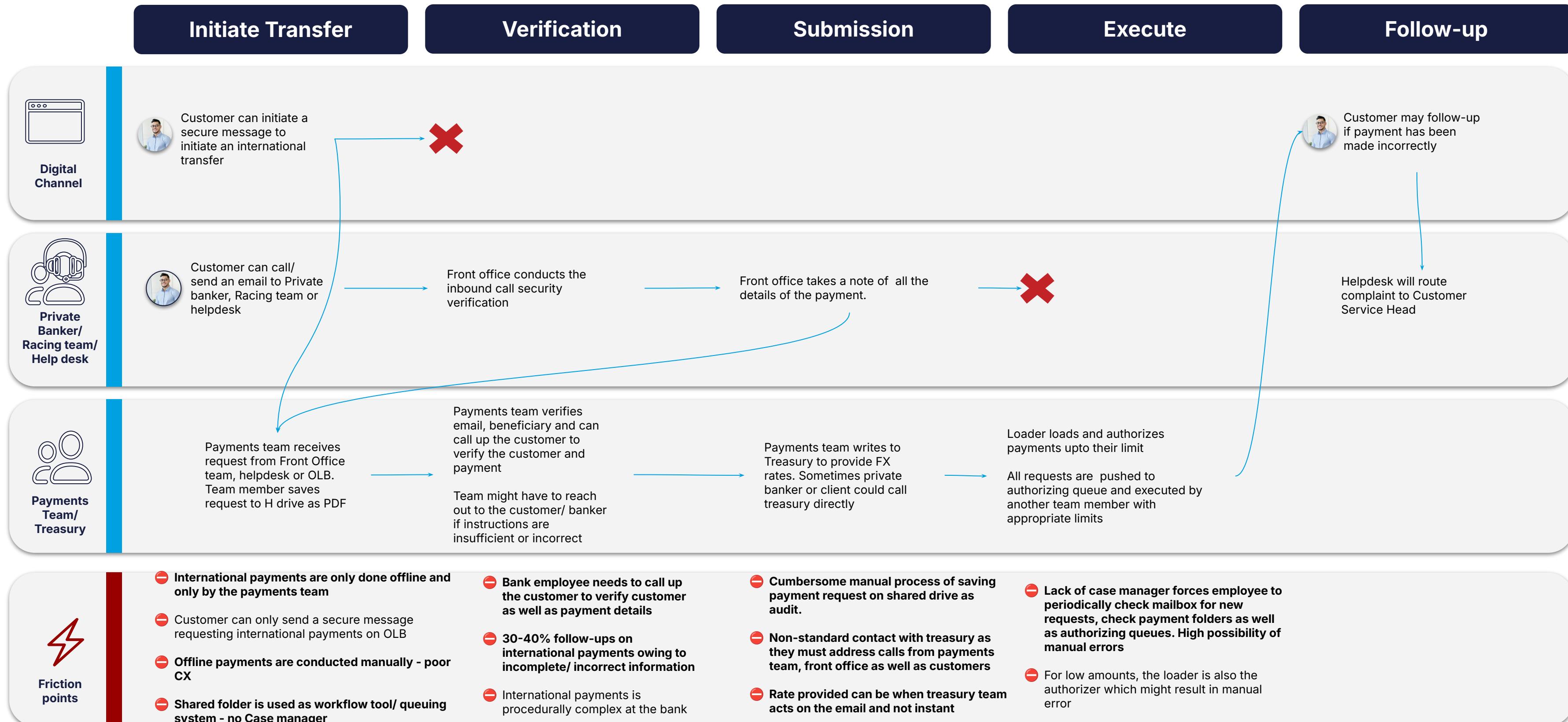
The existing online banking channel handles the bulk of domestic payments, as well as adding beneficiaries, however does not support e2e flow for international payments or provide confirmation of payees which are standard digital banking features



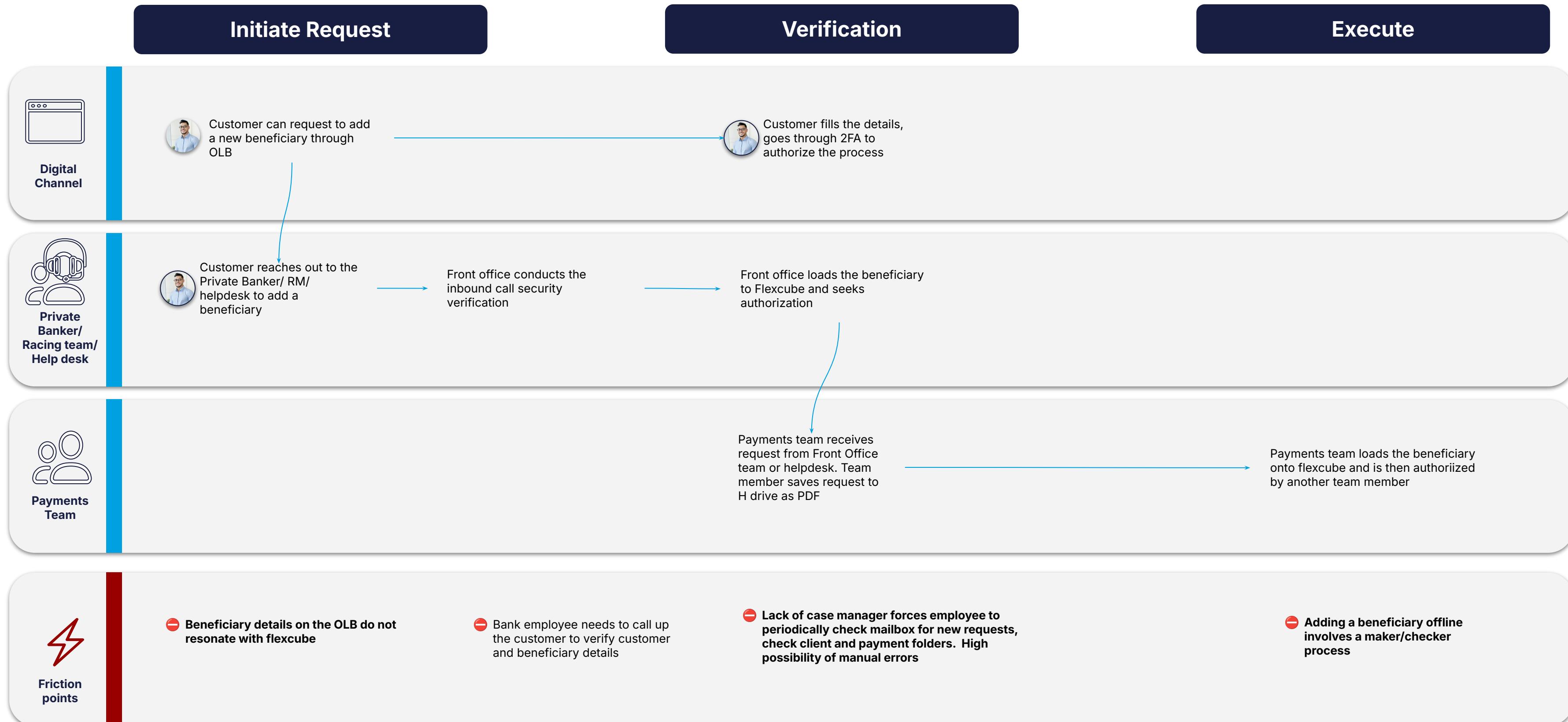
The Journey Today - Domestic Payments



The Journey Today - International Payments



The Journey Today - Add a new beneficiary



Insights & Recommendations | Payments



Customer Experience

- 🔍 Domestic payments can be undertaken in the online bank/ mobile app, including paying new beneficiaries and bulk payments. However, the user journeys includes multiple steps which may not deliver the best CX
- 🔍 Payments are not instant, instead being sent in an hourly file. Extended periods during weekends where payments and credits are not processed. Regular incidents of payment outages during weekends due to 3rd party changes
- 🔍 Assisted service payment channel requires security validation with telephone pin and 2 account-based questions; online and mobile payments require OTP for transaction even behind login
- 🔍 Key features are missing from the digital payment flow, such as favourites/recently paid payees, confirmation of payee, status notifications/error messages, end to end international payments
- 🔍 Assisted payment requests are not 24/7 & need to be sent by 4:30pm to be processed on the same day
- 💎 Adopt Neo-bank like lean user interface design will allow for payments requiring minimal necessary fields and the least number of clicks to execute
- 💎 Customer Experience can further be improved through status notifications/ failure reasons so customers can take further action



Employee Experience

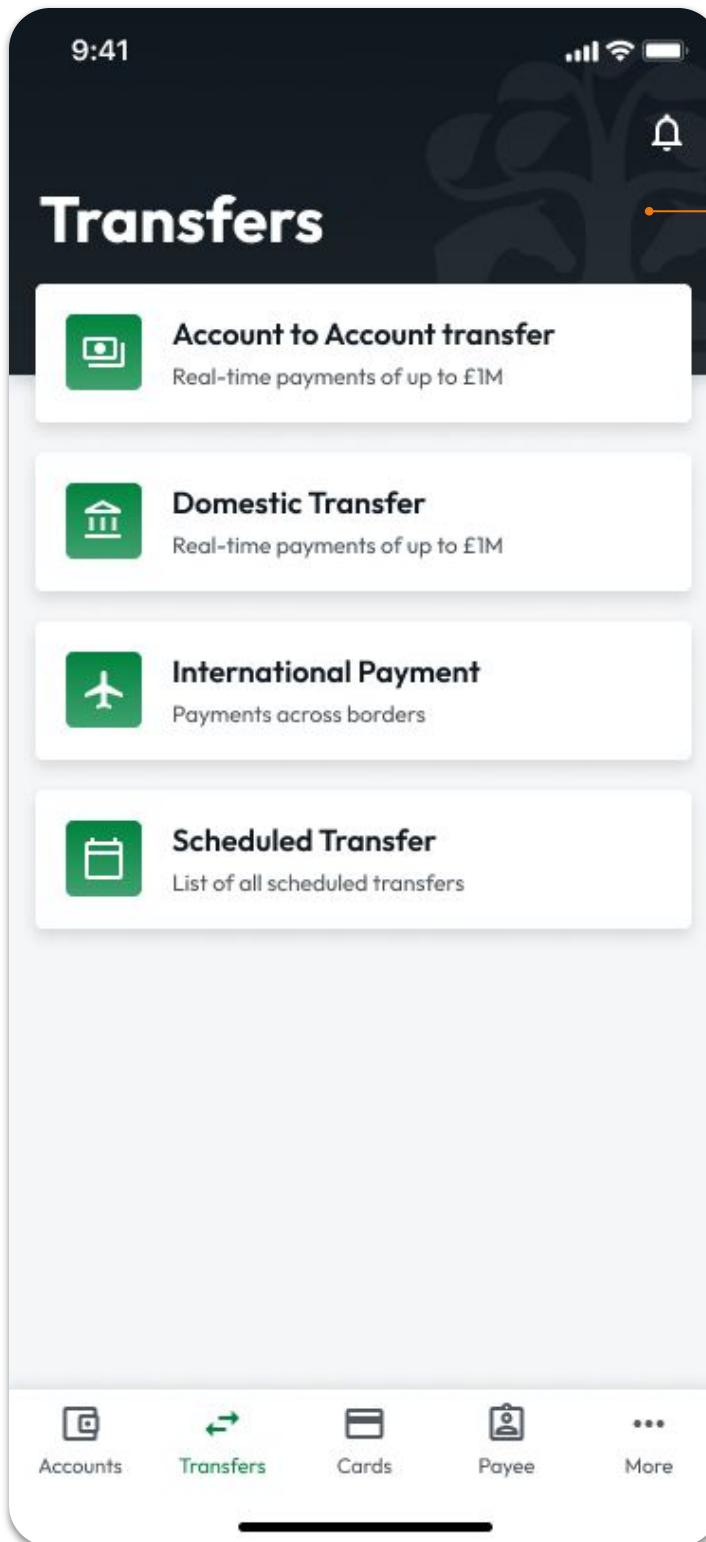
- 🔍 Assisted payments have multiple processing steps which are manual, require maker/checker and are highly error-prone; Large share of customer complaints emerge from erroneous payment processing
- 🔍 Simple process such as adding a beneficiary requires a mandatory call to the customer together with maker/checker involvement
- 💎 For Phone-based payment services, implement an employee portal to feed, validate and directly push to core without requiring 4 eye check. Employee portal will enable helpdesk/ payments team to gain a 360 view of each customer thereby reducing dependency on customer follow-ups, manual security checks and waiting time



Proposed Solution

Payments

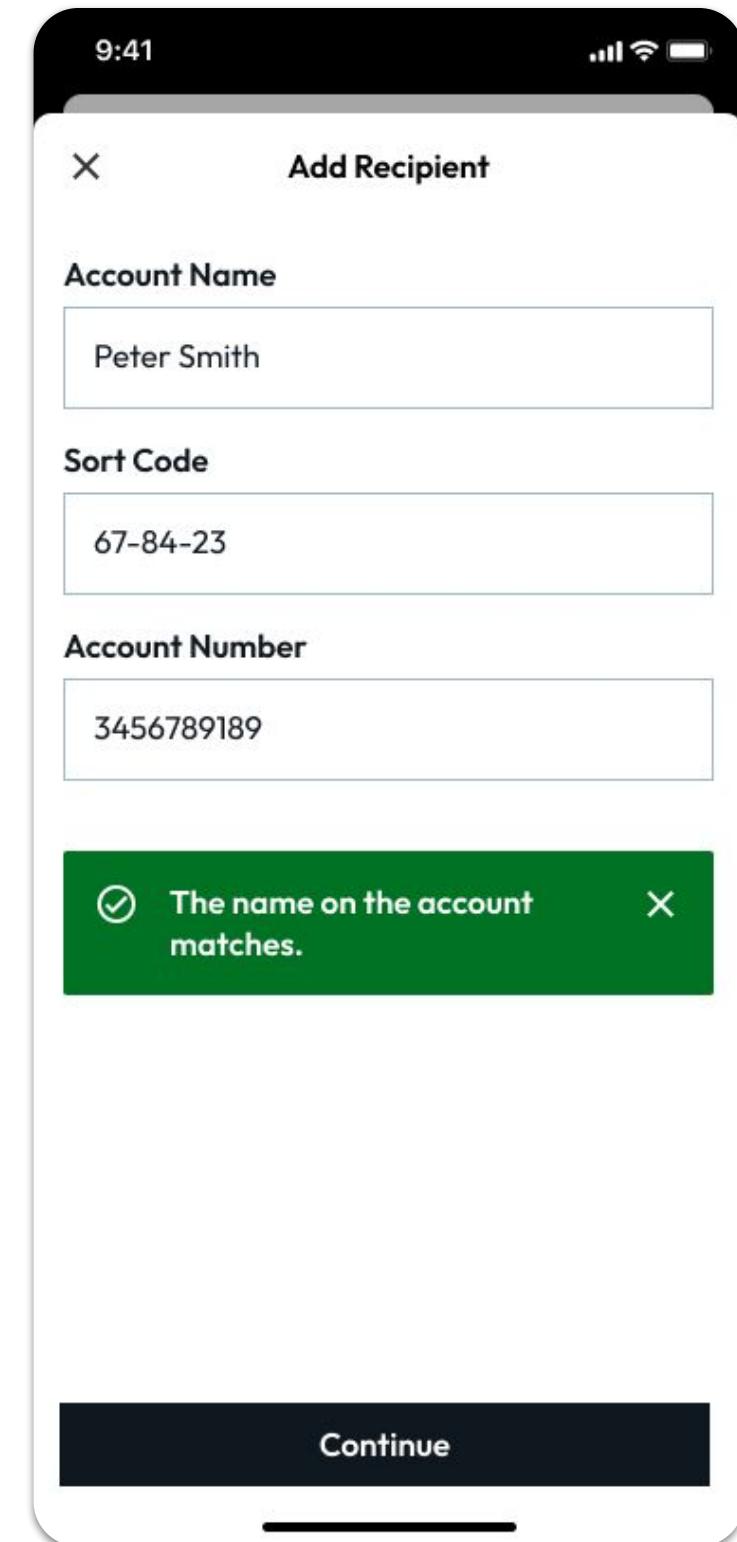
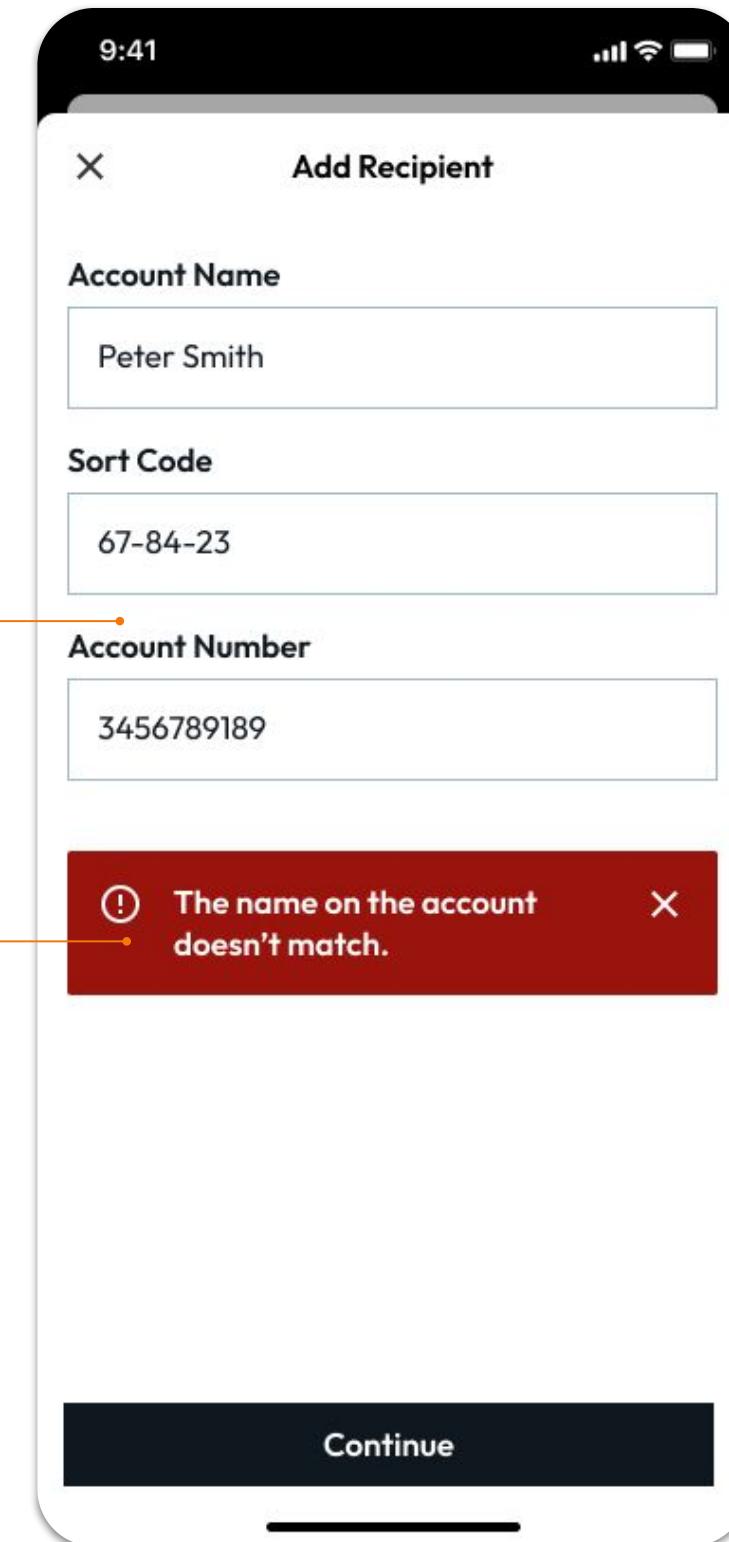
Solution | Payments Example Themed



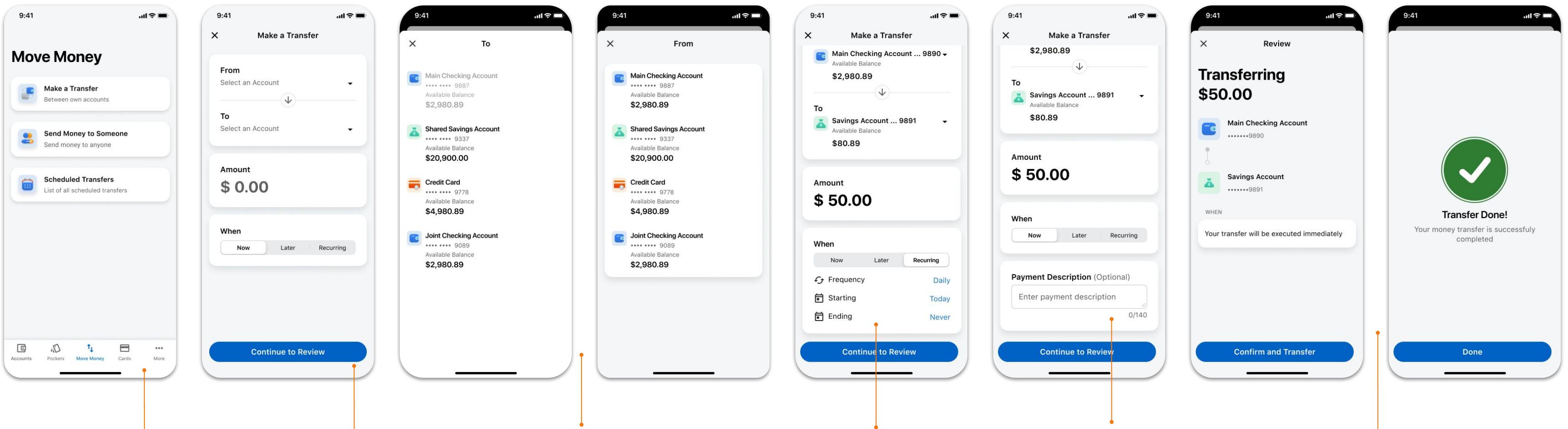
Supporting various payment types

Managing your beneficiaries

Confirmation of Payee for adding a recipient



Account to account payments



Clear start of
the process

Simple intuitive
UI

Clean UI with
one task per
view

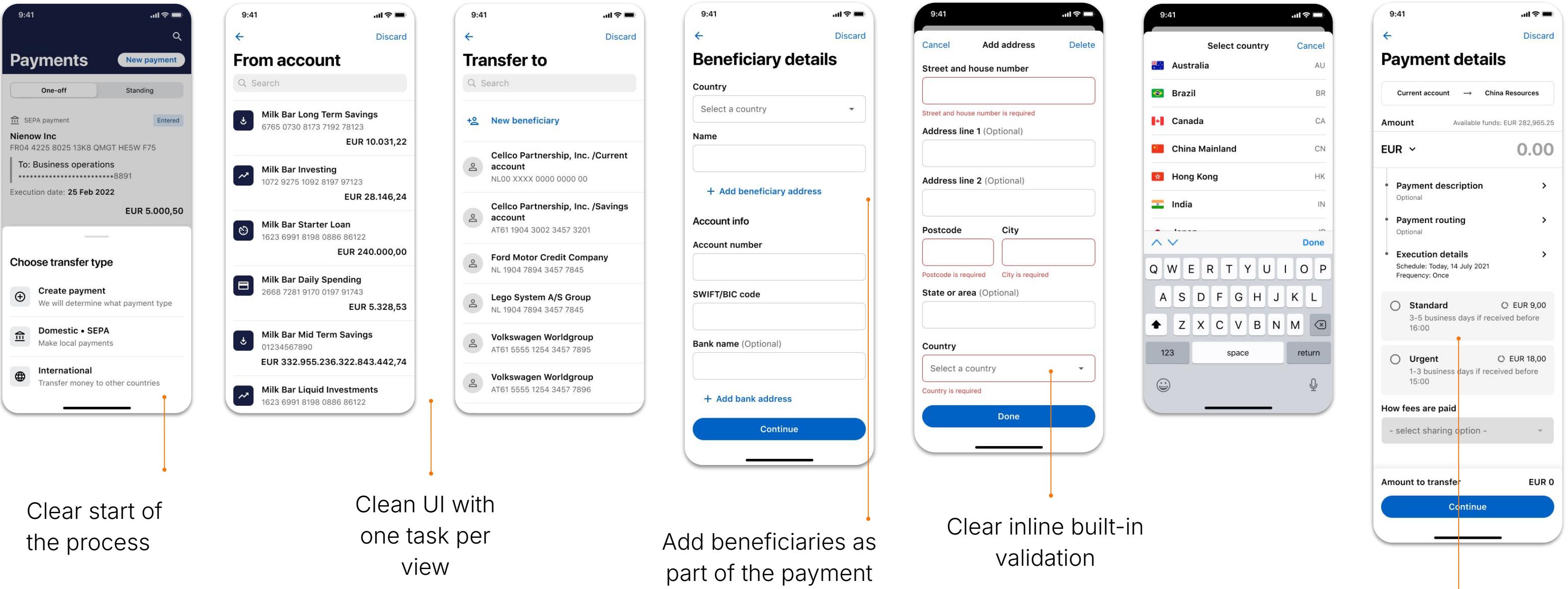
Intuitive
scheduling

Relevant
description and

Clear overview
and
confirmation



International Payments | Mobile (1/2)



Clear start of the process

Clean UI with one task per view

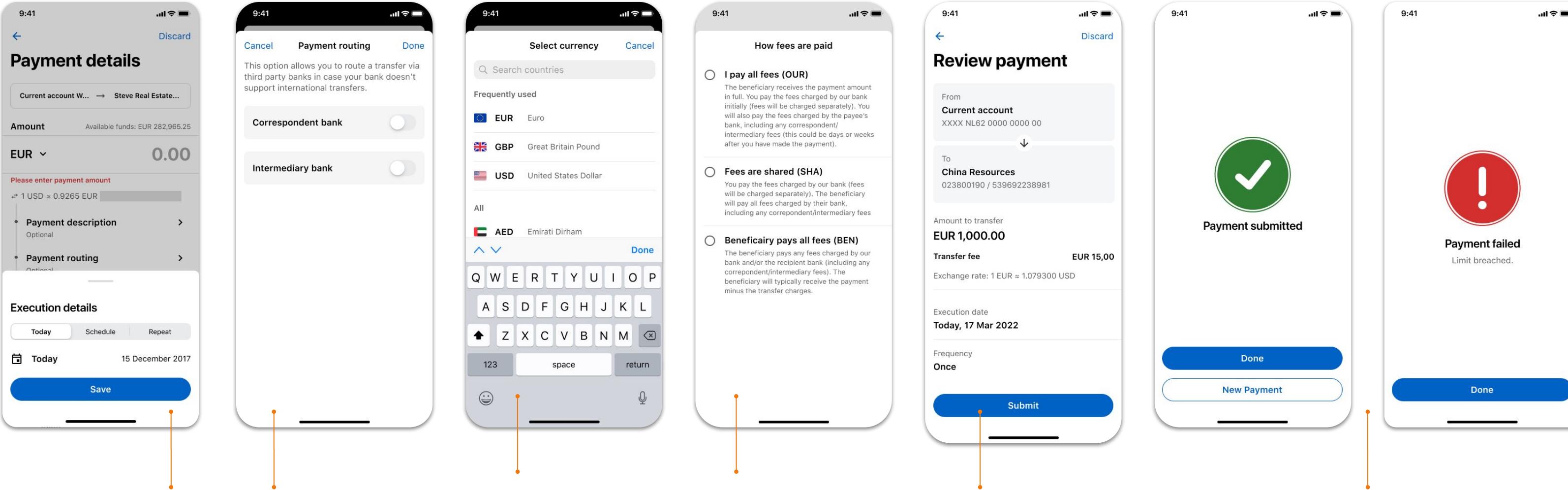
Add beneficiaries as part of the payment process

Clear inline built-in validation

Clear messaging on what kind of payment options are available



International Payments | Mobile (2/2)



Periodical or future scheduling

Add optional intermediary routing

Clear overview and search of available currencies

Clean and clear explanation of available fee options

Summary view before submit

Integrated permissions (limits, permissions and approvals)

Solution | Transfers & Payments

Transferring money / Making payments shouldn't take more than a few clicks. Using out of the box payment capabilities to make the fund transfer process quick and easy would support an improved customer experience.

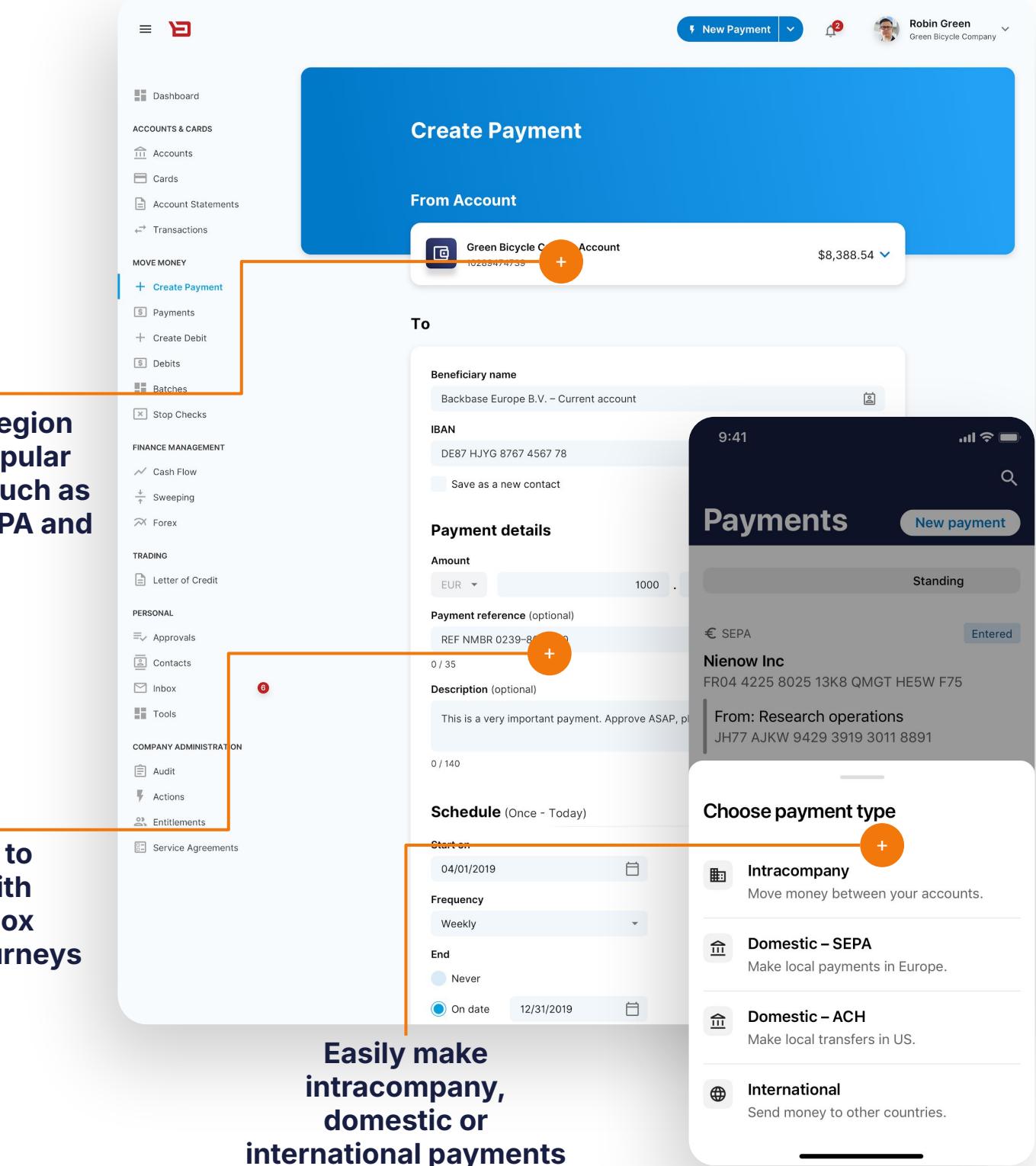
There could be an ability to configure options such as SEPA, Faster Payments, BACS, ACH, wire transfer or other local payment types to help customers pay easily.

Customers could be enabled to pay pre-defined beneficiaries by simply filling in details, reviewing and submitting.

For the authorization/approval of a payment order, a bank will be able to integrate with a third-party application for multi-factor, and/or step-up authentication. The end user can then make use of the existing method that's available within the bank to securely authorize a payment order.

Configure for region specific and popular payment types such as Faster, BACS, SEPA and more

Easy access to payments with out-of-the-box configurable journeys



Easily make intracompany, domestic or international payments

Solution | Manage Payments

Backbase allows customers to provide schedule transaction instructions via any of the payment methods - Book 2 Book, domestic, international etc. These scheduled transaction instructions can be based on frequency e.g. monthly, daily, weekly etc with a due date to start. Manage Payments brings the following key features:

- Schedule transactions based with a future date
- Frequency of schedule
- Transferring the instructions to downstream systems and sync status
- Approvals, cancellation etc

All standing/recurring orders that were created can be managed in Standing Orders. Actions such as authorization, rejecting, editing or deleting are supported for individual items, or by bulk.

The screenshot displays the Backbase Manage Payments interface. On the left, a sidebar menu lists various financial modules: Dashboard, ACCOUNTS & CARDS (Accounts, Cards, Account Statements), Transactions, MOVE MONEY (Create Payment, Payments, Create Debit, Debits, Batches, Stop Checks), FINANCE MANAGEMENT (Cash Flow, Sweeping, Forex), TRADING (Letter of Credit), PERSONAL (Approvals, Contacts, Inbox, Tools), COMPANY ADMINISTRATION (Audit, Actions, Entitlements, Service Agreements). A search bar and filters are located at the top of the main content area. The main content area shows a table of scheduled payments with columns for Status, From, To, Ccy, Amount, Exec. date, and more. Two specific rows are highlighted with orange boxes and circles: one for a monthly payment to Medhurst, Berge and Stehr (executed 28 Sep 2020) and another for a bi-weekly payment to Meevee (executed 31 Sep 2020). Below the table, a summary of total amounts (EUR 2,221.15 and EUR 3,254.15) and payment types (One-off, Standing, International, Entered) is shown. At the bottom, navigation links for Accounts, Approvals, Payments, and More are visible. A mobile device view on the right shows a simplified version of the payment list with a 'New payment' button and a 'Payments' section.

Easily search and filter payments

Easily create recurring standing orders

Solution | Bulk Payments

Bulk Payments allows customers to do multiple transactions in one go. This intuitive solution can import batches from any device or manually create bulk payments if needed.

Backbase allows batch files to be uploaded (constituting multiple batches inside a single file) to its application where it can perform checks like duplicate, format, etc before deconstructing the file into multiple batches for processing in the core system.

The Bulk Payments brings the following key features:

- File upload with multiple batches
- Validations - duplicate, format etc
- Status sync at file level, batch level and transaction level
- Approvals, cancellation etc

The screenshot displays the Backbase Bulk Payments interface. On the left is a sidebar menu with various financial modules: Dashboard, Accounts & Cards, Accounts, Cards, Account Statements, Transactions, MOVE MONEY, Payments, Batches, Stop Checks, Templates, Contacts, FINANCE MANAGEMENT, Cash Flow, Sweeping, Forex, TRADE FINANCING, Letters of Credit, PERSONAL, My Profile, My Approvals, Inbox, Find ATM or Branch, COMPANY ADMINISTRATION, Audit, Company Permissions, and Service Agreements. A red circle highlights the 'Batches' link under MOVE MONEY.

The main area has two tabs: 'Manage batches' (selected) and 'My uploads'. Under 'Manage batches', there is a list of batches with columns for Status, To, Payment Description, and a preview of the file content. One batch is shown as 'In progress'. Below this is a search bar and a 'Filters' button. A red circle highlights the '+' button in the top right of this section.

Under 'My uploads', there is a list of uploaded files with columns for Status, File name, Size, Batch type, # of batches, Uploaded on, and Processed. One file is shown as 'Processing...'. Below this is a summary table with fields: File name (Backbase BV Salaries (Feb 2019).csv), Size (100,00 MB), Batch type (Backbase SEPA), # of batches (—), Uploaded on (02/08/2019), and Processed (Processed). A red circle highlights the '+' button in the top right of this section.

Annotations on the right side of the interface point to specific features:

- A vertical orange line points from the 'Automated batch and bulk including payroll' text to the 'Manage batches' tab and the 'In progress' batch entry.
- A vertical orange line points from the 'Fast, easy creation of manual bulk payments' text to the 'My uploads' tab and the 'Processing...' file entry.



Card Ordering & Management

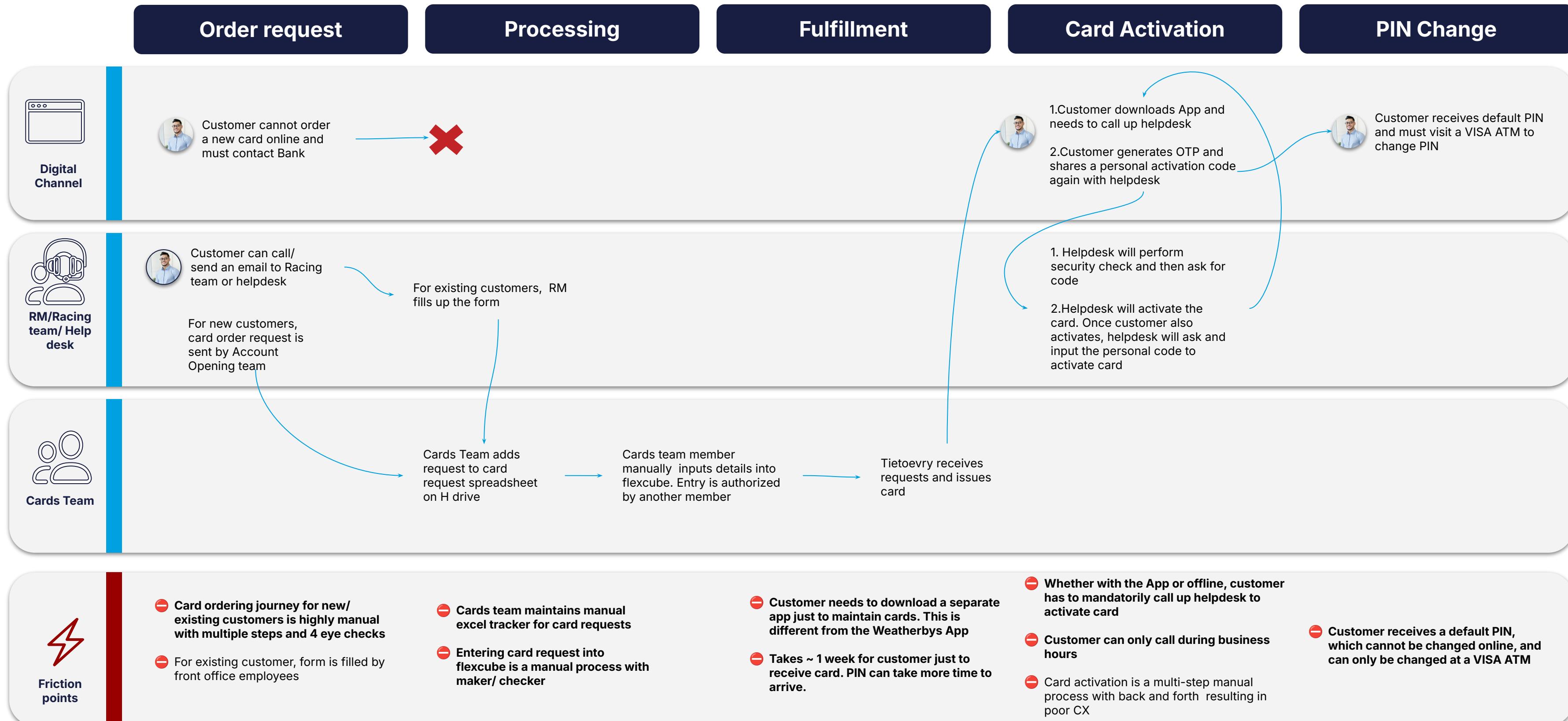
Common Journeys

Digital Channel Assessment - Card Order & Management

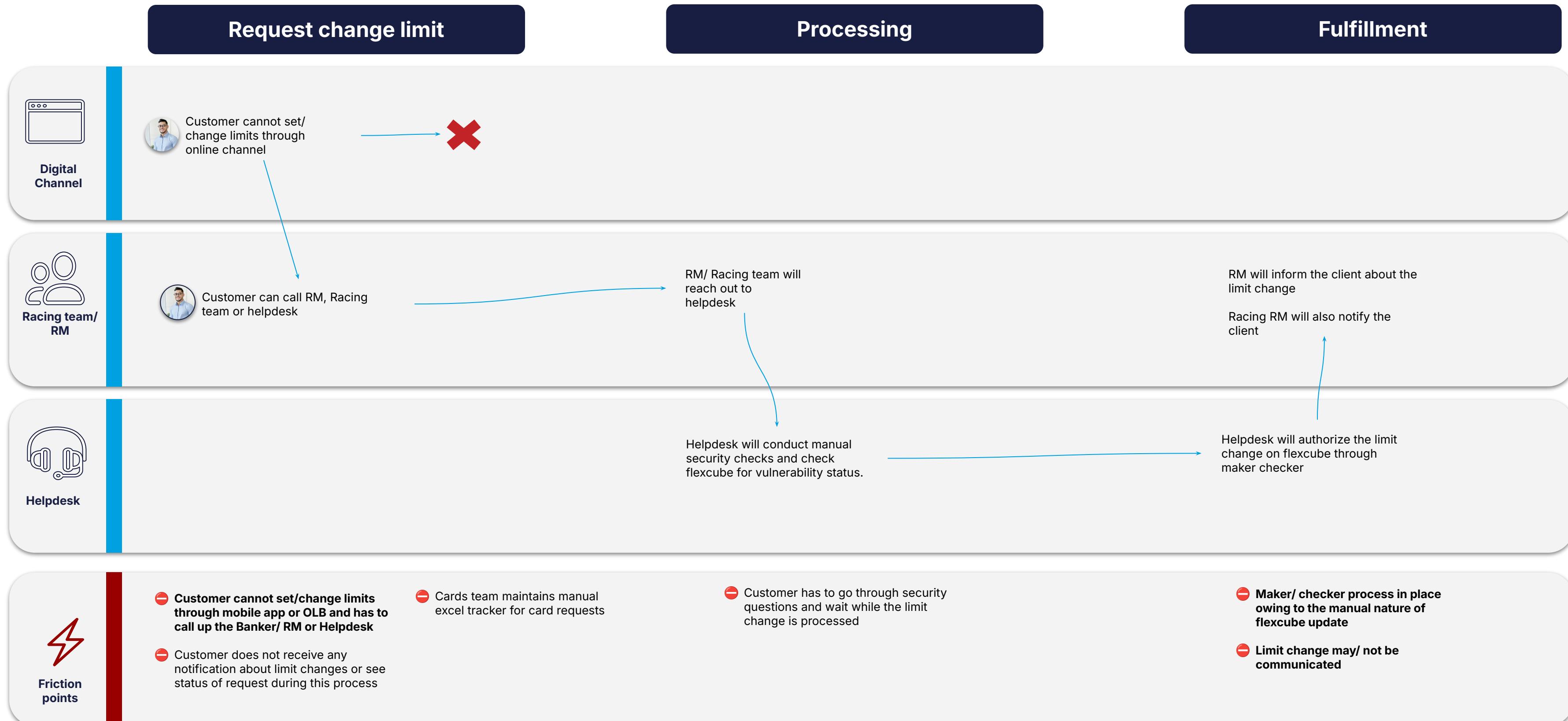
Customers currently have a fragmented experience via a secondary dedicated app for Card Management; basic functionalities like changing PIN, setting limits as well as applying for a card is not available through digital channels



The Journey Today - Card Ordering & Activation



The Journey Today - Card limits



Insights & Recommendations | Card Management



Customer Experience

- 🔍 Card management not integrated in Weatherbys online bank or mobile app, therefore the customer has to download a secondary white labelled application managed by card partner
- 🔍 Secondary app has only limited self-service and lacks must-have functionalities such as activation, changing PIN, setting/ changing limits; customer heavily reliant on RM or helpdesk for such activities
- 🔍 Helpdesk is not 24/7, therefore the customer can only make requests during business hours
- 🔍 Customer has to visit ONLY a Visa ATM to be able to change the assigned PIN
- 💎 An overall CX revamp is strongly recommended through a unified digital app, where existing card management capabilities can be implemented E2E. Also consider enabling additional capabilities such as card order, PIN change, live status updates etc to offer a best-in-class digital banking experience.
- 💎 Create customer delight by offering virtual cards with day 0 activation along with apple/ google wallet; a loyalty rewards system could also help improve customer adoption, therefore improve CLV & retention



Employee Experience

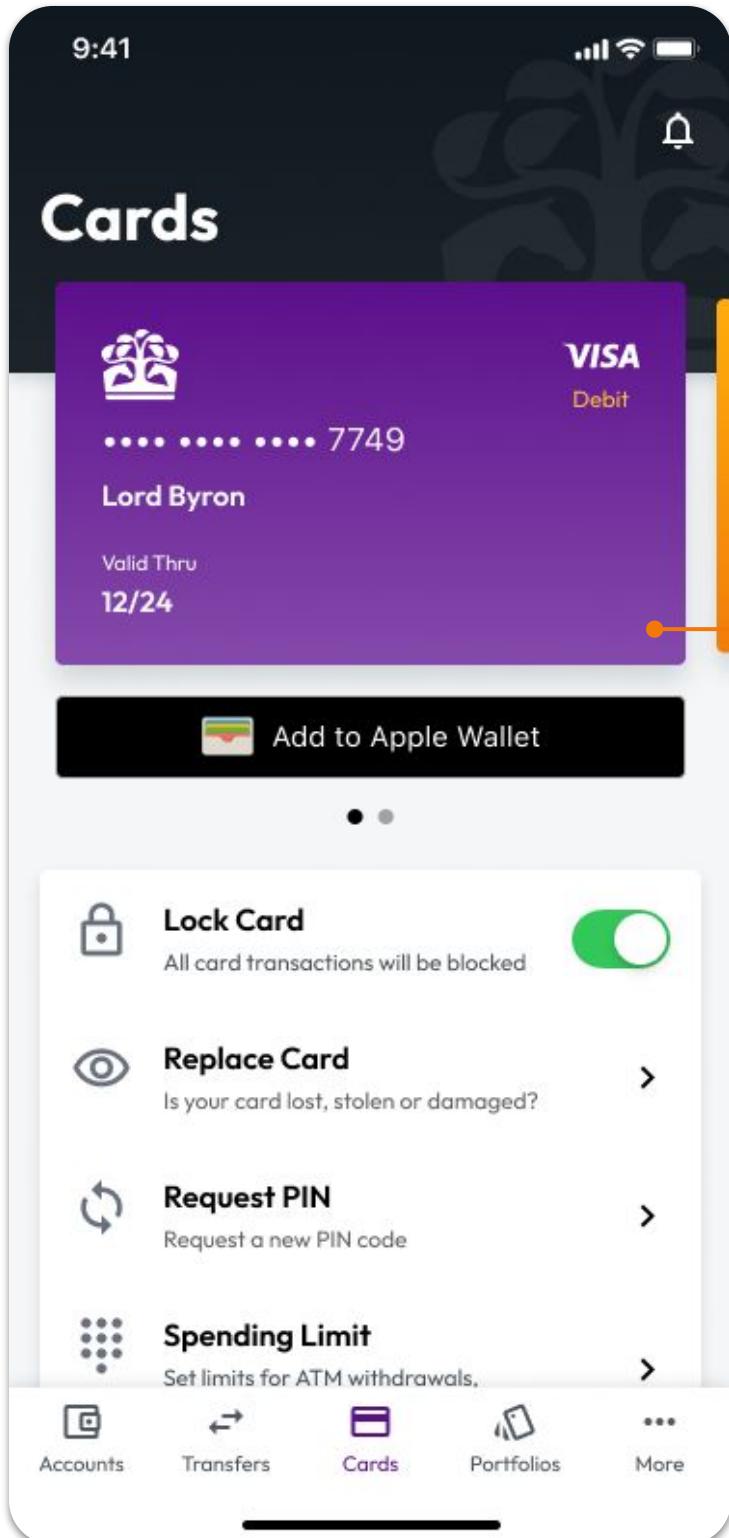
- 🔍 New card order process/ workflow is created & tracked manually through an excel spreadsheet workflow
- 🔍 Card order for existing customer and various management requests are handled manually by front office team members for racing gold customers
- 🔍 Simple process like card activation evokes a phone call from the customer requiring a convoluted series of checks with back and forth with the customer before approval
- 🔍 Lack of 360 customer view with 3rd party cards-only mobile app that is not fully integrated with the core
- 💎 Single unified app for customer together with employee portal will improve bank's visibility on customers' activity, thereby enabling swifter query redressal and resolution



Proposed Solution

Card Ordering & Management

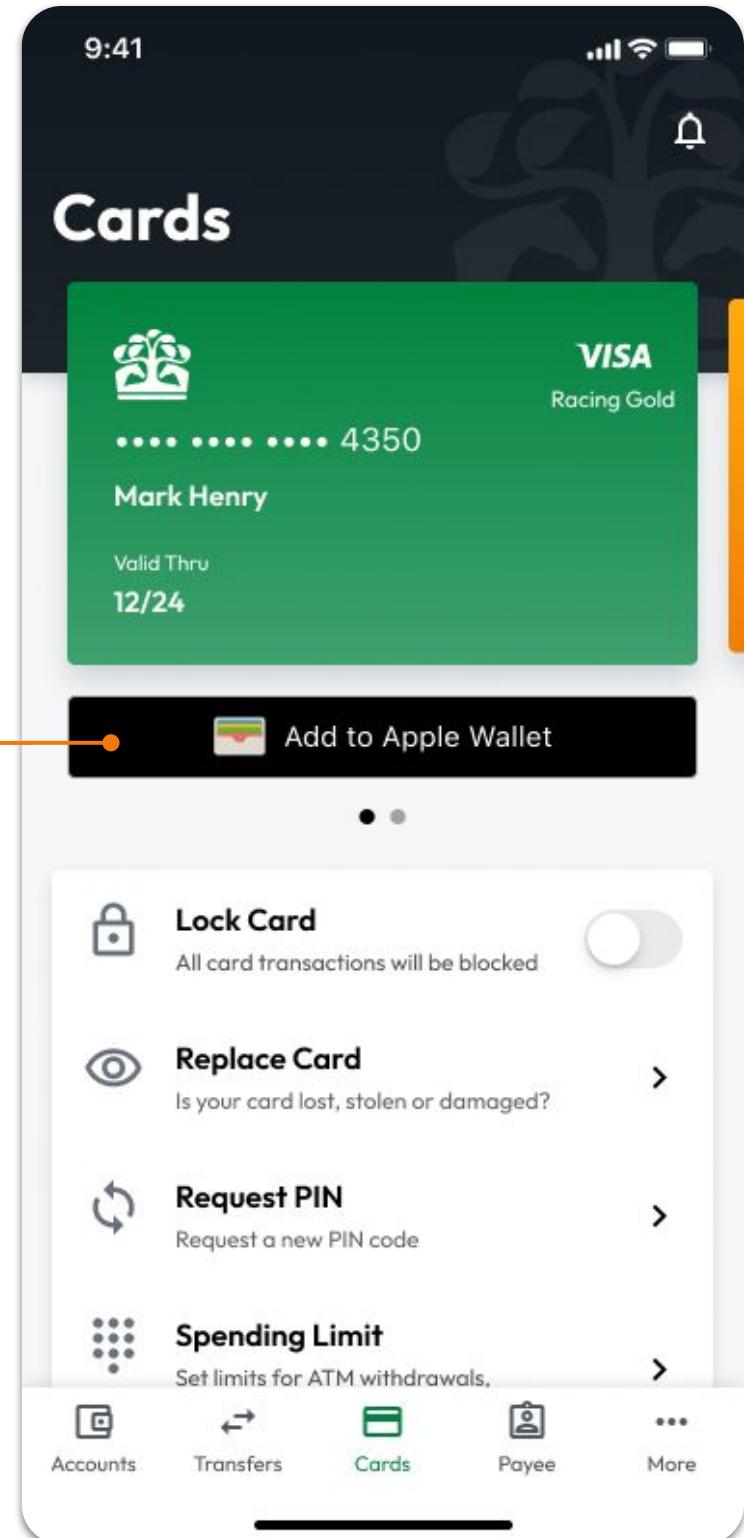
Solution | Card Management



Using Backbase the cards functionality is completely integrated into the banking app which removes the friction for a second onboarding.

Option to do extensive theming.

Integrated Wallet Provisioning for Apple Pay and Google Pay

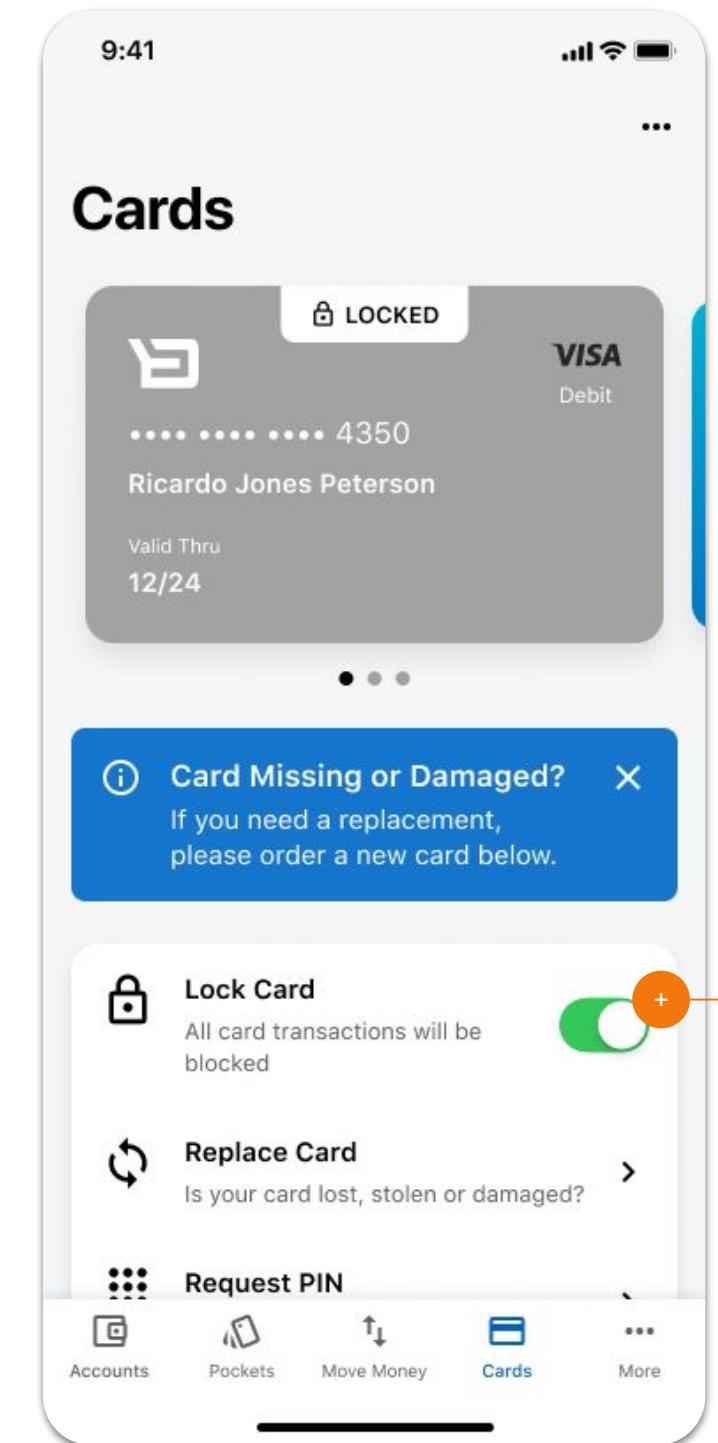
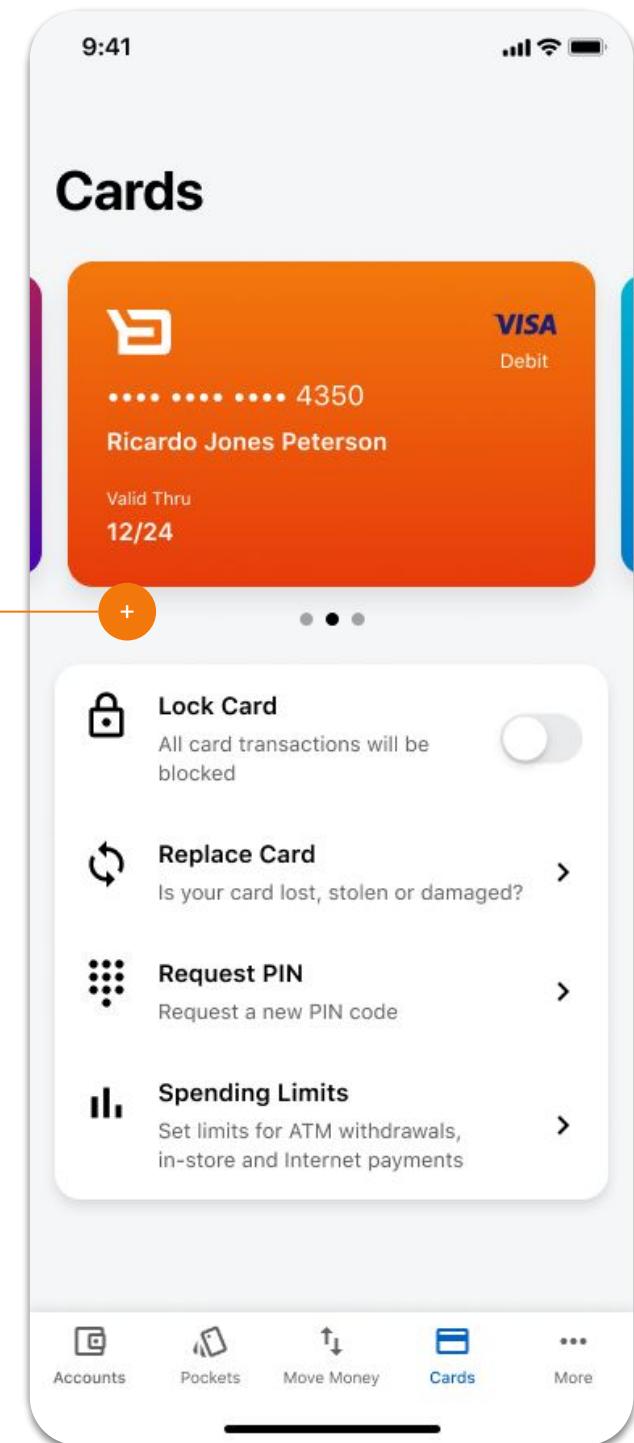


The next pages describe the several card management features for both the customer and employee.



Card Management | View cards

Access to All
cards- Physical,
Virtual, Gift or
even Loyalty



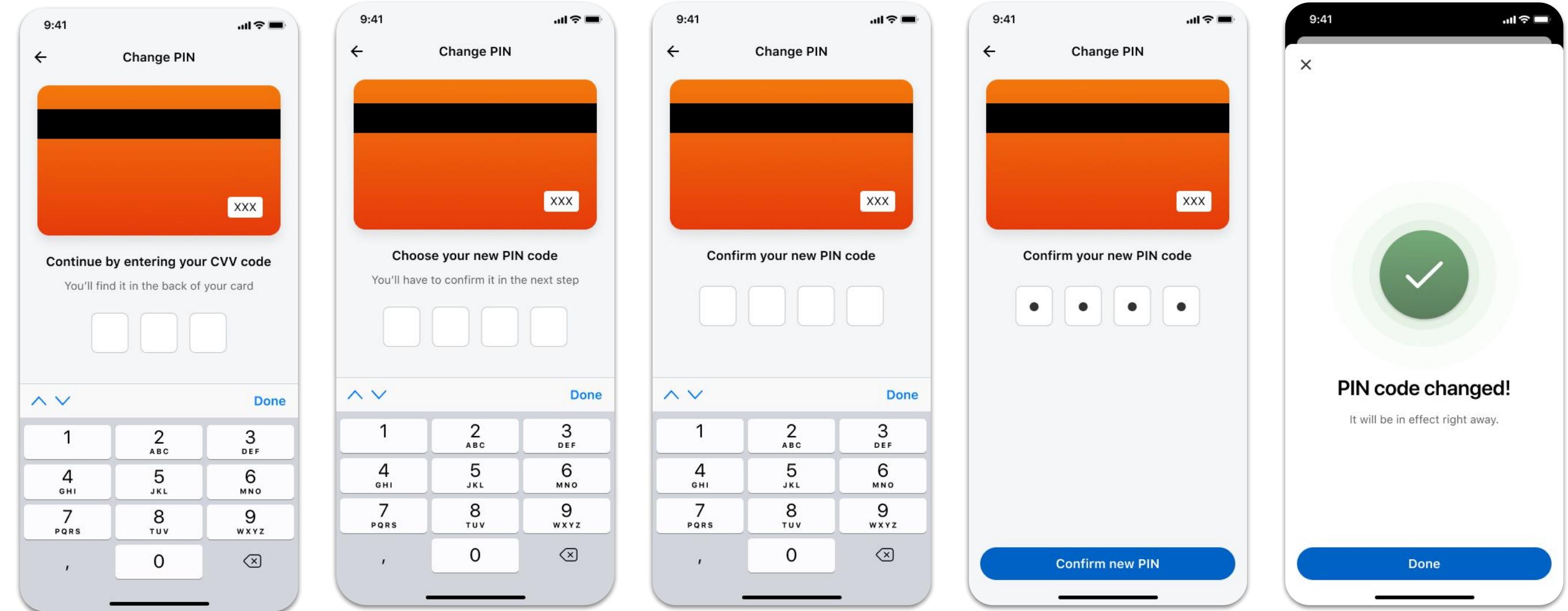
Instantly lock or
unlock cards without
calling the call center

Card Management | Self Service Change Pin

Bank customers can request the PIN mailer of a credit card to be delivered to their primary address.

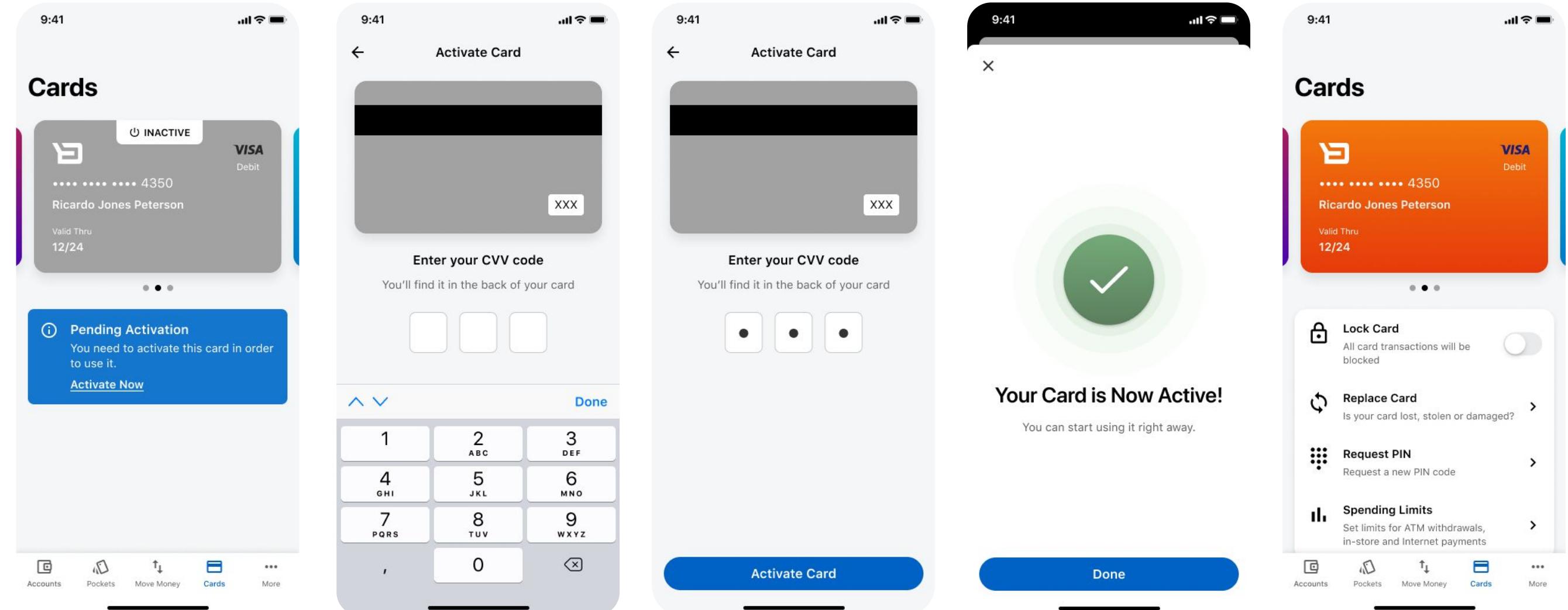
In this pre-configured flow, customer has to do an extra authentication step by providing the Card CVV. All the details are submitted to backend API on the final step. Success or failure is determined by Bank's Cards API.

We could also consider allowing customers to reset the PIN of a debit card. Customer has to do an extra authentication by providing the Card CVV. The journey comes pre-configured with Reset PIN option for debit cards but this can also be applied to credit cards.



Card Management | Self Service Activate Card

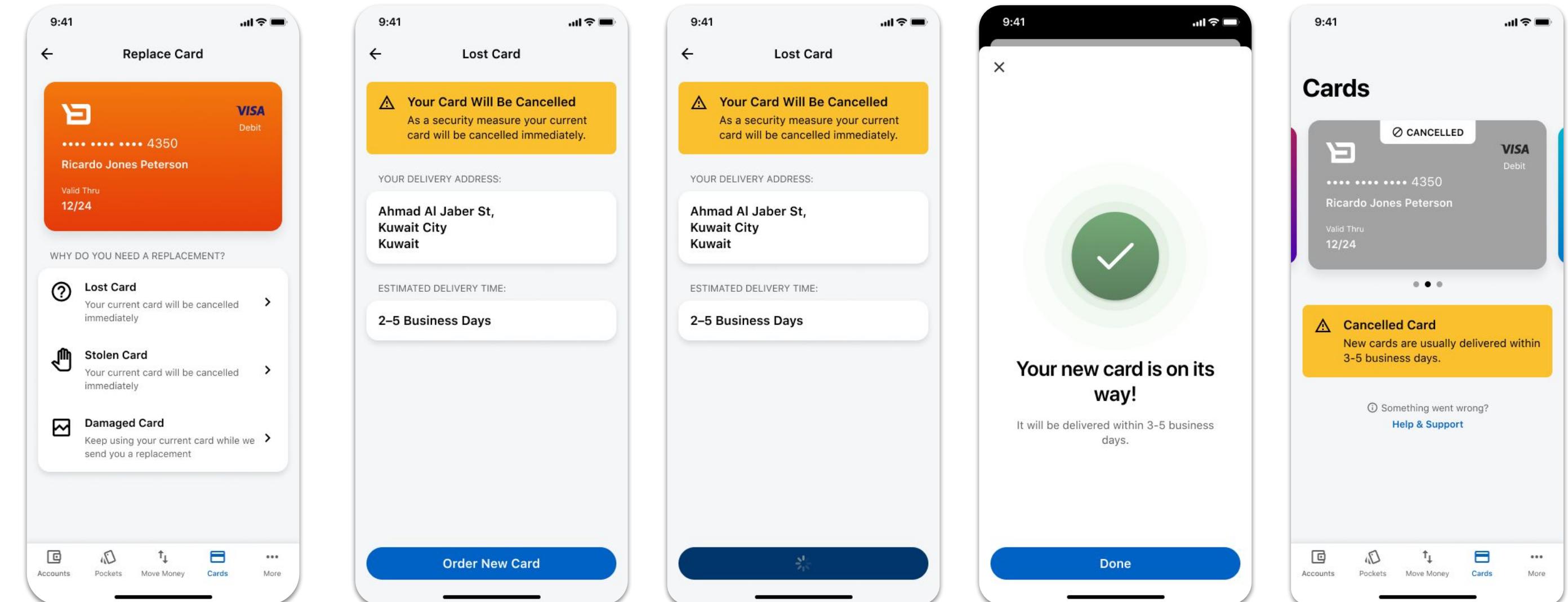
Bank customers can activate a new card that is in an inactive state. In this pre-configured flow, customers are asked to do an extra authentication by entering the CVV code of the card. All the details are submitted to backend API on the final step. Success or failure is determined by the bank's API endpoint for card activation.



Card Management | Self Service Replace Card

Customers can order a replacement card by specifying the reason (e.g. damaged, stolen, or lost). For scenarios where a bank customer has either lost their card or their card was stolen or damaged, customers can request a replacement of a card. In this flow, customers are advised to request that the new replacement card is delivered to their primary address.

Bank customers can track the delivery of a new card order. The journey supports configuring UI elements for different delivery statuses. Name, status and other information can be provided via the cards API.

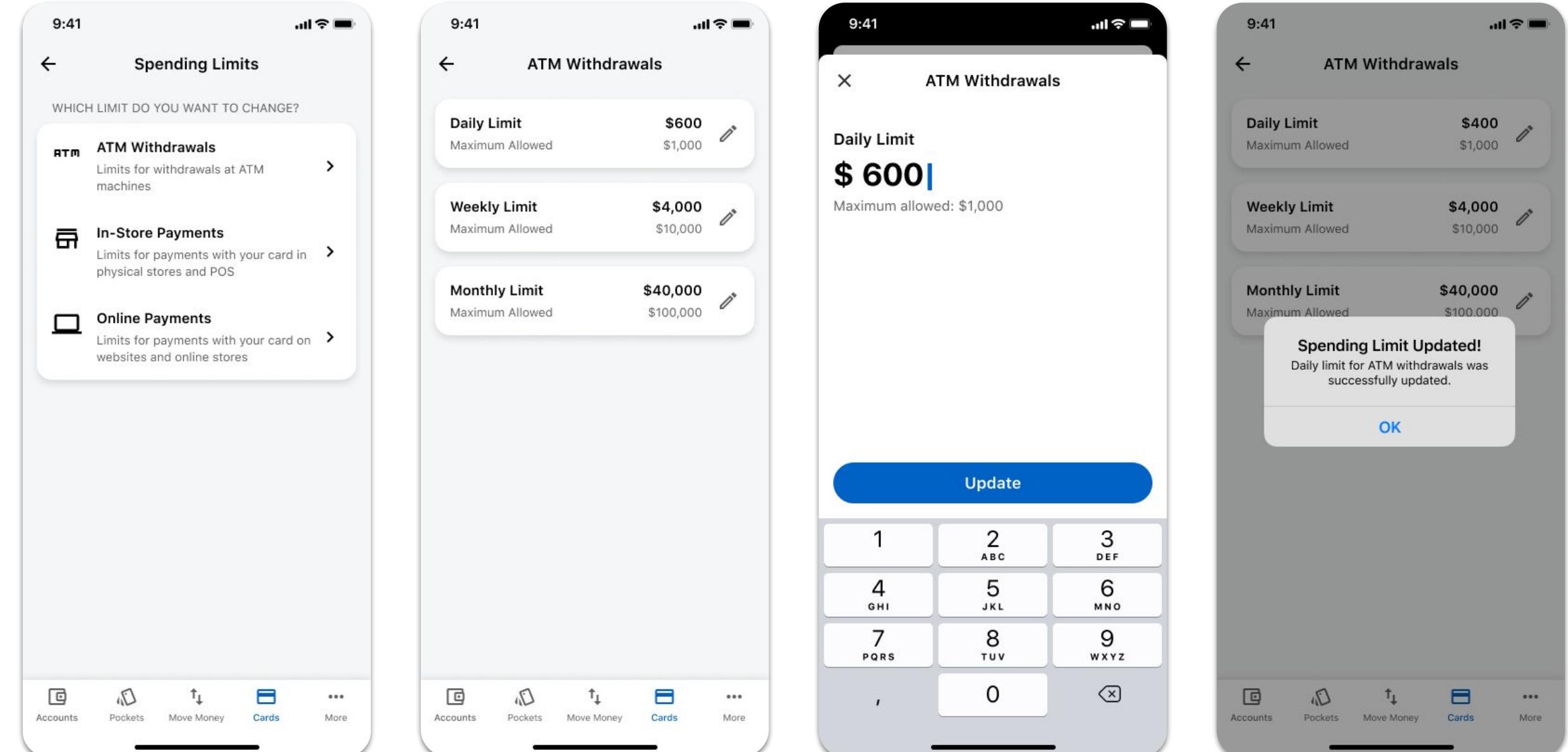


Card Management | Self Service Spending limits

Bank customers can set and manage spending limits on ATM withdrawals, online payments and terminal purchases for each card. By default, the following three limit types are pre-configured:

- ATM withdrawals
- POS terminal payments
- Online payments

For each limit type, the bank customer can view and edit the limit amount. The limit amount cannot exceed the maximum allowed amount, which is defined by the bank. It is possible to configure different frequencies of limits such as daily, weekly, or monthly. Additionally, new limit types can also be added. Configurations include setting up various UI elements and the text copy of the manage spending limits screen.



Card Management | Employee Experience

All of the self-service option that are available to the customer are also available for the employee in the employee portal. This ensures seamless support and employee experience.

The following features are available:

- View list of cards
- View card details
- Activate a bank customer's card
- Order a replacement card
 - Replace a lost or stolen card
 - Replace a broken card
 - Card replaced for unknown reason
- Manage a card's limits

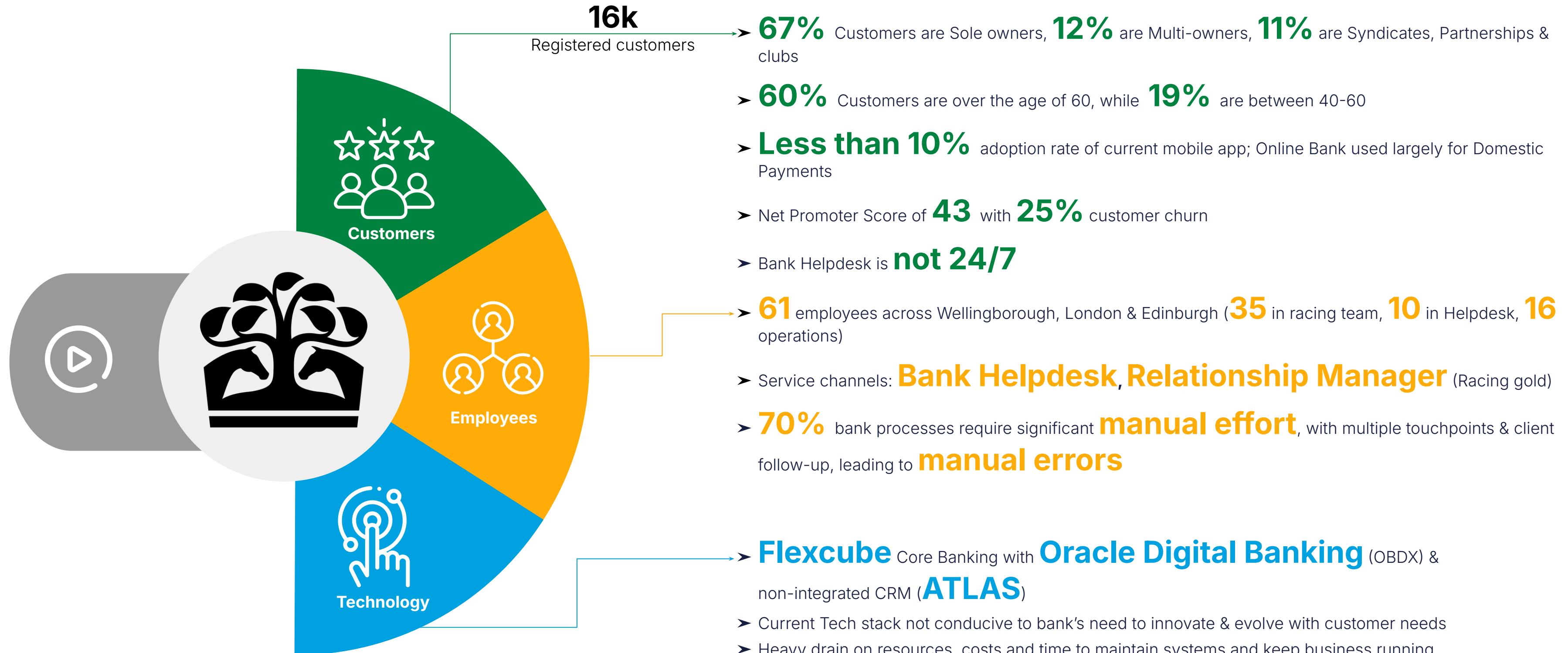
The screenshot shows a web-based employee portal interface for managing customer support cases. The top navigation bar includes links for 'Agent inbox', 'Customer support' (which is active), 'Bank admin', and 'Case manager'. A user profile for 'Monika Johnson' is shown on the right, indicating she last logged in at 12:00 on Nov 21. The main content area is titled 'Sara Williams' and displays a 'Customer overview' sidebar with links for 'Profile', 'Login & security', 'Devices', 'Sessions', 'Products', 'Payment orders', and 'Cards' (which is currently selected). The main panel is titled 'Cards' and shows three current cards for 'Sara Williams':

- Backbase Advance Card**: MasterCard Debit, ending 7084 (Inactive). Cardholder: Mrs Sara Williams. Expiry: 12/22. Status: Locked. Action: Activate card.
- Backbase Advance Card**: MasterCard Debit, ending 7084 (Locked). Cardholder: Mrs Sara Williams. Expiry: 12/22. Status: Locked. Action: Locked.
- Cashback Credit Card**: Visa Credit, ending 3091. Cardholder: Mrs Sara Williams. Expiry: 11/21. Status: Locked. Action: Locked.



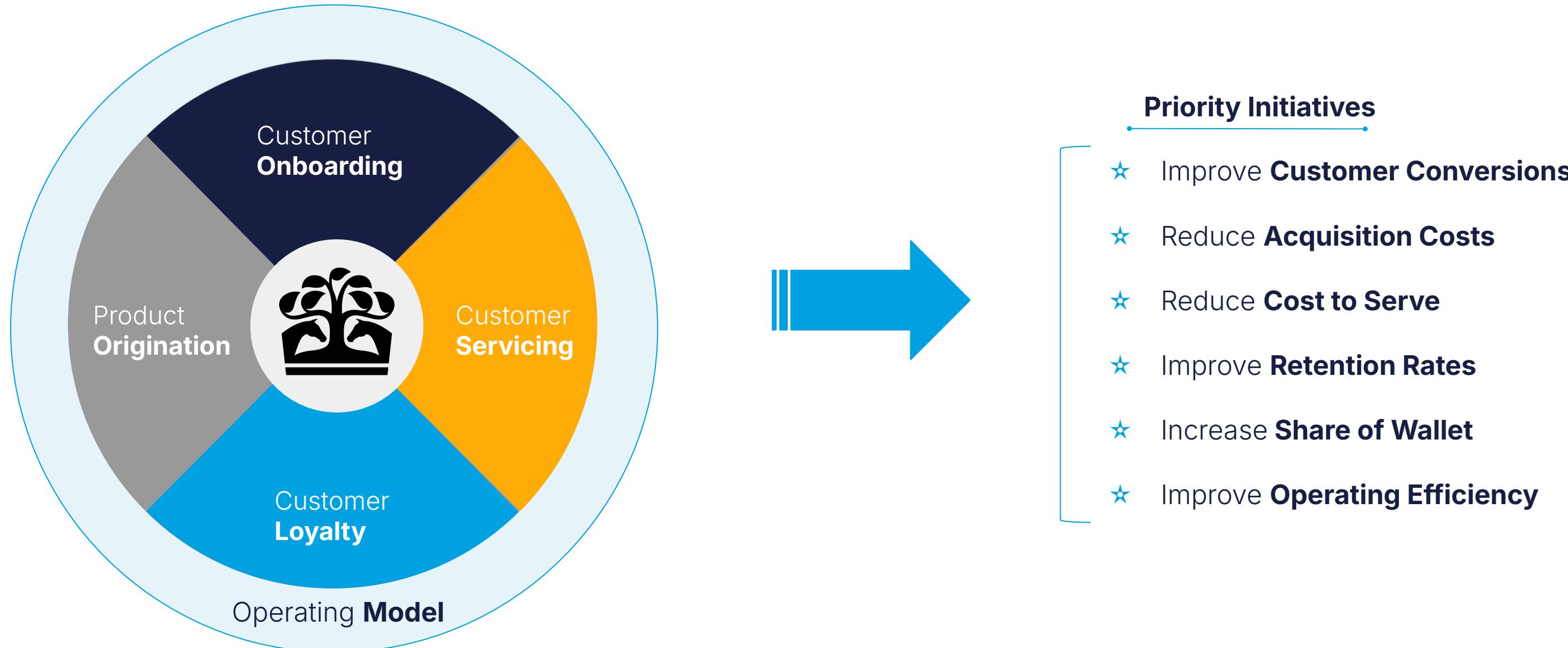
Racing Bank

Weatherbys Racing Bank | Starting Point

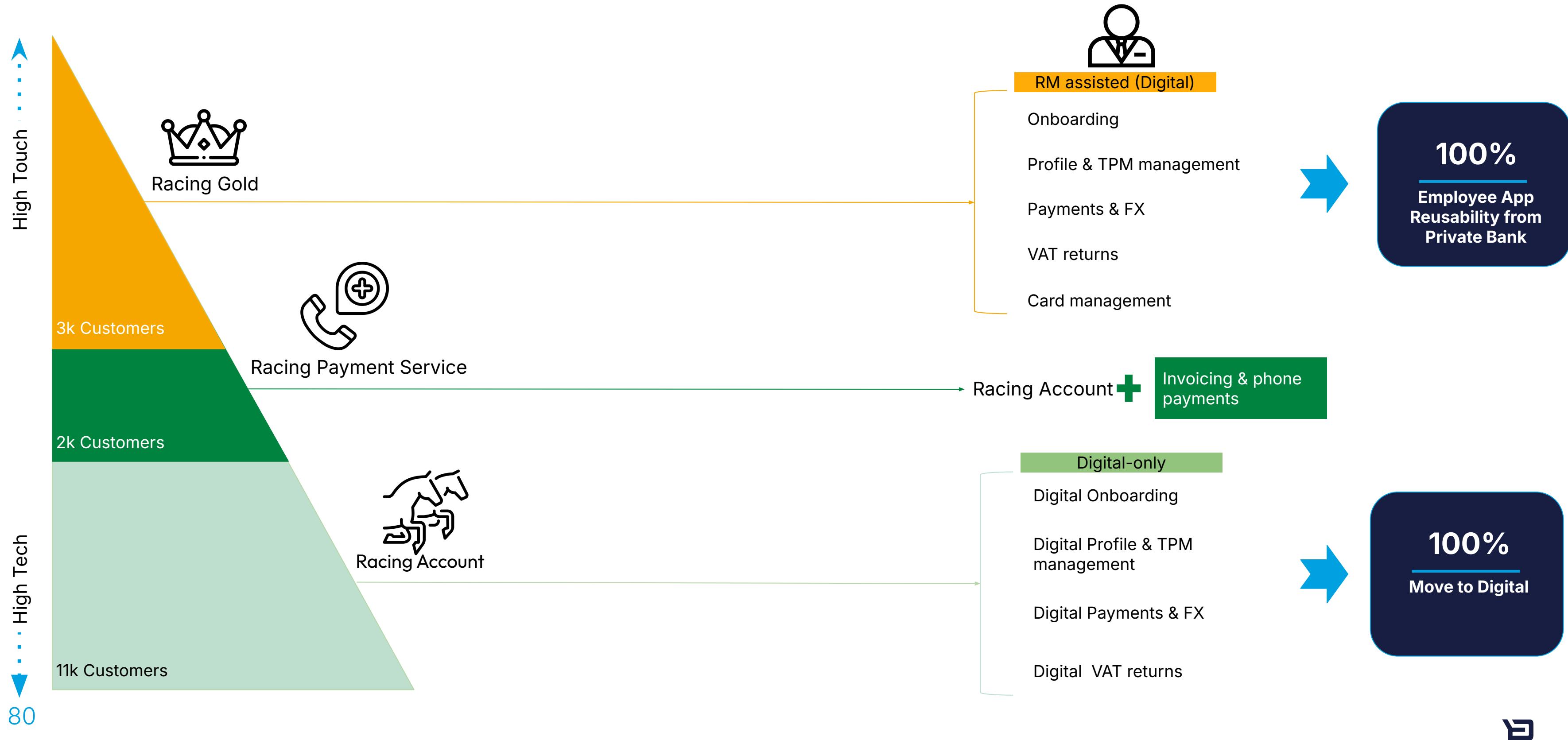


Racing Bank Value Drivers | Customer Lifecycle

Our strategy workshops helped define key value drivers that contribute to top & bottom line growth for Racing Bank. We have also derived priority initiatives to serve as guard-rails while embarking on a digital transformation journey



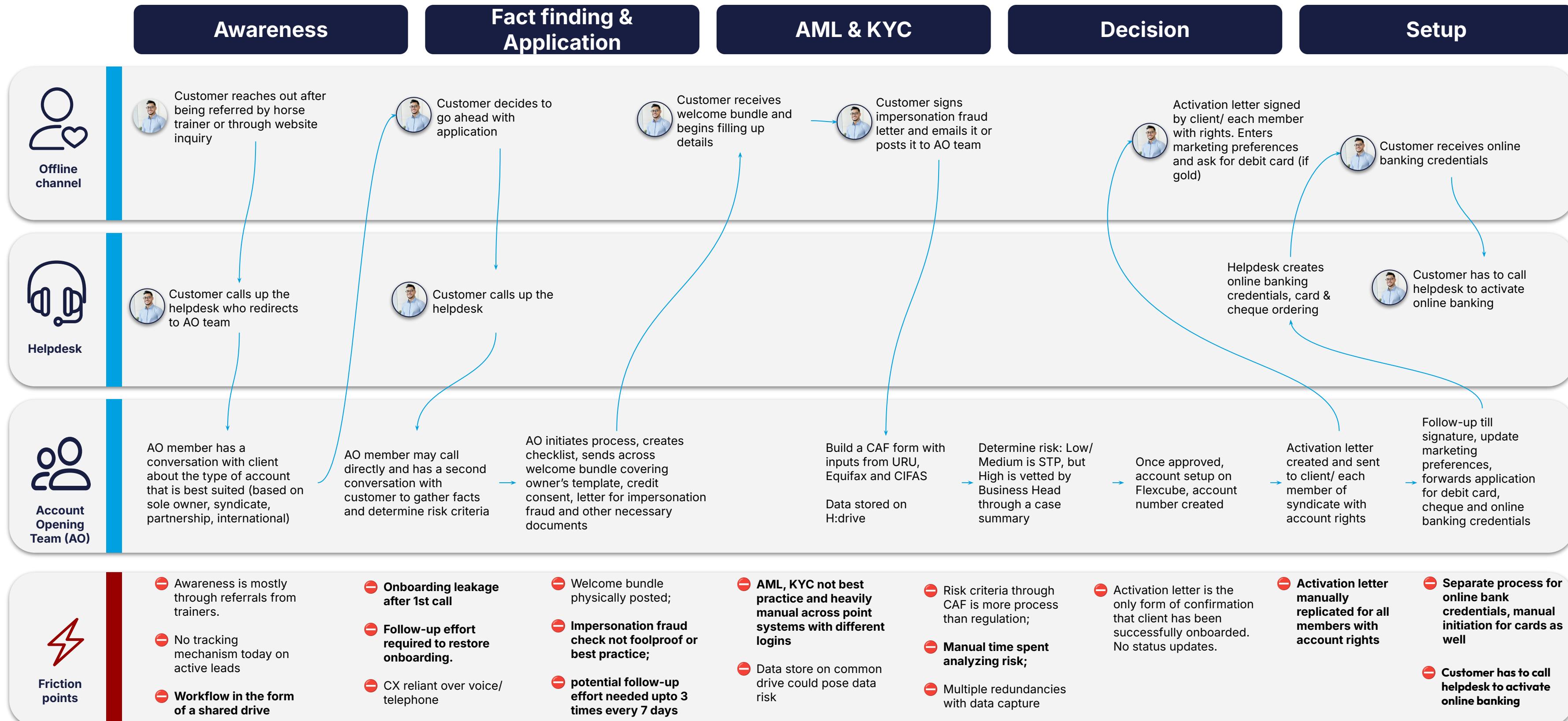
Create distinct market segments for Racing success



Account Opening

Racing Bank

The Journey Today - Racing Bank Onboarding



Digital Channel Assessment - Racing Bank Onboarding

Racing Bank onboarding status quo reflects no digital channel usage while only a fully assisted offering operated through heavily manual processes; VAT returns registration is identical regardless of new or existing customers





Insights & Recommendations | Racing A/c Opening



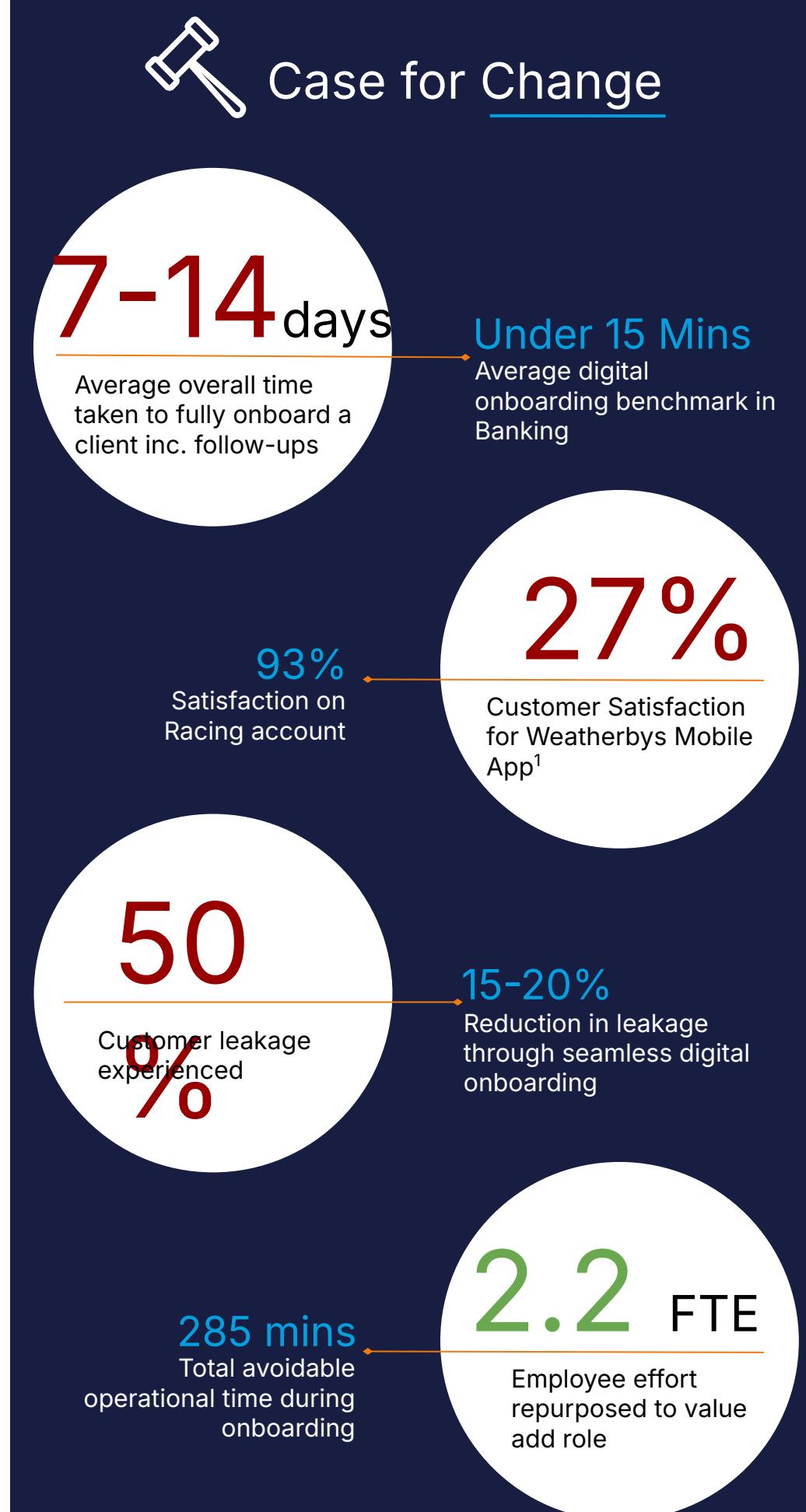
Customer Experience

- 🔍 There is no digital onboarding process. Onboarding happens through 2nd stage telephone call & offline applications, and welcome pack
- 🔍 Customer has to make at least 3-4 phone calls during different stages of onboarding process
- 🔍 There is friction at every stage of onboarding. This can cause delay and/or drop-off. 20% drop-off is sustained today only by customer's willingness to open an account & unique racing bank proposition
- 🔍 Current Online bank/ App behind physical channels in customer satisfaction levels; this gap can be attributed to low awareness and missing key capabilities like onboarding & servicing
- 💎 **Deliver a best in class fully digital onboarding with self-service journey orchestration of Application, AML/ KYC, Risk decisioning together with Account Setup and Online banking/ Digital Enrollment**



Employee Experience

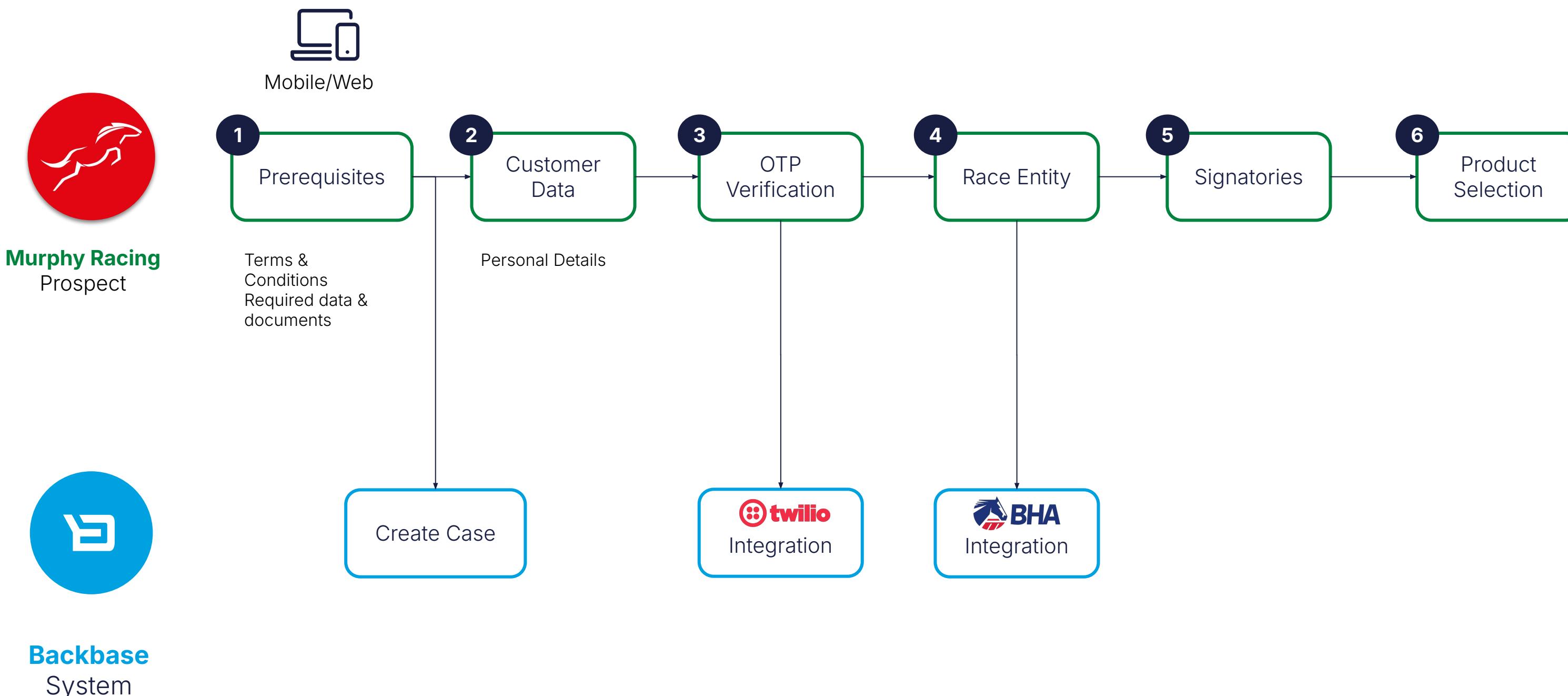
- 🔍 ~5 hrs of purely manual effort involved in onboarding a single client
- 🔍 Account opening tracking mechanism today is via checklist, reminders need to be sent manually
- 🔍 Account opening team needs to follow-up multiple times to get the desired information from the client
- 🔍 Communication channels available are phone, email and physical post
- 🔍 Multiple instances of duplicative effort identified during data capture as well as decision making
- 💎 **Improve operational efficiency through digital self-service onboarding involving minimal employee effort, AML/ KYC automation, decisioning and Setup**
- 💎 **Employee assisted service offering should be made available only for Racing Gold customers**



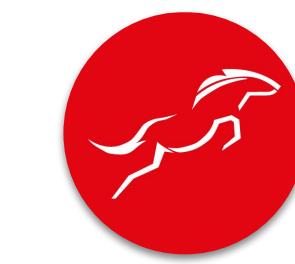
Proposed Solution

Account Opening

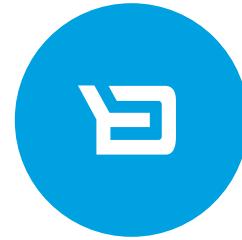
Solution | Account opening (Web & Mobile)



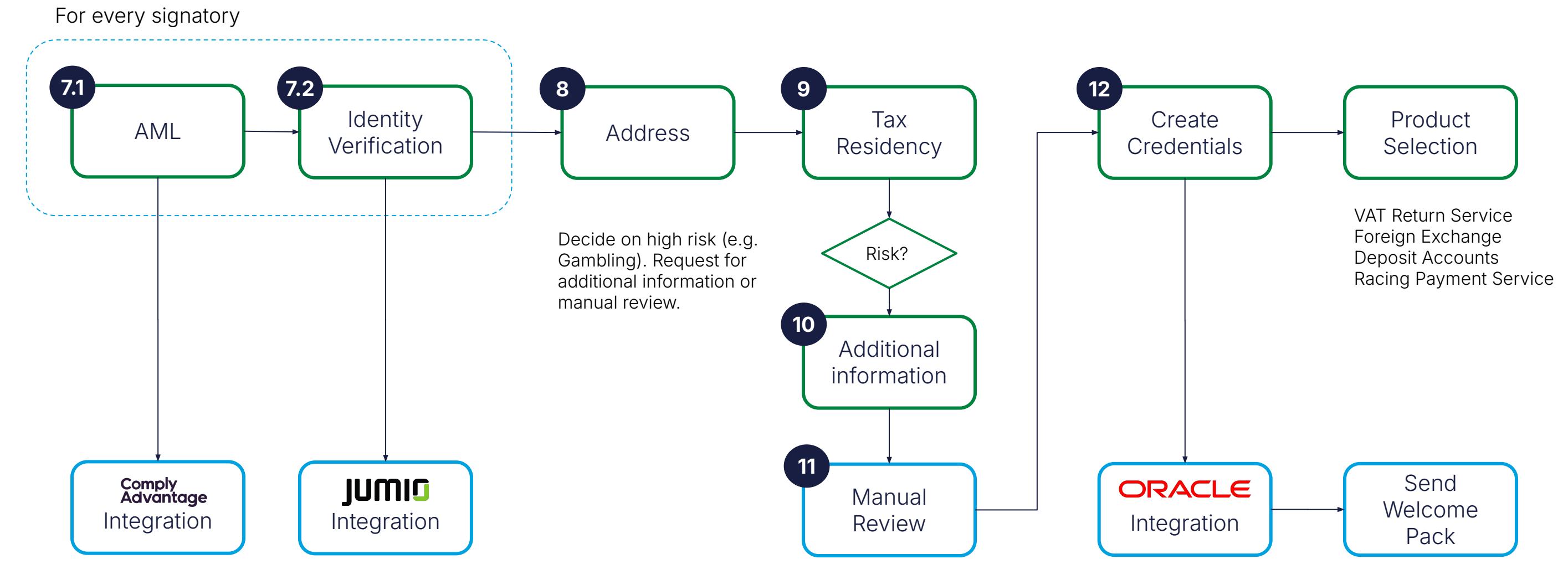
Solution | Account opening



Murphy Racing
Prospect



Backbase
System



1. Prerequisites



Welcome to Weatherbys Racing Bank

For this type of account there are certain requirements you will need to match.

- You are a registered horse owner at the BHA
- You are a UK citizen or a resident
- You can provide your tax residency

Skip

• • •

Next

The prerequisites journey clearly indicates what is required to complete this process.

The journey is a set of configurable screens that can be fully tailored to Weatherbys.

The last screen is to obtain user consent to terms and conditions and privacy policy. This allows the system to store the captured data so that the case can be resumed and monitoring is possible.



This is pretty important

If your business is involved in any of these activities, you might need to provide further information.

- Gambling

Back

• • •

Next



What you'll need to get started:

- A valid ID
for all signatories

- Details about your ownership
name of the horse, type of ownership, name of the owner(s)

Back

• • •

Next



One last thing before we get started

You're just minutes away from opening your account.

- By ticking the box you agree to our [Terms and Conditions](#) as well as our [Privacy Policy](#).

Skip

• • •

Get started

2. Personal Details



Nice to meet you

1 Personal Details
Open

2 Account verification
Open

3 Ownership
Open

4 Race Entity
Open

5 Signatories
Open

6 Choose product
Open

7 Identity verification
Open

8 Home address
Open

9 Tax Residency
Open

10 Create password
Open

First name

Last name

Date of birth DD MM YYYY

Email address

[Back](#) [Continue](#)

The Personal Details journey captures all relevant user information.

Backbase recommends to keep the required information to a minimum and hence this proposed journey.

If more information is required for approvals or as part of the onboarding this can always be added.

3. One-time Password Verification (OTP) - SMS/Email



The image shows a person wearing a helmet and a red jacket riding a brown horse away from the viewer down a dirt path. The path is lined with trees whose leaves are mostly fallen, creating a carpet of orange and brown. The scene is shrouded in a thick fog, which obscures the background and creates a sense of mystery.

Let's secure your account

To help us in keeping your account secure we will need to verify this is you.

Where can we send a verification code?

Via SMS

Via Email

Back Continue

1 Personal Details
Open

2 Account verification
Open

3 Ownership
Open

4 Race Entity
Open

5 Signatories
Open

6 Choose product
Open

7 Identity verification
Open

8 Home address
Open

9 Tax Residency
Open

10 Create password
Open

Verify the prospect customer mobile number and/or email address to ensure that a valid contact information is stored in the case data store.

Benefits

- Increased security through MFA.
- Additional options to verify the validity of the prospective customer's intent.
- Reduce fraudulent activity.
- Allows for entry into the Application Center.
- Brute force attack-proof.

Configuration Notes

- OTP can be configured for one (SMS or Email) or both (SMS & Email).
- Code length is configurable can be 4, 6, or 8 digits.
- SMS message text (only the sender) is not configurable.
- Email look and feel can be configured using SendGrid

4. Race Entity



The image shows a person wearing a helmet and a red jacket riding a brown horse away from the viewer on a path through a dense forest. The trees are bare or have sparse orange leaves, suggesting an autumn setting. The path is covered with fallen leaves.

Your BHA Registration

Enter some simple information and we can quickly help you find your race entity and automatically load all of your information. If you prefer you can always enter it yourself.

What is your BHA registration number

Enter business name or number

Skip and enter manually Find my business

Back Continue

1 Personal Details
Open

2 Account verification
Open

3 Ownership
Open

4 Race Entity
Open

5 Signatories
Open

6 Choose product
Open

7 Identity verification
Open

8 Home address
Open

9 Tax Residency
Open

10 Create password
Open

This journey allows Weatherbys to search for a specific company that is registered with the BHA.

Together with Weatherbys we investigated the option to have an integration into the BHA so that a lookup can be performed.

Without this integration the information can always be manually entered by the customer and checked by an employee.

5. Signatories



The screenshot shows a user interface for a signatory setup process. On the left, there is a vertical list of 10 steps numbered 1 to 10, each with a 'Personal Details' icon and the text 'Open'. Step 1 is 'Personal Details', step 2 is 'Account verification', step 3 is 'Ownership', step 4 is 'Race Entity', step 5 is 'Signatories', step 6 is 'Choose product', step 7 is 'Identity verification', step 8 is 'Home address', step 9 is 'Tax Residency', and step 10 is 'Create password'. The 'Ownership' step is currently selected and expanded.

Ownership

The following steps are to determine the ownership and Control person for your business. Let's start with telling us your role in the company.

I own (part of) the company

Add more owners if there are any, and or add a Control person

→ I (partially) own the company

I am the Control person and have no ownership

You will have to add owners of the company

→ I am the Control Person

Back

After the business details are entered all signatories can be added.

These signatories are defined by Weatherbys and each signatory will get a separate invitation link so that KYC can be performed.

Weatherbys can configure the rules and validations around which signatories should be added. By default a signatory should own 25%.

Also the control person is defined. This can be used as a foundation to set up the right entitlements from the start.

5. Signatories continued



Ownership

1 Personal Details
Open

2 Account verification
Open

3 Ownership
Open

4 Race Entity
Open

5 Signatories
Open

6 Choose product
Open

7 Identity verification
Open

8 Home address
Open

9 Tax Residency
Open

10 Create password
Open

First name

Last name

Email address

Cellphone number +44

Role Select a role

Ownership stake 50%

Ownership available 100%

Back Continue



Ownership

Please edit your details, add up to 4 owners of the company.

Casey Harper
CFO, 50% ownership

+ Add an owner

The UK government requires applicants to list everyone who owns 25% or more of the business.

1 Personal Details
Open

2 Account verification
Open

3 Ownership
Open

4 Race Entity
Open

5 Signatories
Open

6 Choose product
Open

7 Identity verification
Open

8 Home address
Open

9 Tax Residency
Open

10 Create password
Open

Back Continue



5. Signatories continued (Mobile example)

The image displays four sequential mobile application screens from a "Business relations" app, illustrating the process of selecting a signatory and finalizing their profile.

Screenshot 1: Your role
The screen shows the question "Ownership or legal representation role in the company". Two options are listed:

- I own the company, or part of it
Add additional owners when present and assign a control person role
- I am a legal representative
Add the ultimate beneficial owners of the company as per federal regulation

A "Continue" button is at the bottom.

Screenshot 2: Your role
The screen shows the same question and options. The first option is now highlighted with a green background and a checked radio button, indicating it is selected.

- I own the company, or part of it
Add additional owners when present and assign a control person role
- I am a legal representative
Add the ultimate beneficial owners of the company as per federal regulation

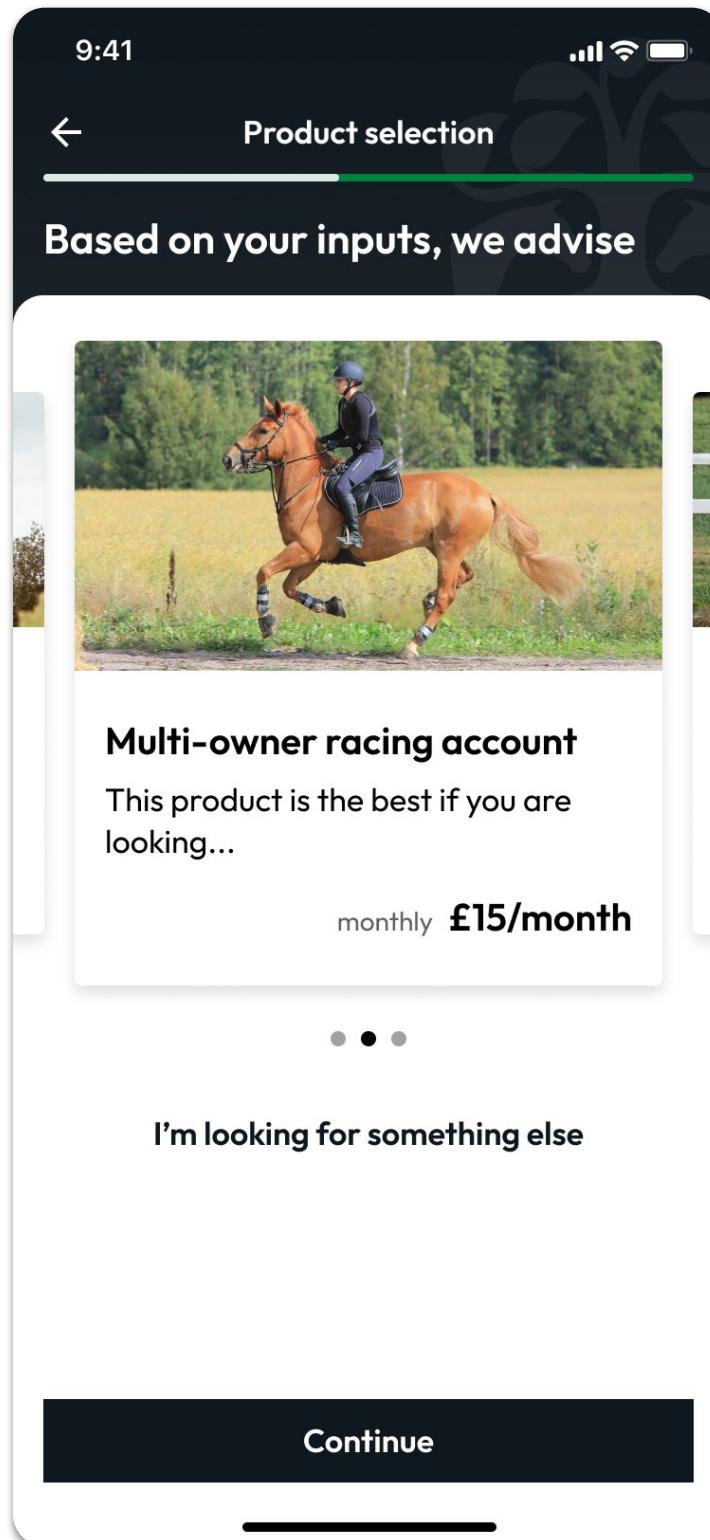
A "Continue" button is at the bottom.

Screenshot 3: Let's now finalise your profile
The screen prompts the user to "finalise your profile". It includes fields for First name (Casey), Last name (Harper), Email address (caseyharper@weatherbys.com), Cellphone number (+44 20 2390 4782), Company role (dropdown menu), and Ownership stake (50%). A note states "Ownership available 100%". A summary card for "Casey Harper" (CFO 50% ownership) is shown with an edit icon. A "Continue" button is at the bottom.

Screenshot 4: Your role
The screen shows the question "Please edit your details, add up to 4 owners of the company." It includes a note about UK government requirements and a summary card for "Casey Harper" (CFO 50% ownership). A "Continue" button is at the bottom.



6. Product Selection



The product selection only shows the relevant product based on the customer type that was indicated before.

- **UK resident sole or joint owners**
Racing Account
Racing Gold Account
- **Syndicates, clubs and partnerships**
Multi Owner Account
Racing Gold Account

This journey can be fully configured for web and mobile and tailored towards Weatherbys product portfolio.

7.1 Anti-money laundering (AML)

The screenshot shows a software interface for 'Racing Bank Onboarding'. On the left, there's a sidebar with options like 'Dashboard', 'Onboarding Business' (which is selected), 'Insight Dashboard', 'Process Definitions', and 'Decision Definitions'. The main area displays personal information for a prospect named 'Mark Henry', including his photo, name, and title ('Self-employed'). Below this is a section for 'Personal information' with fields for first name (Mark), last name (Henry), date of birth (11/03/1957), NIN (AB123007C), email address (markhenry@gmail.com), and mobile phone (+44 20 3514 3917). A 'See more' button is at the bottom. To the right, a modal window titled 'Review AML matches' is open, showing results for 'Case: Racing Bank Onboarding' involving 'Vincent King'. It lists three matches, each with a summary table:

RESULT 1
Name: Mark Henry
Date of birth: 11/03/1957
Entity Type: Person

OFFENCES TYPE & LISTING
Santion: Eu Consolidated List of Santions Listed 10 Mar 2003 - Present

ADVERSE MEDIA (2)
(No details shown)

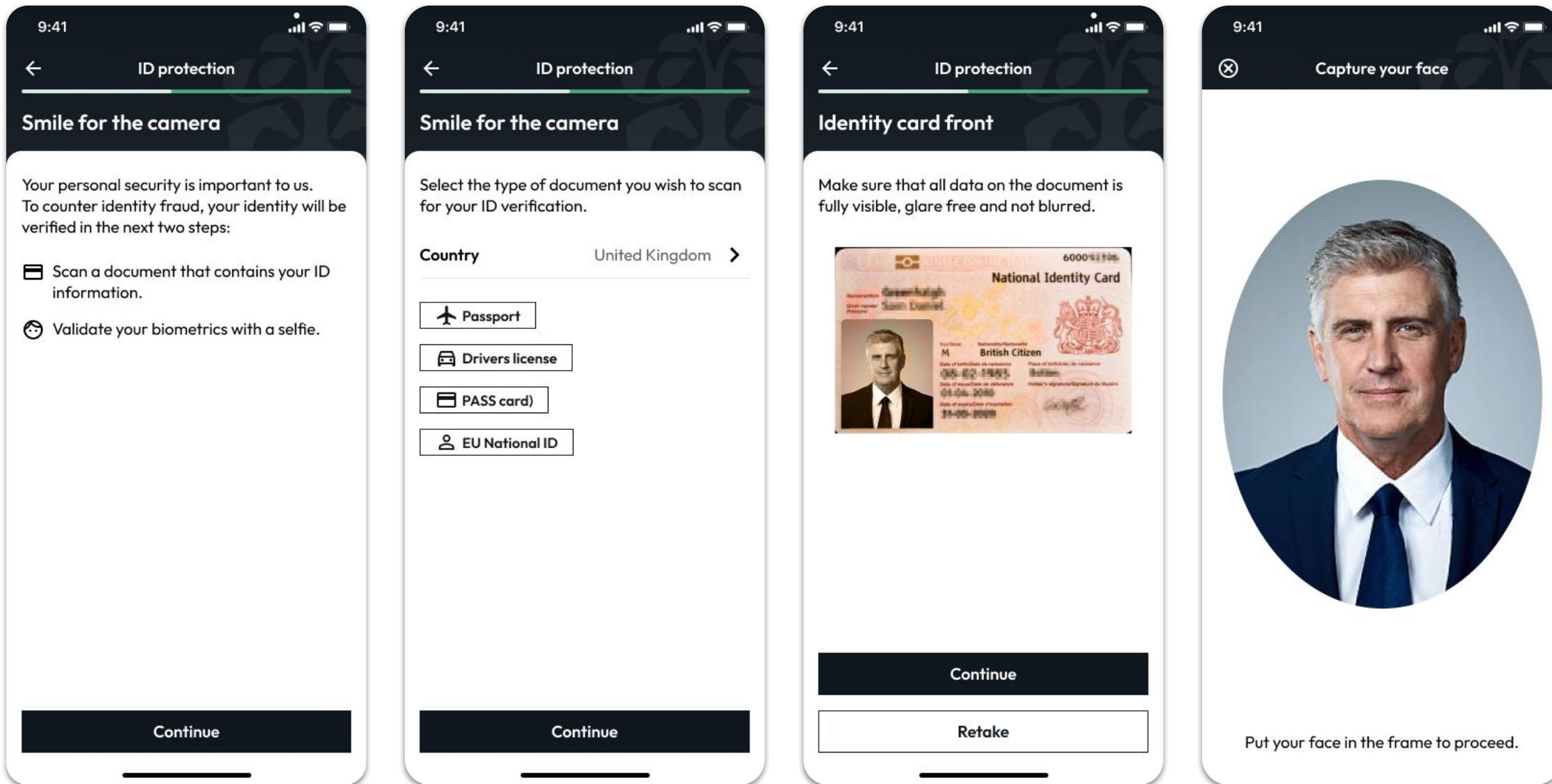
A 'Confirm match' button is at the bottom of the modal.

This journey checks the prospect's details against AML watchlists to determine if they are Politically Exposed Persons (PEPs), subject to financial Sanctions, or have received Adverse Media Attention.

- Prospect provides required information, and then data is sent for AML screening
- Realtime screening against PEP, Sanctions and Adverse Media lists
- Case Manager tasks for manual fallout
- Enable seamless E2E flows without introducing risk to the bank
- First step towards risk scoring 'at the door'
- Can be used for both know-your-customer (KYC) and know-your-business (KYB)



7.2 Identity Validation



The journey uses Jumio as the verification provider to provide full digital identity validation.

- Applicants scan official ID documents, these documents are then accessible in one place through Case Manager for CSRs
- Automatic capture of documents, validation of authenticity, extraction of data and use of AI, Machine Learning, and verification experts to review
- Verify similarity of the applicant's photo and ID document, including liveness check
- Human interaction only required for exceptions- Manual consultation possible at all times in Case Manager
- Configurable decisions to determine outcomes (DMN)

Powered by:

jumio

7.2 Identity Validation (Case Manager)

The screenshot shows the Case Manager interface for a 'Racing Bank Onboarding' case. The main view displays personal information for an applicant named Mark Henry. A modal window titled 'Review ID&V' is open, indicating that the ID&V process has failed. The modal details the failure with the following information:

ID&V failed	
Applicant Name	Mark Henry
Document status	APPROVED_VERIFIED
Identity validity status	True
Identity similarity status	NO_MATCH
Rejection reason	-
Identity reason	-

At the bottom of the modal, there are 'Approve' and 'Reject' buttons.

This is an example of how a manual task would look like in the case manager.

Powered by:

**Comply
Advantage**

8. Address



Where do you live?

Same address as the race entity

Street number and name

Locality (optional)

City Postcode

[Back](#) [Continue](#)

1 Personal Details
Open

2 Account verification
Open

3 Ownership
Open

4 Race Entity
Open

5 Signatories
Open

6 Choose product
Open

7 Identity verification
Open

8 Home address
Open

9 Tax Residency
Open

10 Create password
Open

The address journey captures the address off the race entity.

There is no need to verify the address since impersonation fraud is handled through the ID&V and AML journey.

9. Tax Residency

Tax Residency

Country of Tax Residence

United Kingdom

Tax Identification Number (TIN)

Do they pay tax outside of the country of domicile?

Yes No

Country

USA

Tax Identification Number (TIN)

[Add another country](#)

In this step all relevant countries are captured to meet the tax regulations.

Please note this is just a sample screen and can be modified based on Weatherbys requirements.

10. Upload Documents (optional)



Source of Wealth

Required document

Description

[Drop file\(s\) here or Click to upload](#)

Only PDF, PNG, JPG supported. Max 3MB per file. This fileset can contain max 10 files.

Another required document

Description

[Drop file\(s\) here or Click to upload](#)

Only PDF, PNG, JPG supported. Max 3MB per file. This fileset can contain max 10 files.

[Upload documents later](#)

Potential to upload documents later

[Back](#) [Continue](#)

If there is additional risk it's always possible to request additional information.

This can be in the form of a questionnaire or ask for additional documentation.

The extra data required is conditional based on the captured information.

11. Risk Assessment

The screenshot shows the Backbase Platform's Case Manager interface. At the top, there is a navigation bar with links: My dashboard, Customer Support, Case Manager (which is underlined), and Bank Admin. Below the navigation bar, the main area has a header "Hello Vincent". On the left, there is a sidebar with a "Dashboard" button highlighted, followed by links for Onboarding Retail, Onboarding Business, Insight Dashboard, Process Definitions, and Decision Definitions.

The main content area is divided into two sections: "Overdue tasks" and "Due today".

- Overdue tasks:** A table showing three tasks: "Verify documents" (Case: Mona Lisa, Due: 3/23/22, 11:56 AM), "Credit Score Check" (Case: Cheryl Smith, Due: 3/23/22, 12:03 AM), and "Identity check" (Case: Douglas Ford, Due: 3/23/22, 12:10 AM).
- Due today:** A table showing three tasks: "Identity check" (Case: Jorge Gearheart, Due: 3/23/22, 12:30 AM), "Identity check" (Case: Blaine Rodrigue, Due: 3/23/22, 12:35 AM), and "Identity check" (Case: Lisa Pope, Due: 3/23/22, 12:40 AM).

To the right of the main content, a modal window titled "Risk Assessment" is open. It shows the case details: "Case: Onboarding Retail Mark Henry" and "Due Jul 2, 2022 at 10:24 PM". The modal includes a text area with instructions: "With all know information about this company and it's UBO(s), make an assessment whether the company should be onboarded". Below this, there are sections for "Application risk score" (High risk), "Business related" (High risk), and "Unique beneficial owners" (Low risk). The "Business related" section lists Murphy Racing LTD. with its address (10 Kensington, Manchester, MA 30309, United Kingdom), industry (Horse Racing), and status (Inactive). The "Unique beneficial owners" section lists Sarah Lee (0), Robin Green (0), and Iris Schinner (0).

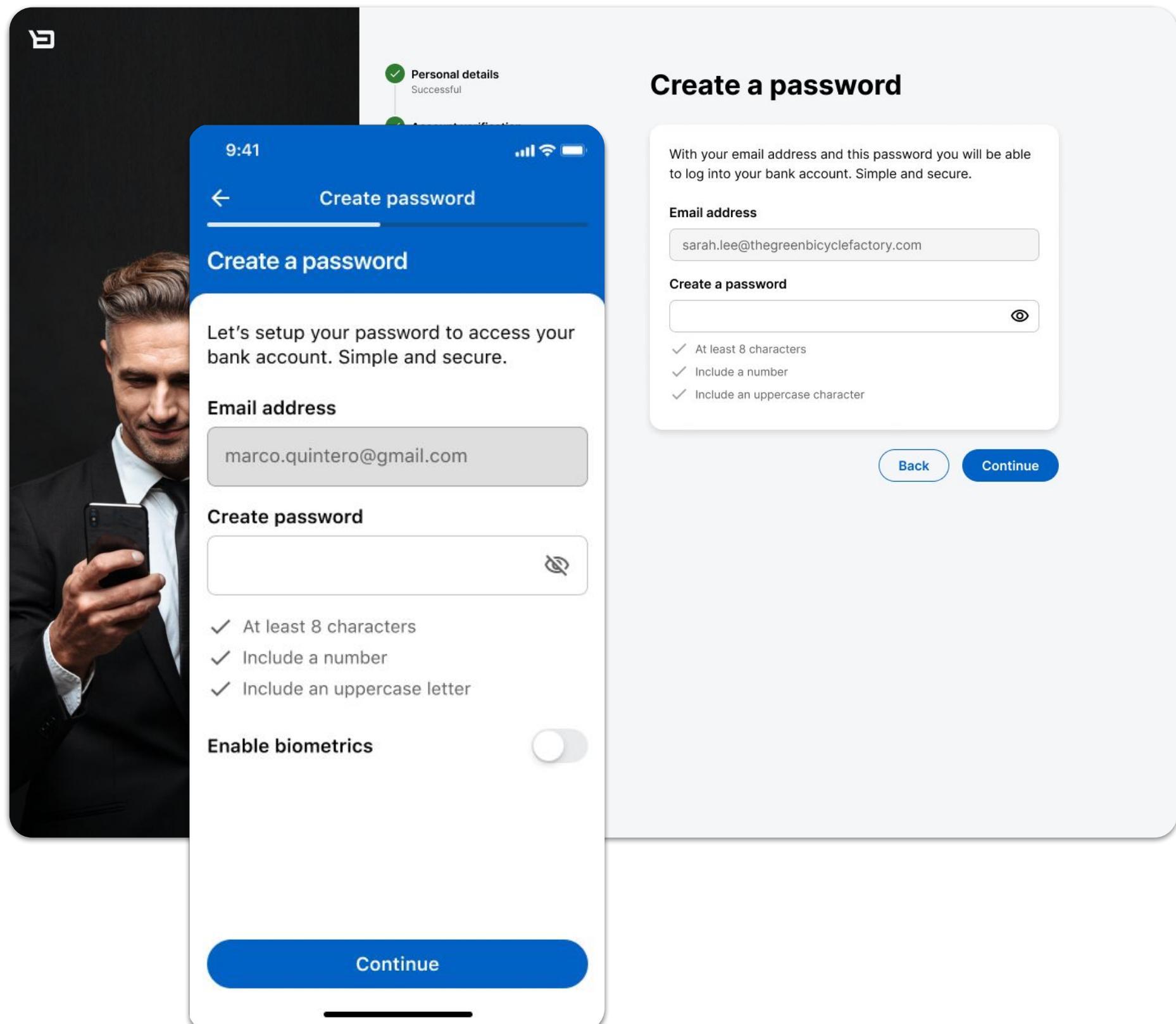
The case manager allows the employees to perform manual tasks.

Tasks can be assigned to other employees and a deadline can be set to meet the SLA.

This screen is just an example on how potential risk can be shown to make a decision.

Weatherbys is in full control with the powerful process and decisioning engine that powers the Backbase Platform.

12. Create Credentials



The create journey allows the user to create their own credentials and username.

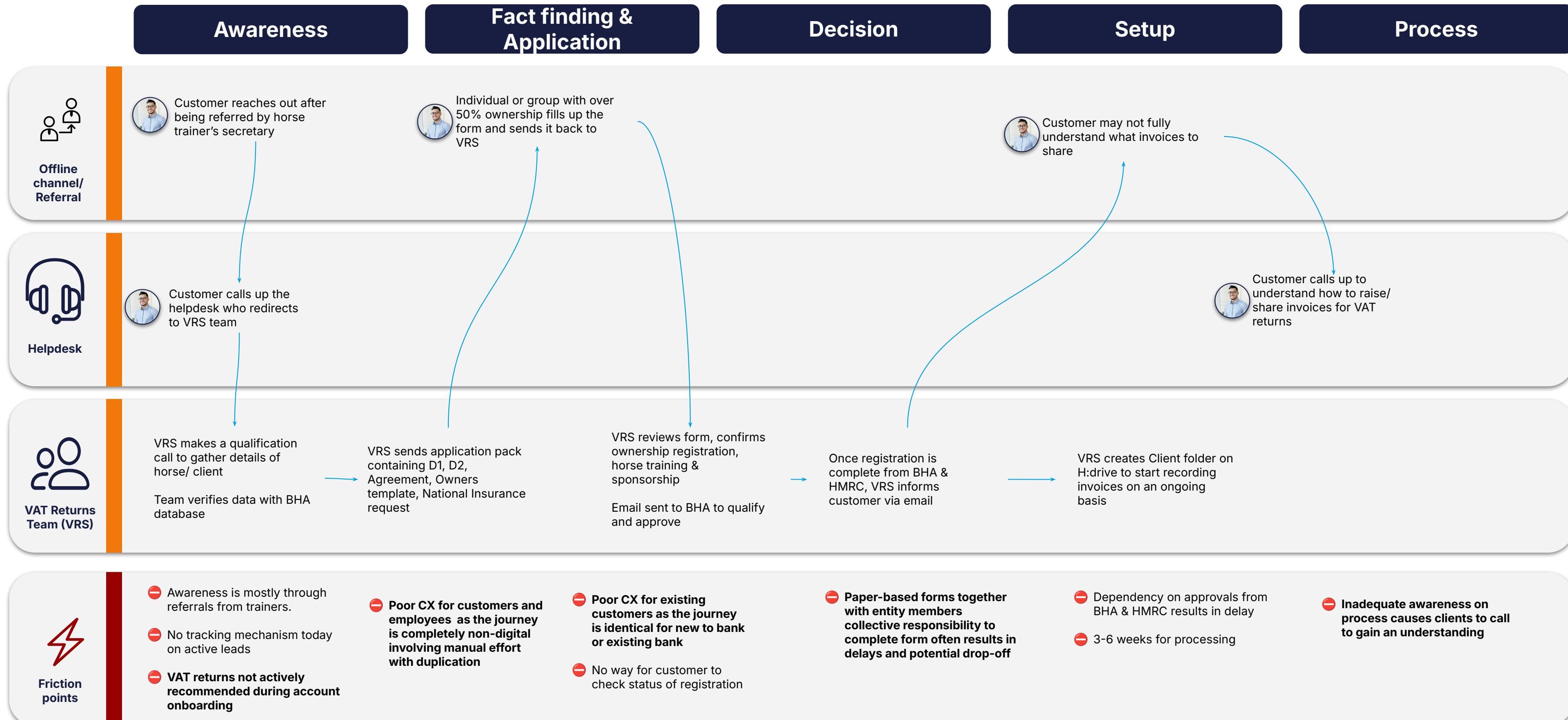
After this step the right user will be created in Backbase with the right permissions as well as in the core.

- Create credentials journey will allow user to create username/password combination
- Configurations to customise password & username policies as per banks requirements
- Journey also shows dynamic error messages to user while is entering inputs for better user experience
- Along with creating credentials we will also setup new-to-bank user in our backbase systems with basic permissions to case

VAT Return Service

Racing Bank

The Journey Today - VAT Returns





Case for Change

Insights & Recommendations | VAT Returns



Customer Experience

- 🔍 New to bank and existing customers traverse identical registration journeys. They are often required to refill information which the bank already hold. This results in poor CX.
- 🔍 The registration process is paper-based, manual and requires all members (totaling min. 50% share) to fill out details collectively
- 🔍 Customer needs to complete lengthy forms with duplicacy. This can result in drop-off or delays
- 💎 As 50% VAT registrations are new to bank, building awareness and ability to apply during digital account onboarding will increase sign-ups, improving CLV & product penetration
- 💎 Digital onboarding will simplify data capture, remove data duplication, unnecessary calls, emails and follow up activity



Employee Experience

- 🔍 Bank is missing out on cross-sell, up-sell during account onboarding - Potentially similar data is requested again, but needs to be covered in BHA forms D1, D2 and agreement
- 🔍 Fully manual process, with word for form building, excel for tracking and shared drive for workflow
- 🔍 Exclusive access to BHA database is not leveraged through system integrations
- 💎 Link to BHA database can be better leveraged to generate leads, auto-populate client details as well as speed up registration process both internally and externally.
- 💎 Introduce workflow through case manager to ease tracking, status and necessary client communication

255 mins

Average overall time taken to register a client (customer + employee)

90% time

Avoidable through digital onboarding

25 %

600 customers

Total registrations per year

Are existing bank customers

30

Market Share for VAT returns
%

10-15%

Growth potential just by integrating VAT registrations into account onboarding

100 %

6000 invoices/ yr

To be processed by potential vendor - Xero

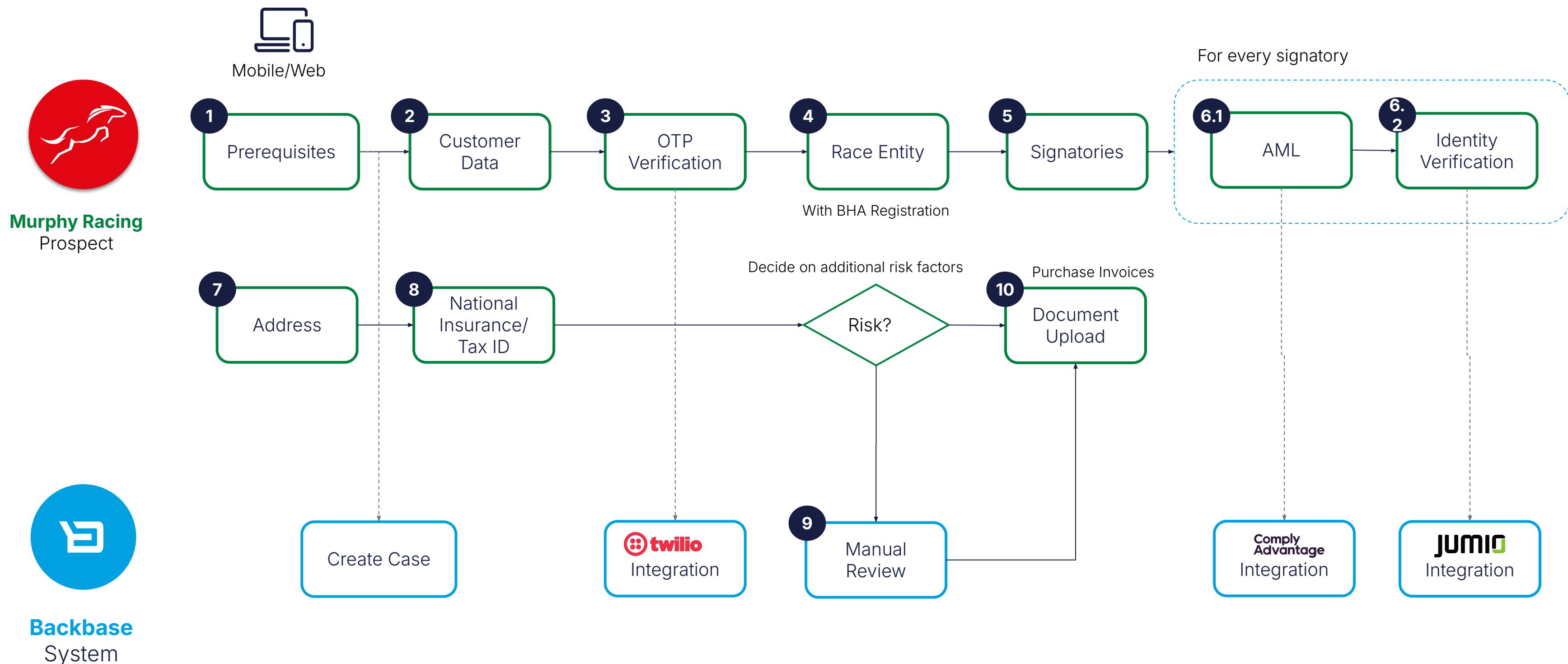
Xero integration with Backbase through Codat



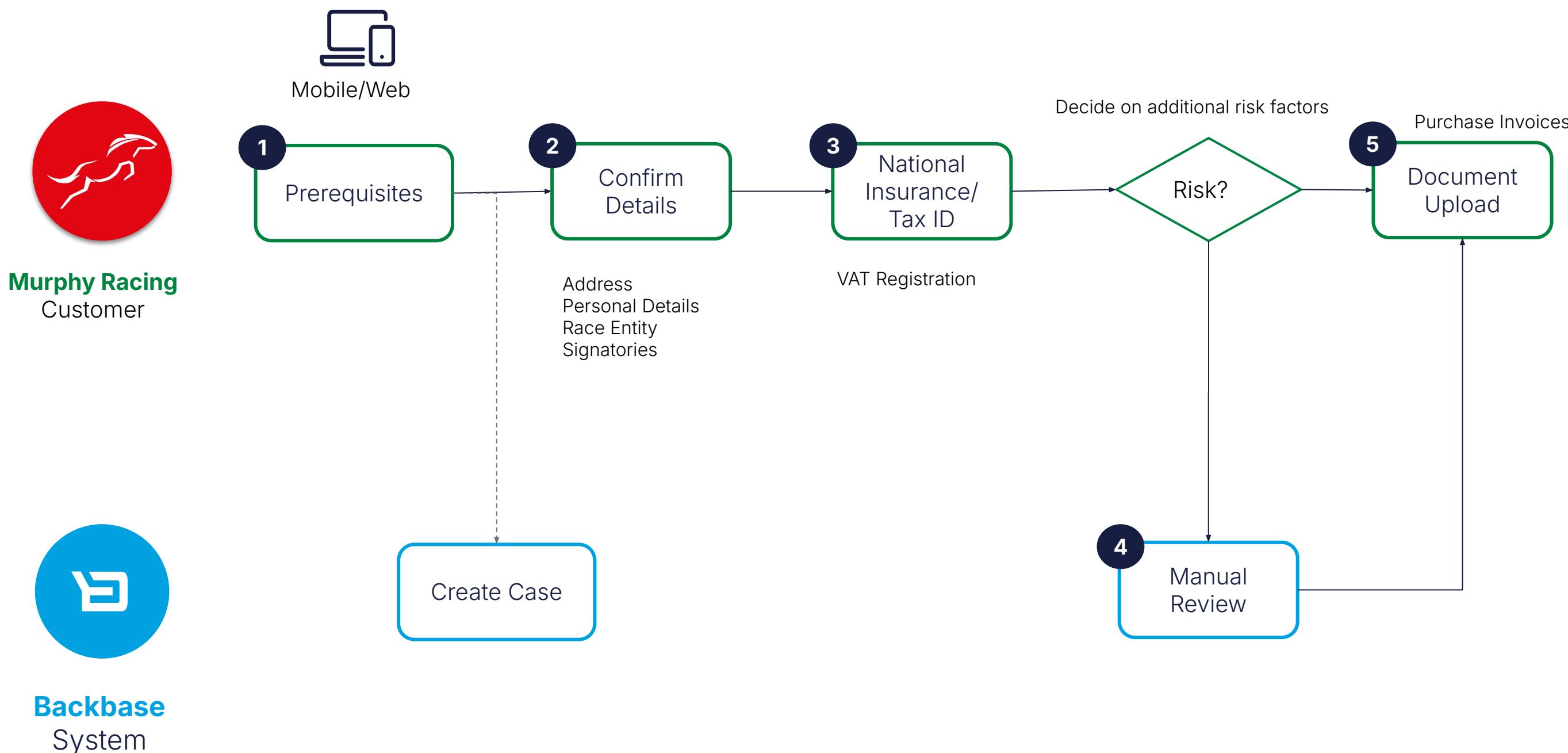
Proposed Solution

VAT Return Service

Solution | VAT Returns Registration (new customers)



Solution | VAT Returns Registration (existing customer)



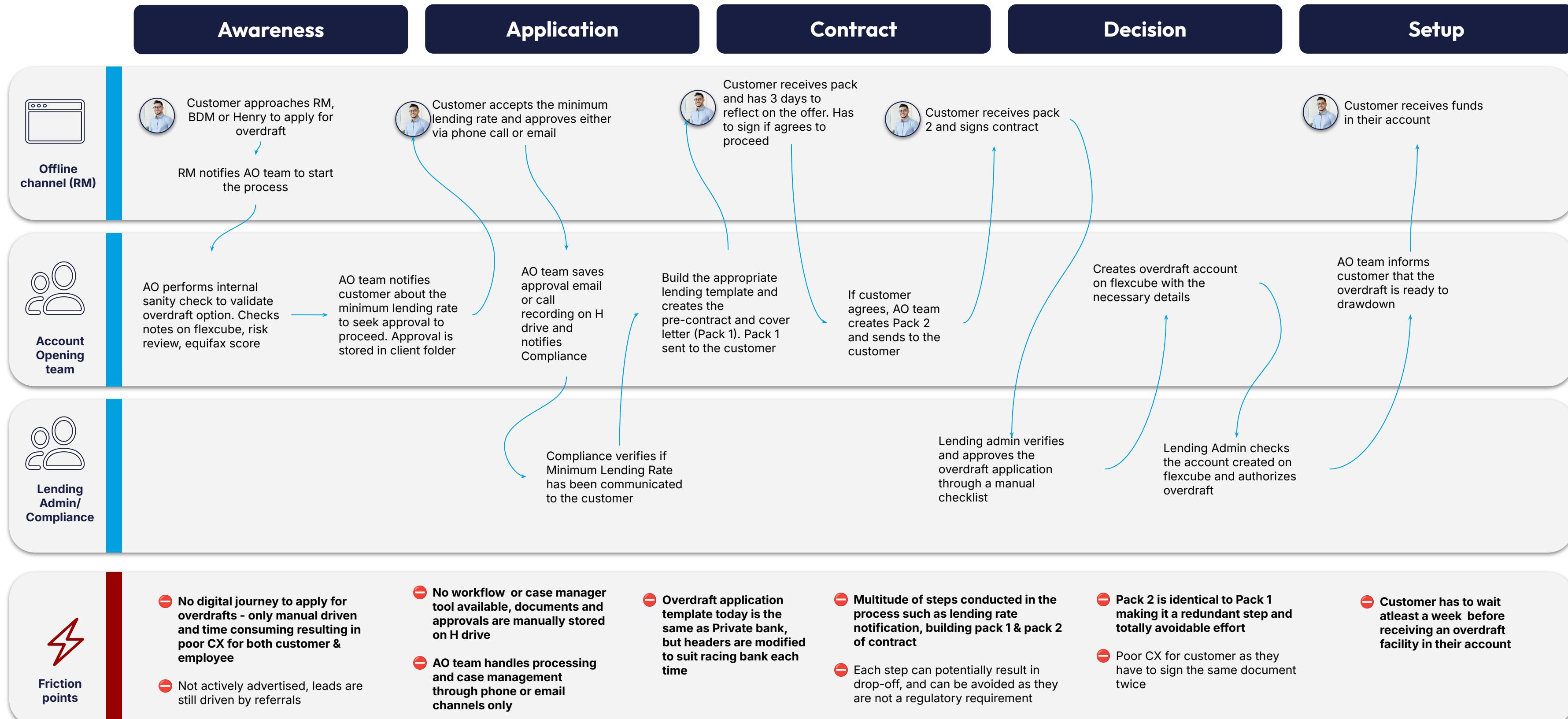
109 For existing customers that are already onboarded and require the VAT returns service. Example screens are listed as part of the account opening solution.



Overdrafts

Racing Bank

The Journey Today - Racing Overdrafts (Unsecured)





Insights & Recommendations | Overdrafts



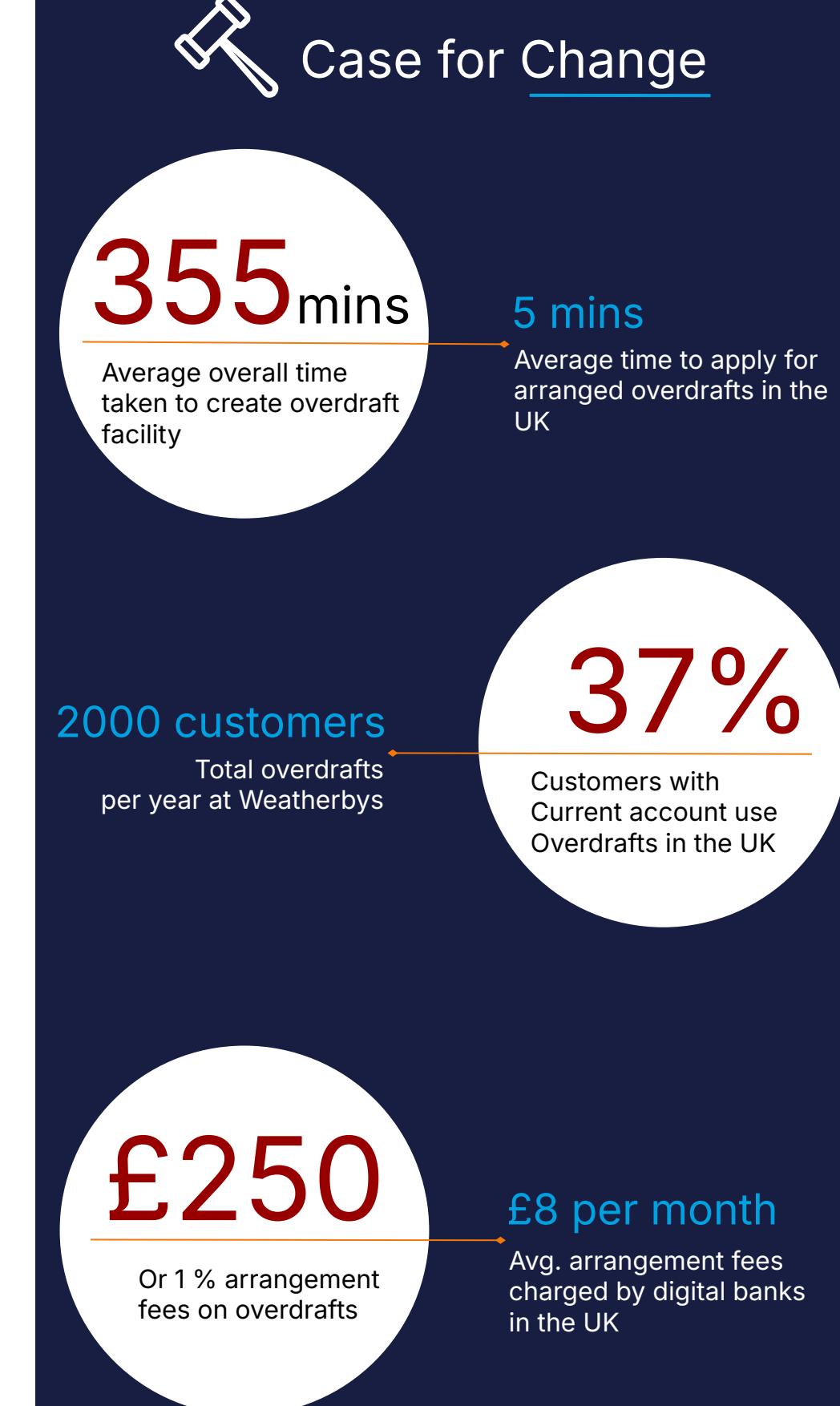
Customer Experience

- 🔍 Customer is not actively aware of the overdraft facility and overdrafts are not offered by default. Customer has to officially request for it. Total processing time could take a week before drawdown
- 🔍 Application process is heavily manual and involved. The customer has to sign the same offer thrice, which could result in potential drop-offs. This is not in line with market leading experiences.
- 🔍 Customer cannot check status through the whole process or receive any alerts/ notifications while overdrawn
- 💎 Overdrafts of certain limit should be pre-approved & provisioned by default to match the market and customer expectations. Overdrafts over the limit, should be provisioned through a seamless fully digital process from application to drawdown
- 💎 Should offer active alerts to the customer about their overdraft status on account. This will significantly reduce friction, improve overall customer experience and deepen relationship and CLV



Employee Experience

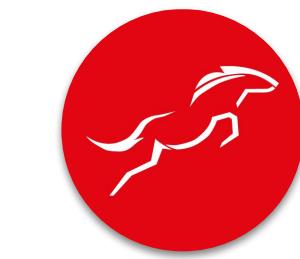
- 🔍 There is no workflow or case manager to track application. Reliance on shared client folder that contains customer documents and application
- 🔍 Multiple redundant steps & control in the process which appear to be band-aided evolution rather than regulatory need
- 💎 By pre-approving and provisioning limited overdrafts to customers, then the entire process is avoidable, thereby reducing cost-to-serve for the process. Moreover, there is a need to anticipate overdrafts as racing industry is seasonal and fairly predictable. Leverage customer transaction history to build adequate cash-flow models at appropriate risk levels



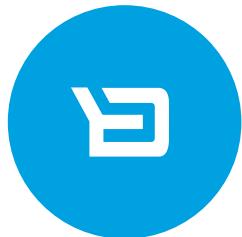
Proposed Solution

Overdrafts

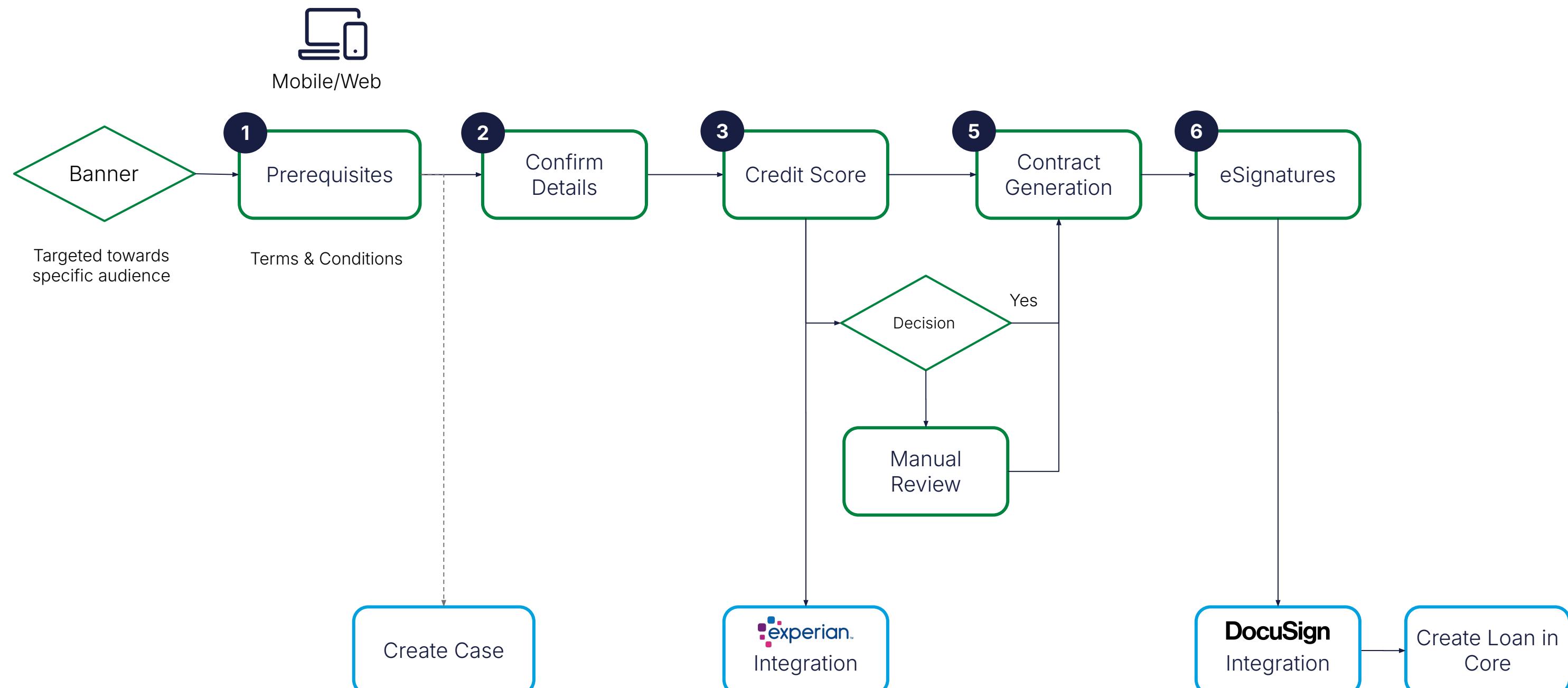
Solution | Racing Overdraft



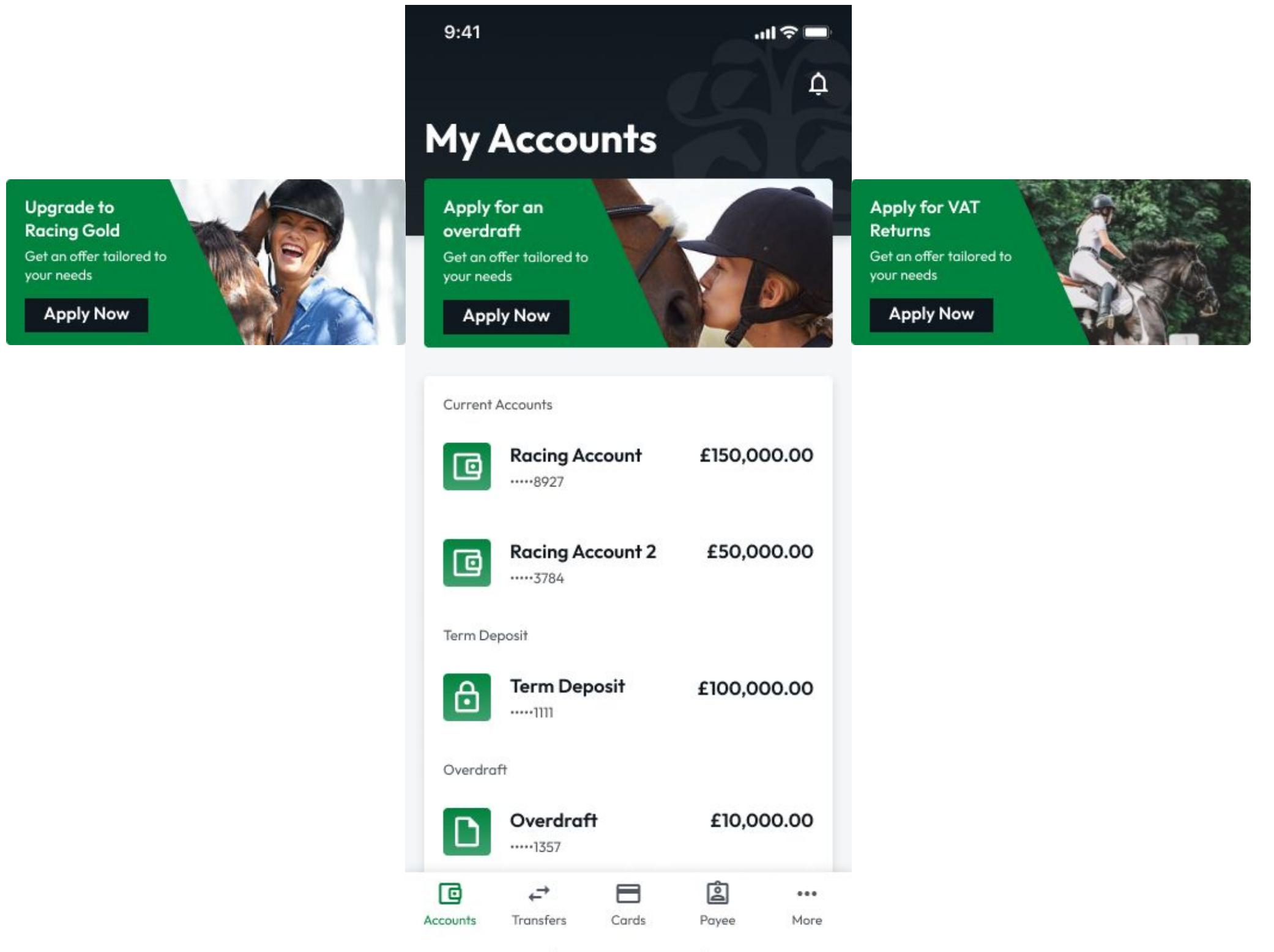
Murphy Racing
Customer



Backbase
System



Promotional Banners



Backbase Digital Engage helps financial institutions **boost app engagement and increase customer loyalty**. This is done with the help of ready-to-go, end-to-end engagement channels and journeys that can be quickly adopted to provide exceptional engagement experiences – resulting in a high retention rate.

Digital Engage is made up of four parts: the **Engagement App, Channel, Events, and Preferences**.

Working in tandem, they **enable collaboration between marketing employees** so they can **launch personalized campaigns and engage with customers in real-time**. Banking customers can even **manage their own preferences** as to how, when, and where they would like to be engaged with.

Credit Score

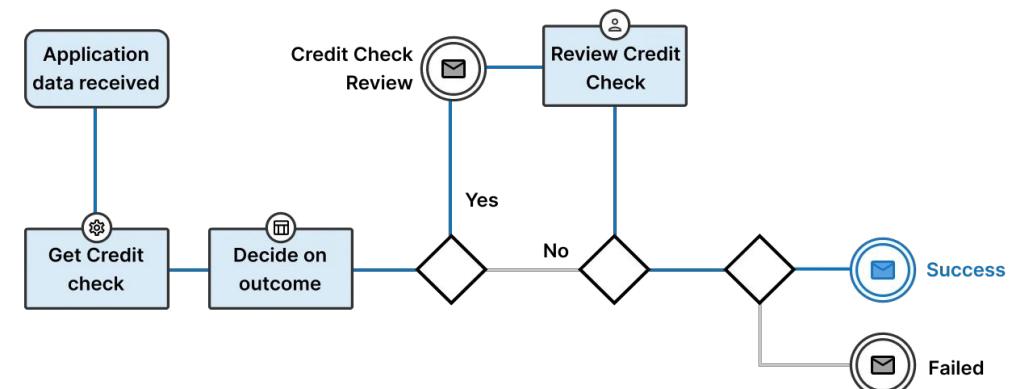
The screenshot shows the Backbase Case Manager dashboard for a user named Vincent King. The main area displays 'Overdue tasks' and 'Due today' sections. A modal window titled 'Credit Report' is open, showing a credit score of 780. The report includes a color-coded scale from 0-560 (red) to 881-999 (green). Below the score, there's a 'Fraud shield summary' section with details about an inquiry being recorded as deceased.

Powered by experian™

Conduct a soft inquiry to check users' credit score in order to pre-approve users for a credit or loans product. Backbase uses a pre-integrated connector into Experian for this.

Description

- Speeds up (pre)approvals
- Allows for values to be pulled in and be manually or automatically evaluated through the process
- Visible in Case Manager
- Configurable Decision Tables



Credit Report

Please provide reason of approval

This information will be stored within this case.

Approval reason

[Cancel](#)[Submit](#)

Please provide reason of rejection

This information will be stored within this case.

Rejection reason

[Cancel](#)[Submit](#)

Powered by



While the credit score journey involves a soft-inquiry, the credit report journey represents a hard inquiry which might be necessary in a limited number of circumstances.

- Bank can classify the applicant, depending on whether the credit score falls above or below pre-configured threshold
- Score < 850 triggers manual review
- If the score is greater or equal to 850 no task is required.

How it Works:

- User gives consent to a "hard credit check" as part of the T&Cs they agree to before the onboarding
- The applicant's personal details (name, address, Date of Birth) are retrieved from the Case Data and sent to Experian
- Personal data is checked and returns a credit report that contains: credit score, fraud shield indicators, consumer identity information

Credit Report [Open](#)

Case: Onboarding Marco Quintero

Vincent King [edit](#)

Due 26/06/2020, 10:45 AM [edit](#)

Review the credit score and make an assessment on the applicants credit profile whether it is sufficient or insufficient.

Powered by

Credit Score (780)



Fraud shield summary

SSN Issue date 1985 - 1986

Date of death 06/01/2018

Inquiry SSN recorded as deceased [i](#)

Recommended actions (4) [▼](#)

Inquiry SSN recorded as deceased [i](#)

Recommended actions (4) [▼](#)

Inquiry SSN recorded as deceased [i](#)

Recommended actions (4) [▼](#)

Consumer identity

Full Name Marco Quintero

Date of birth 1985-11-03

Phone Number +381 012345678

Profile summary

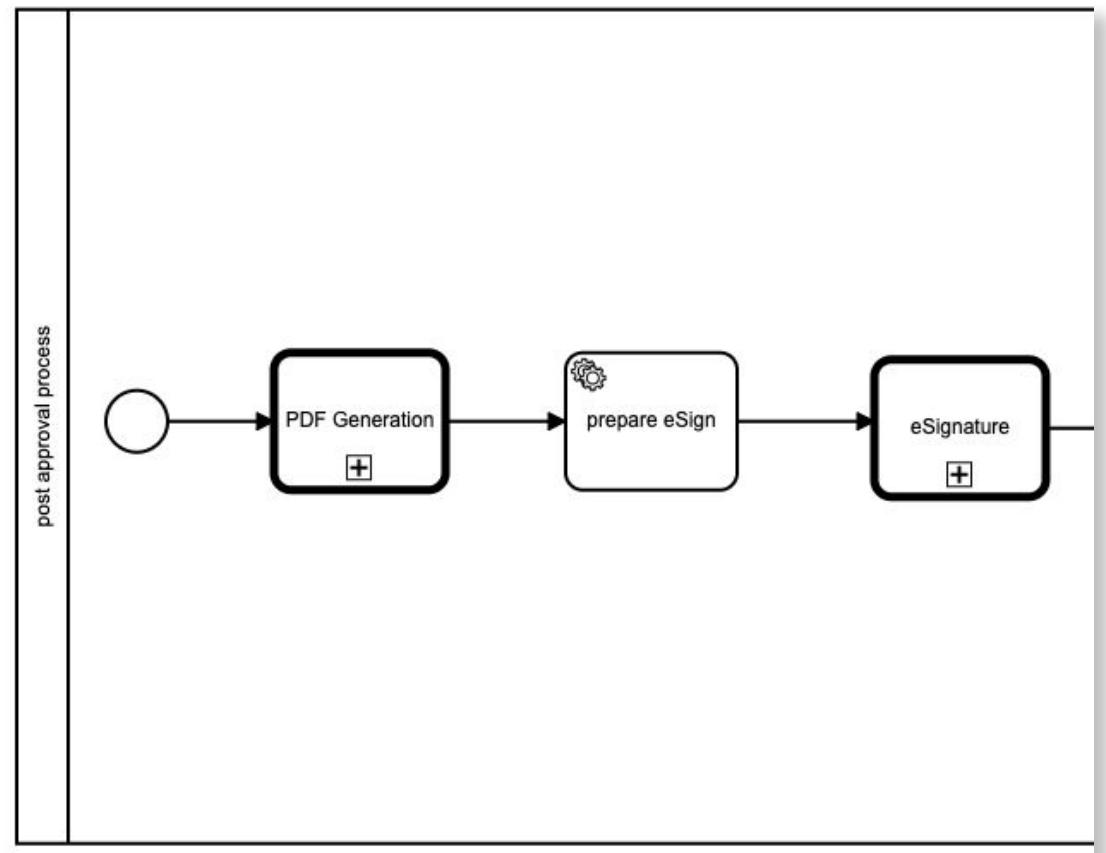
Count 30/60/90/07

Past due amount \$ 23,931.54

Now DEL/DRG 2

Contract Generation

The PDF Generation journey enables financial institutions to generate static PDF documents containing stored customer data, within an onboarding or origination flow. This functionality can be used to create agreements, reports, or any other documents that require customer data.



Description

The journey automatically populates a pre-defined PDF form template with customer information (case data) from the Case Data Store. It then generates the PDF file and saves it to the case in the Document Store.

Data

Input: predefined document template and corresponding predefined case data

Output: personalized document

eSignatures

Signature request for Marco Quintero

Envelope name
Your mortgage documents
2 documents

Deadline
4/17/2020, 12:00 AM
A reminder will be sent a day before the deadline.

Envelope Status
Awaiting

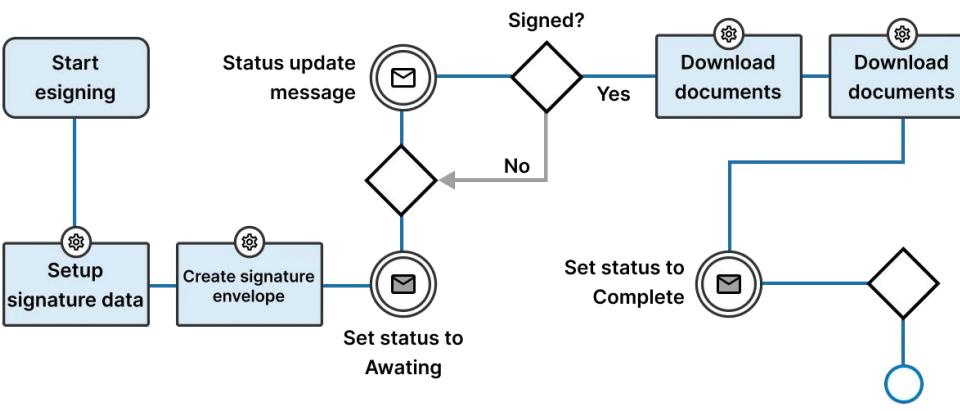
Marco Quintero Signature
Bankbase Mortgage Quotation
last update yesterday 14:31
Signed
Sepa Direct Debit
last update yesterday 14:31
Signed

Sarah Williams Signature
Bankbase Mortgage Quotation
last update 24-08-2019 14:31
Awaiting
Sepa Direct Debit
last update 24-08-2019 14:31
Awaiting

[X Cancel request](#)

[Close](#)

Powered by **DocuSign**



Backbase provides a pre-built eSign journey allowing both customers and bank employees to

- sign documents electronically on both web and mobile devices
- Check the status of the documents from Case Manager

The eSign journey comes with a pre-built connector for DocuSign to accelerate the implementation.

Servicing

Racing Bank

Digital Channel Assessment - Servicing

Standard bank servicing journeys are not provisioned through digital channels. Further, physical channels such as Bank helpdesk / Relationship manager only operate during business hours and are not available 24/7



Profile Update

Racing Bank

The Journey Today - Profile Update

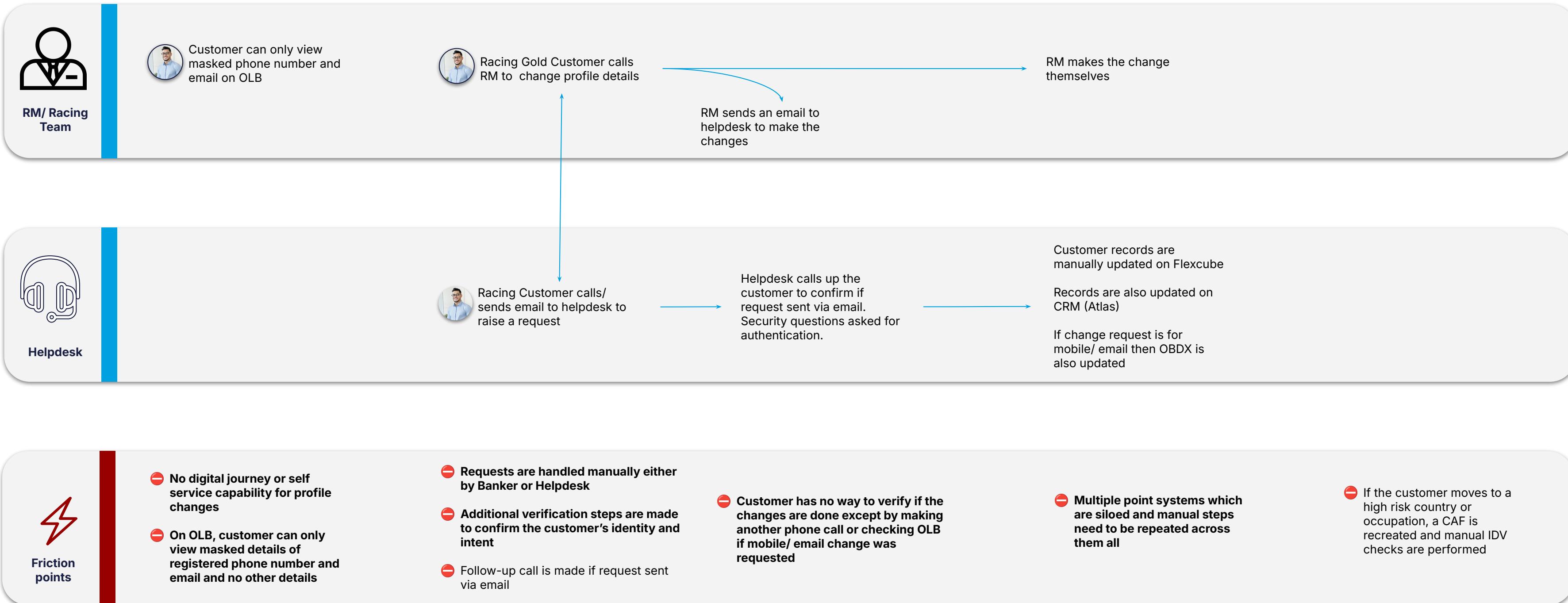
View Profile

Change Request

Verification

Execute update

Follow-up



Insights & Recommendations | Profile Update



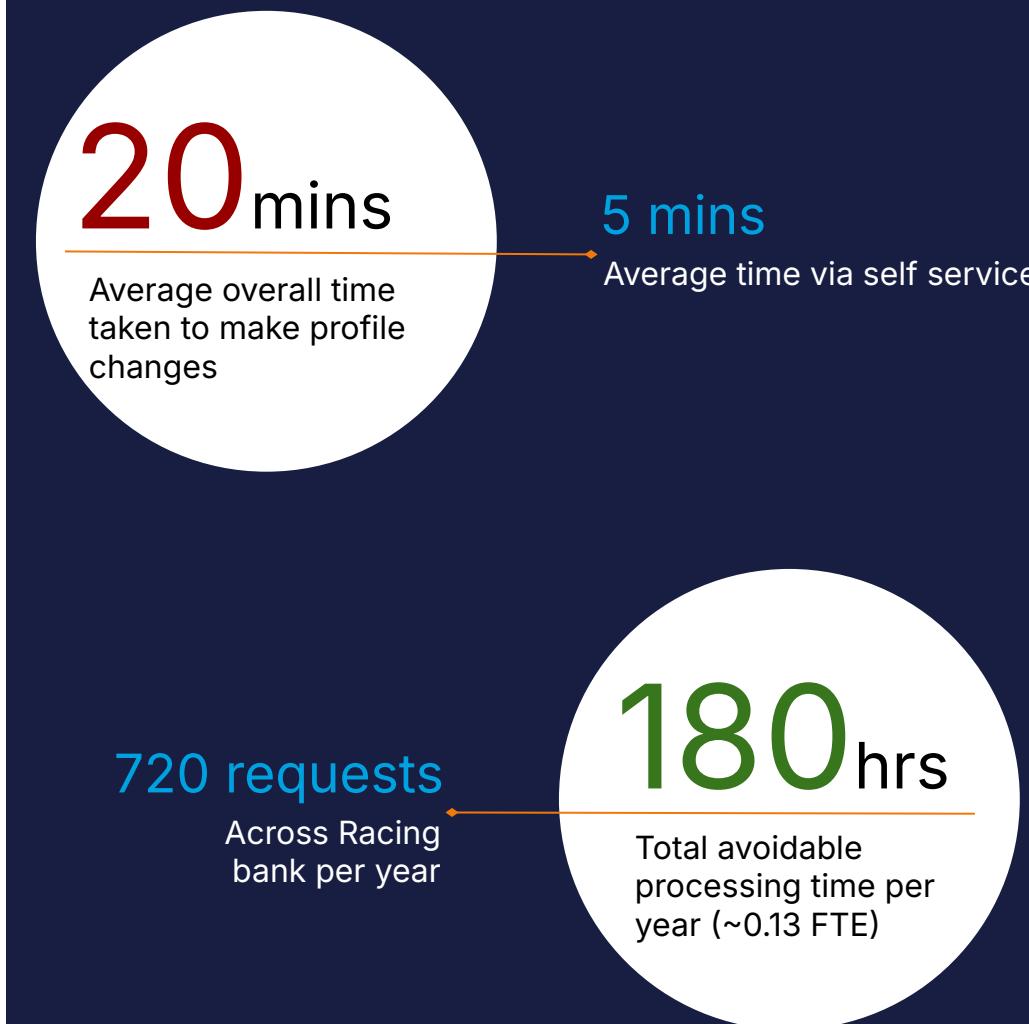
Customer Experience

- 🔍 Customers cannot view or update their personal details in the online bank or mobile app, or any other self service or assisted digital channel (other than viewing masked values for email/mobile in the online bank)
- 🔍 Profile updates can only be made by customer contacting the Bank/ Helpdesk via phone, email/post
- 🔍 Customers need to pass the list of security questions over the phone every time and there are no status updates or confirmation that the changes have been made
- 💎 **Digital self-service capability in the bank web & mobile app will allow customers to make changes securely using 2FA. These changes can be integrated into the Core, CRM & online portal instantly**
- 💎 "How-to" video/ guides accessible in the bank web & mobile app will help educate customers on self-service capability. Digital-only customers, route calls to self-service before connecting with helpdesk
- 💎 Proactive messaging on inbound requests will improve service level visibility and increase CSAT



Employee Experience

- 🔍 A fairly simple request like profile update is handled today by front office RM and helpdesk which adds to Bank's cost to serve
- 🔍 Bank employee needs to run security checks to verify customer only over the phone, therefore subject to the customer's availability
- 🔍 Further, the process is manual requiring similar steps conducted across multiple siloed systems
- 💎 While self-service on the mobile/ web app is the digital banking standard for profile updates, to cater to relationship-managed customers, an employee-assisted profile update journey may be considered.
- 💎 Developing a workflow for every case and managing it through the employee portal is recommended



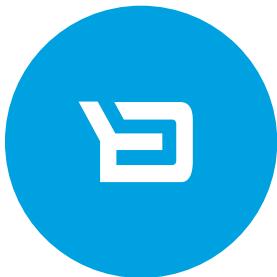
Proposed Solution

Profile Update

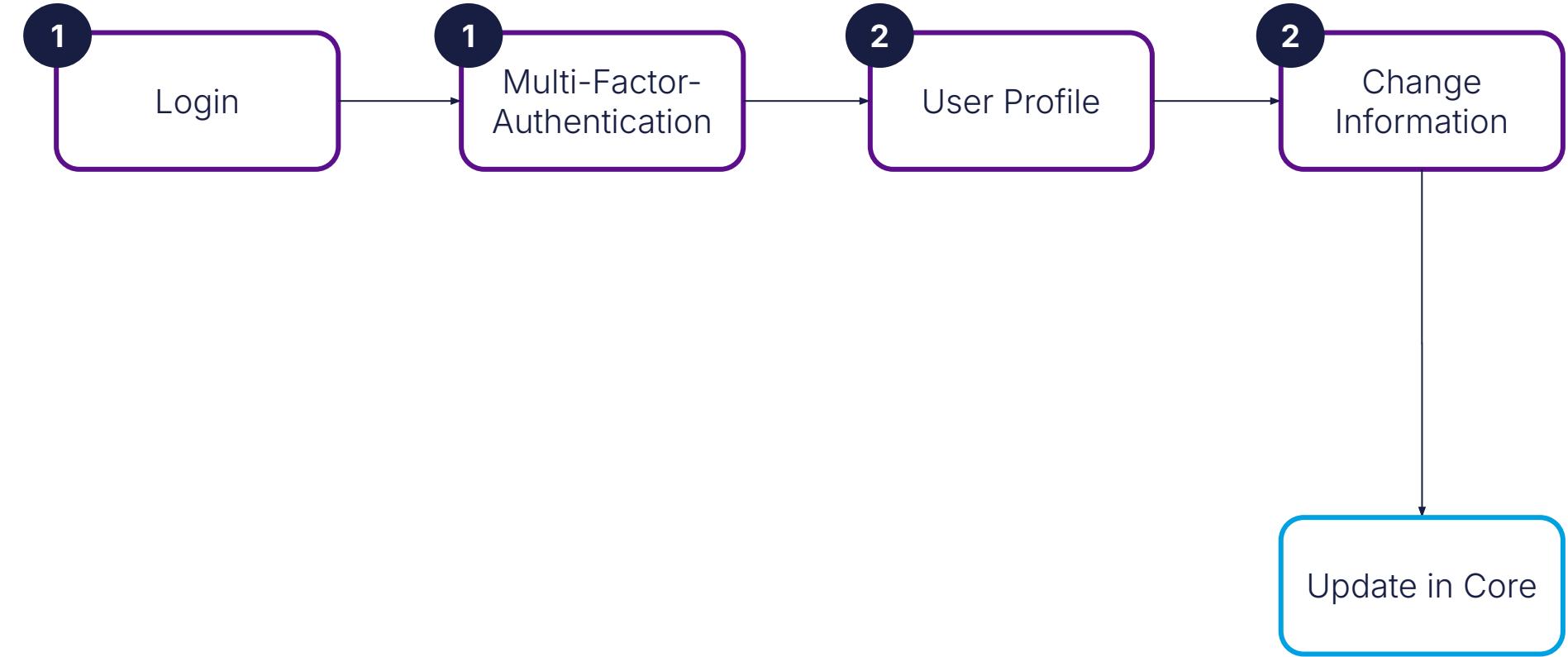
Solution | Profile Update



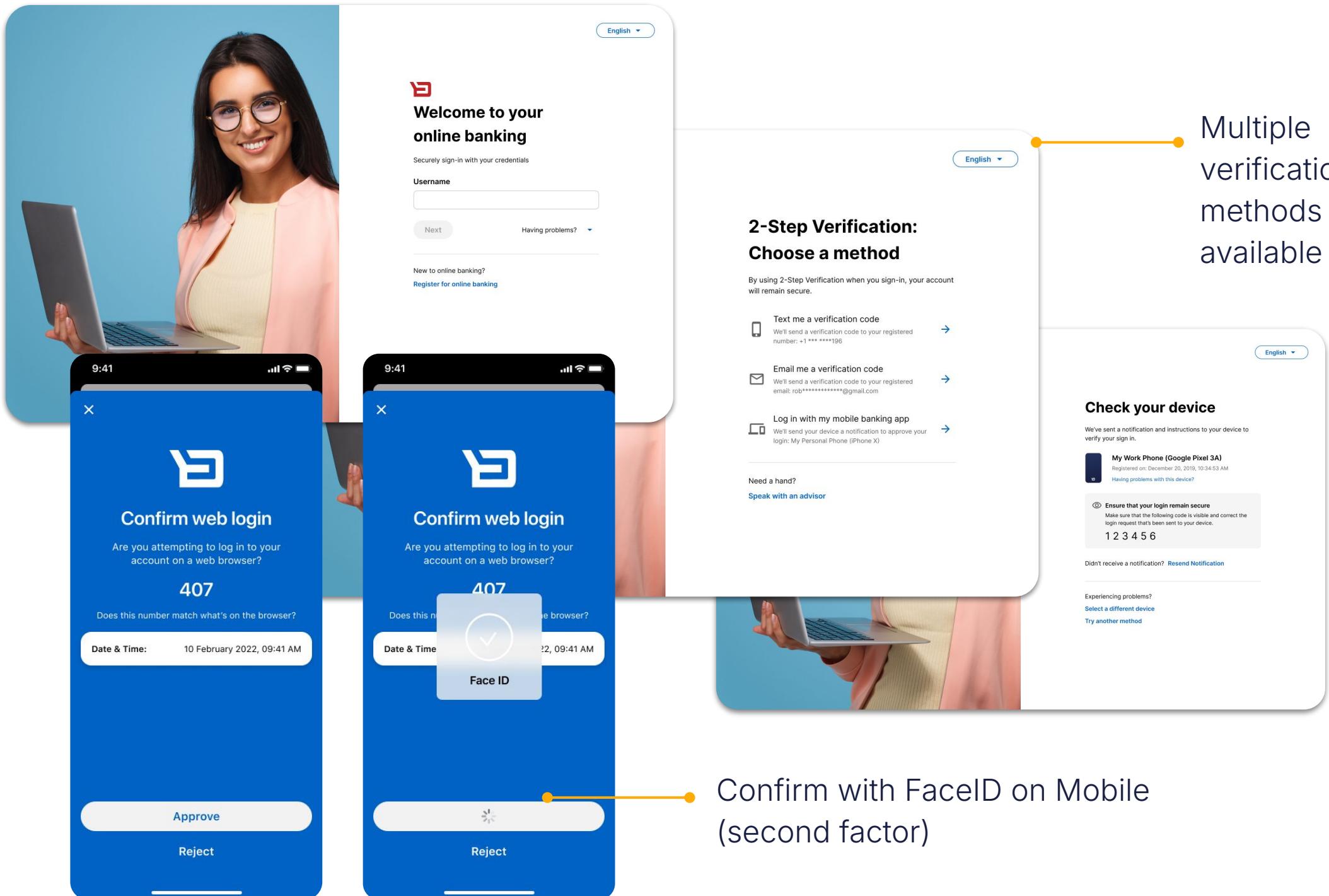
Mark Henry
Customer



Backbase
System



1. Login with Multi-Factor-Authentication

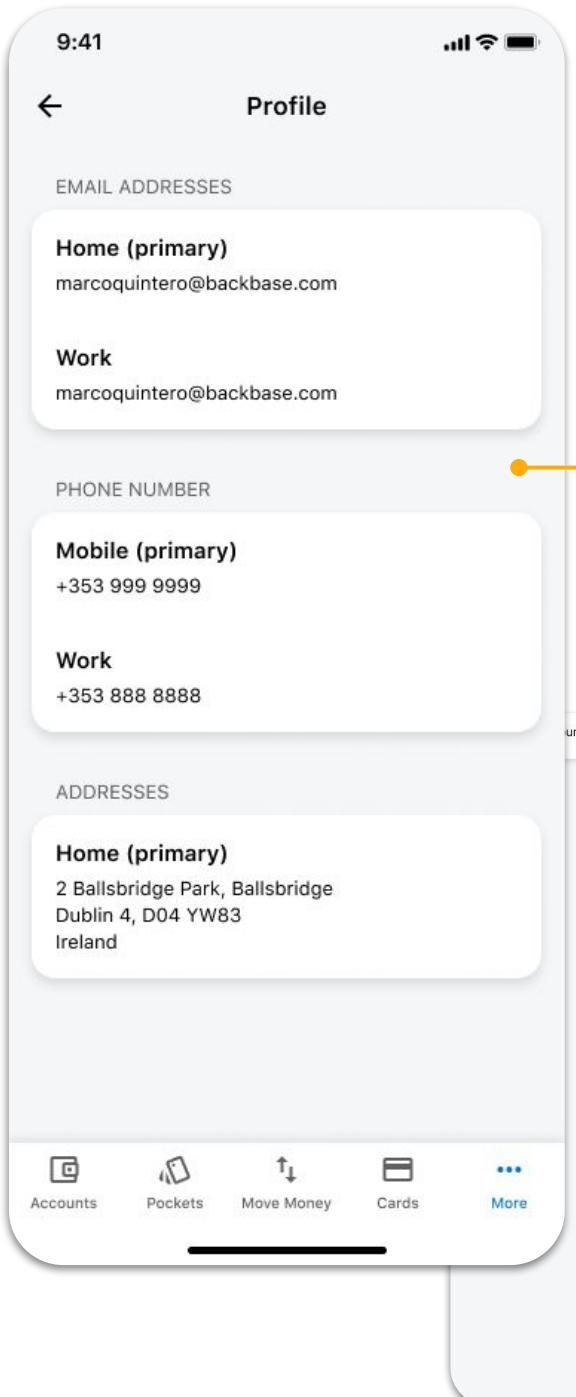


During the enrollment flow, the customer can register their device, verify their device with a one-time password (OTP), create a passcode, accept terms and conditions, and set up biometrics.

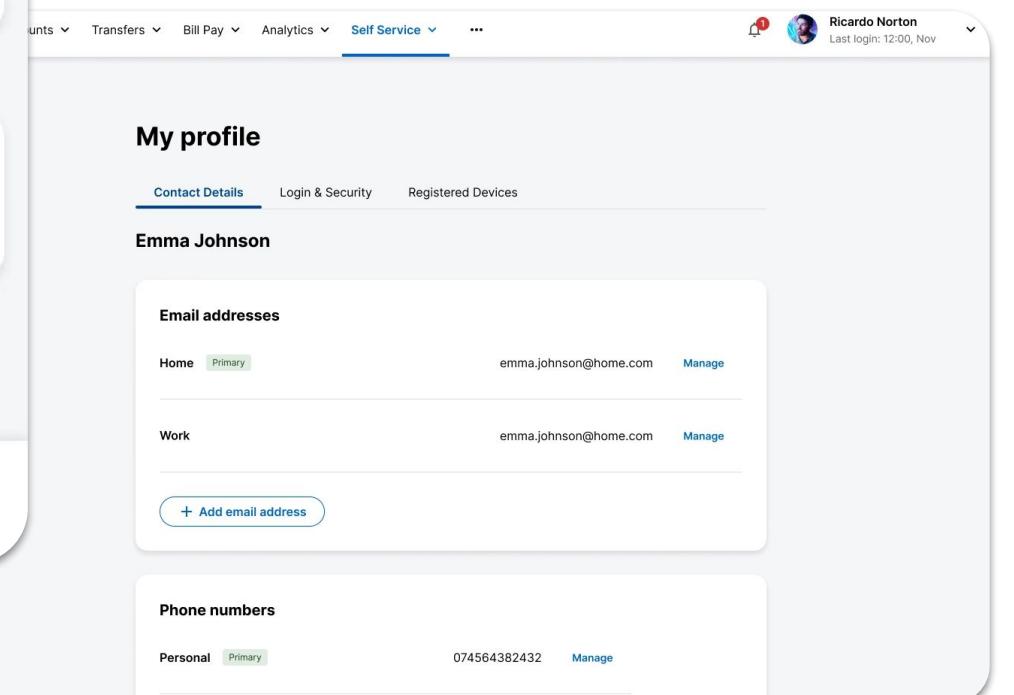
- Register and log in** to the mobile app. The journey supports the following authenticators out of the box:
 - Authorize transactions through inband and out-of-band mobile **transaction signing**.
 - Approve web logins** using out-of-band authentication.

This journey ensures the customer is verified and authorised to execute service requests which removes the need for Goodbody to validate requests with a phone call.

2. User Profile



Omni-channel
capability available
after secure login.

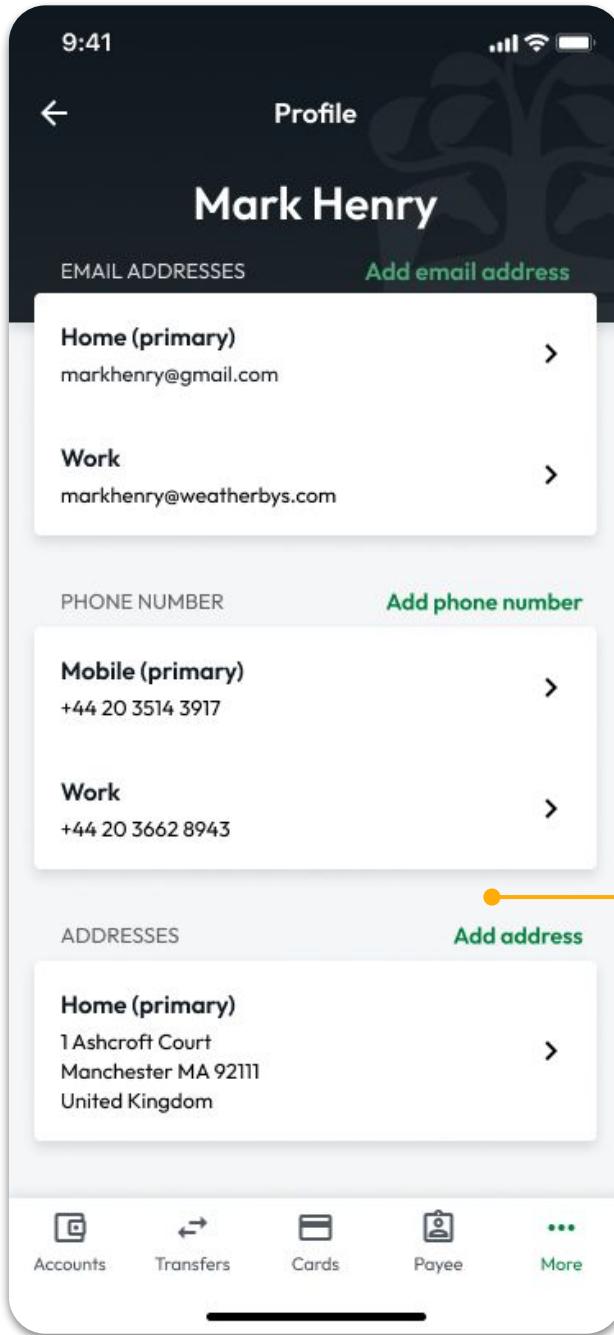


A mobile application interface titled 'Profile'. It shows fields for 'Street number and name', 'Apartment or suite', 'Town/City', 'State', 'ZIP Code', and 'Address type' (radio buttons for 'Home' and 'Work'). A blue button at the bottom is labeled 'Save'. A yellow arrow points from the text 'Offer self-service to change address or other information like email address and phone number' to the 'Save' button.

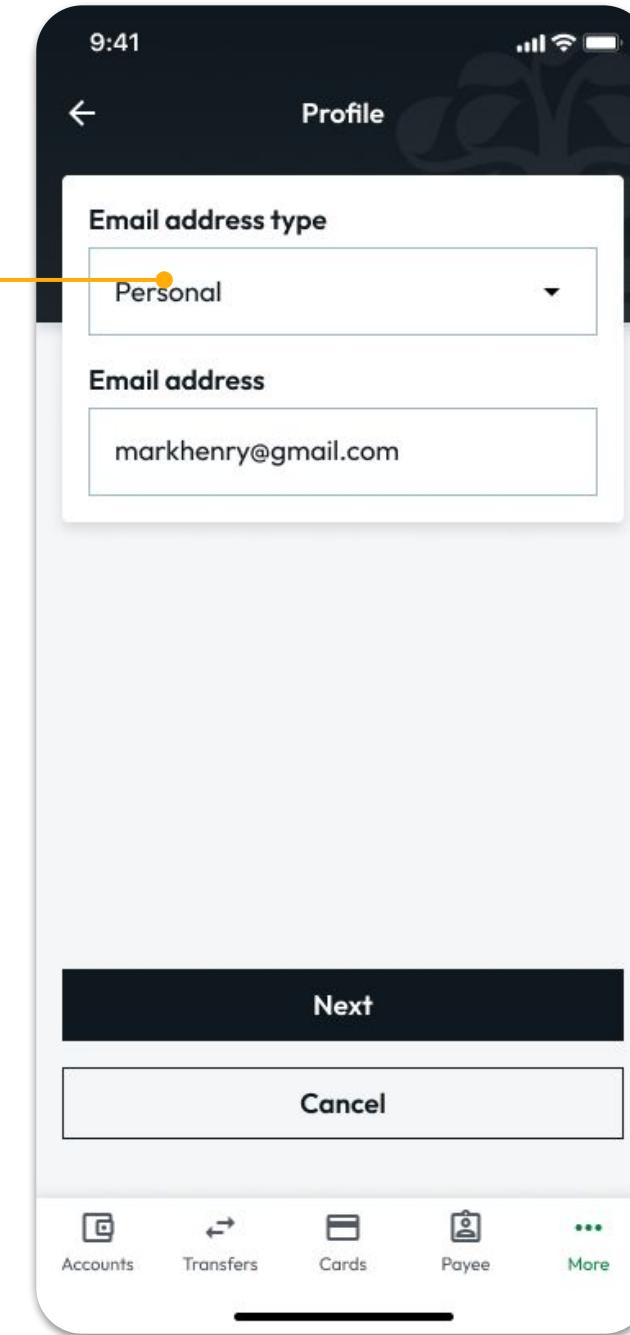
Offer self-service to
change address or
other information like
email address and
phone number

After saving the address is
automatically updated in the
other systems

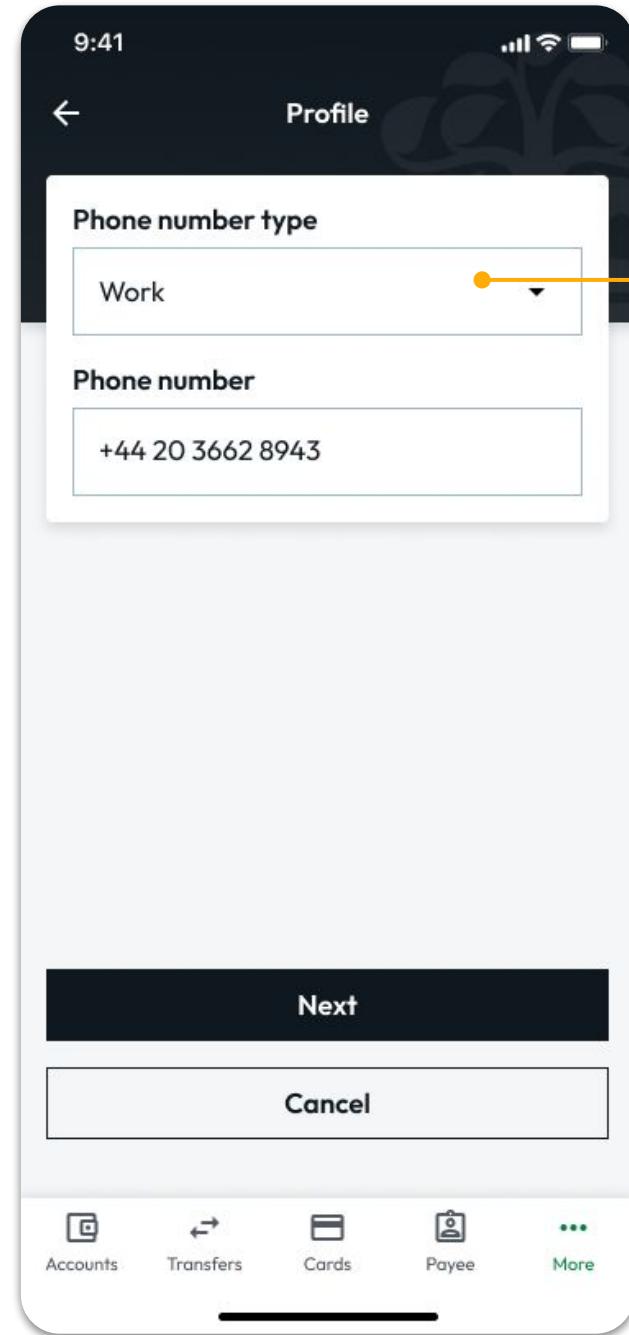
2. User Profile | Themed



Various type of email addresses



Suitable for both the private and racing bank



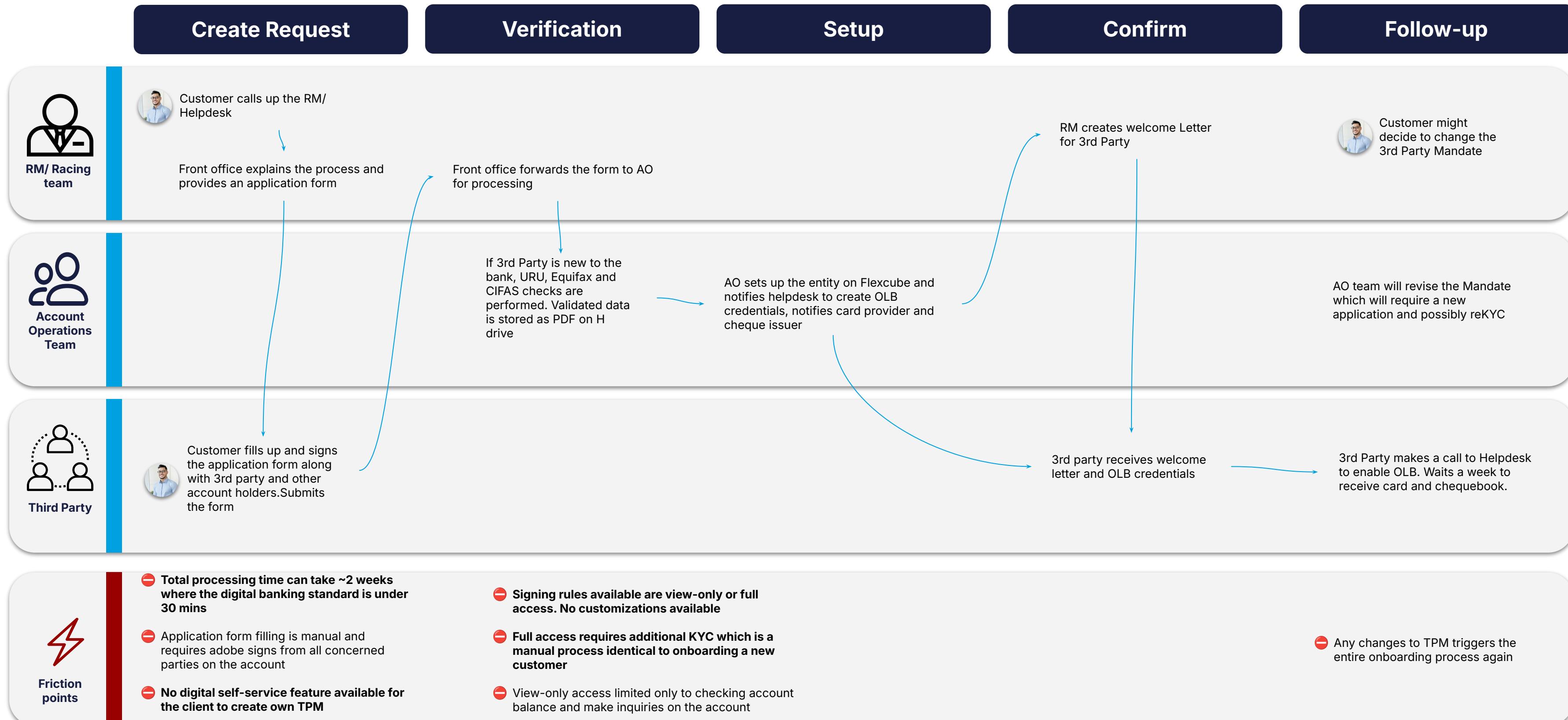
Various type of phone numbers



Third Party Mandate

Racing Bank

The Journey Today - Third Party Mandate



Insights & Recommendations | Third Party Mandate



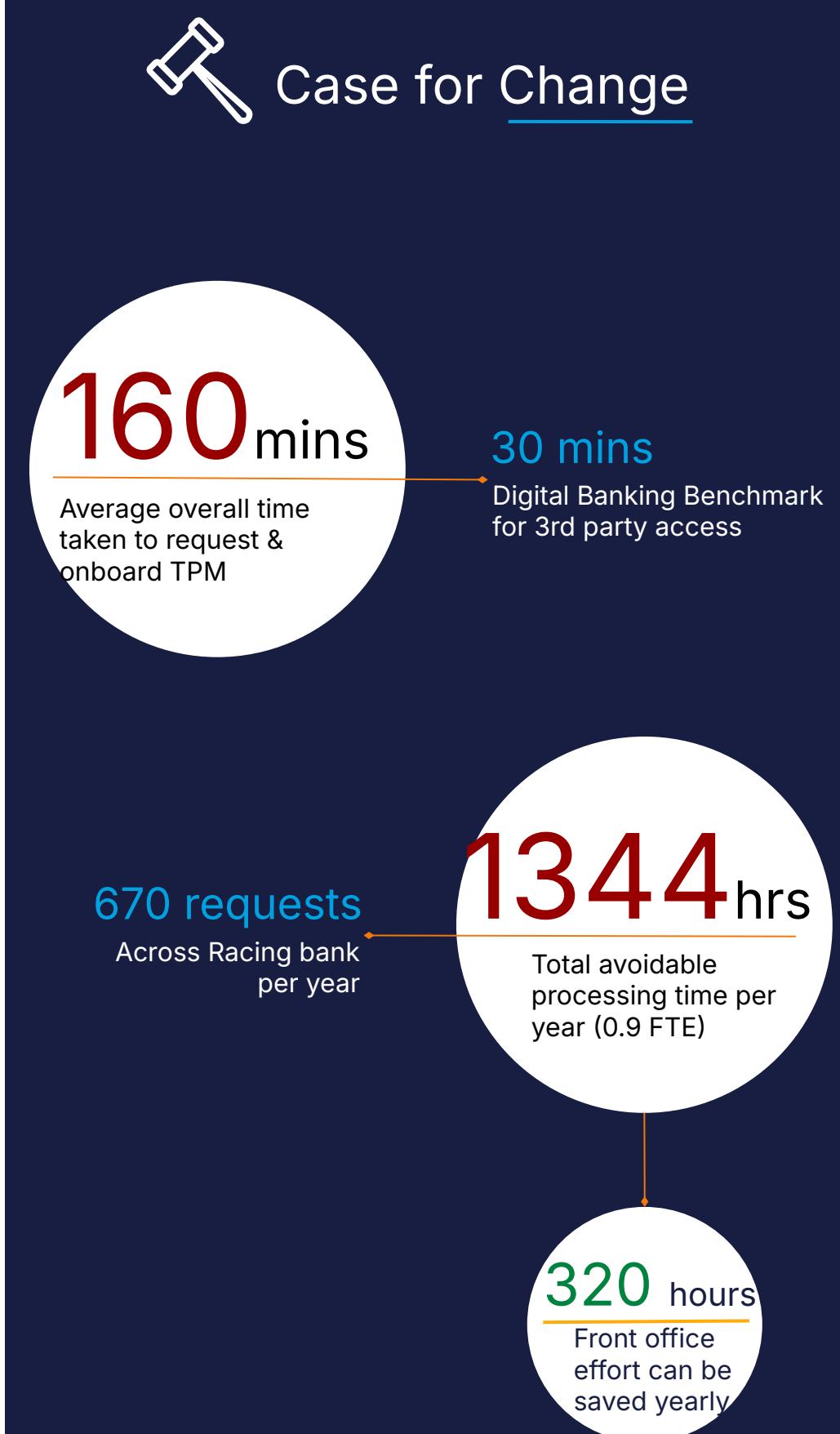
Customer Experience

- 🔍 There is no digital experience available to request for, or onboard a Third Party Mandate (TPM); customer has to call up the RM/ Helpdesk to request for service
- 🔍 Customer is expected to manually fill out a lengthy application form; Adobe sign has no logical flow to allow all parties to fill up their own details and sign
- 🔍 Customer waits ~2 weeks to have a successful TPM, with no ability to check status during this period
- 🔍 Full access rights (which happens often) triggers a complete KYC/ AML which is highly manual
- 💎 Digital self-service capability in the bank web & mobile app will allow customers to request 3rd party access and complete the E2E onboarding digitally
- 💎 Allow customers to customize and control 3rd Party access rights on-demand through their web/mobile app



Employee Experience

- 🔍 TPM access requests are addressed manually today by front office RM and Account operations which adds to Bank's cost to serve
- 🔍 For each full access request in TPM to new bank entities, KYC process is an additional 40 mins of manual processing time
- 💎 While self-service on the mobile/ web app is the digital banking standard for 3rd party (TPM) access, to cater to Relationship-managed customers, an employee-assisted TPM journey may be considered.
- 💎 Developing a workflow for every case and managing it through the employee portal is recommended
- 💎 With self-service portal, ~100% reduction in employee effort can be achieved



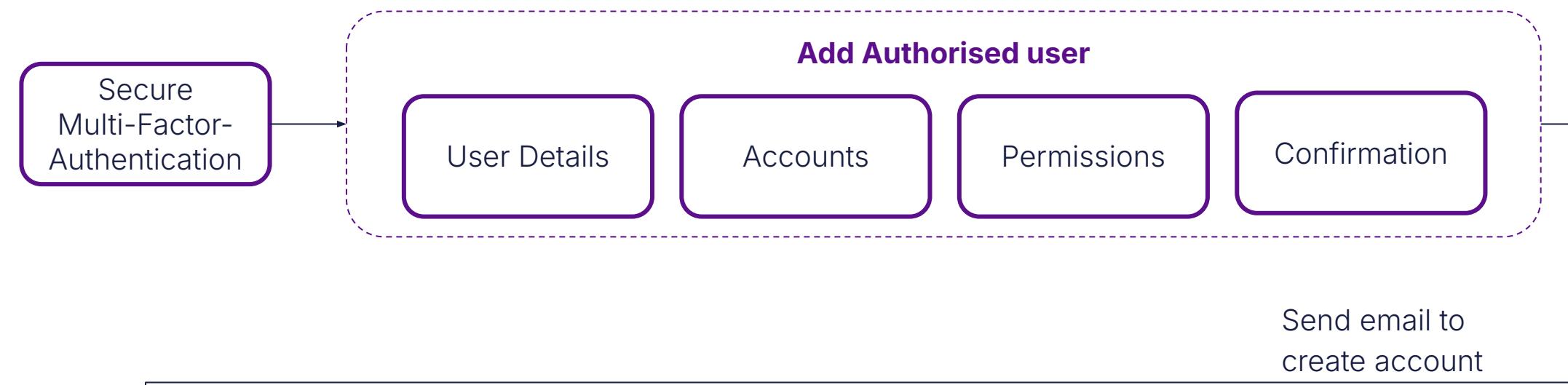
Proposed Solution

Third Party Mandate

Solution | Add third party mandate



Lord Byron
Customer



Sarah Doyle
Accountant

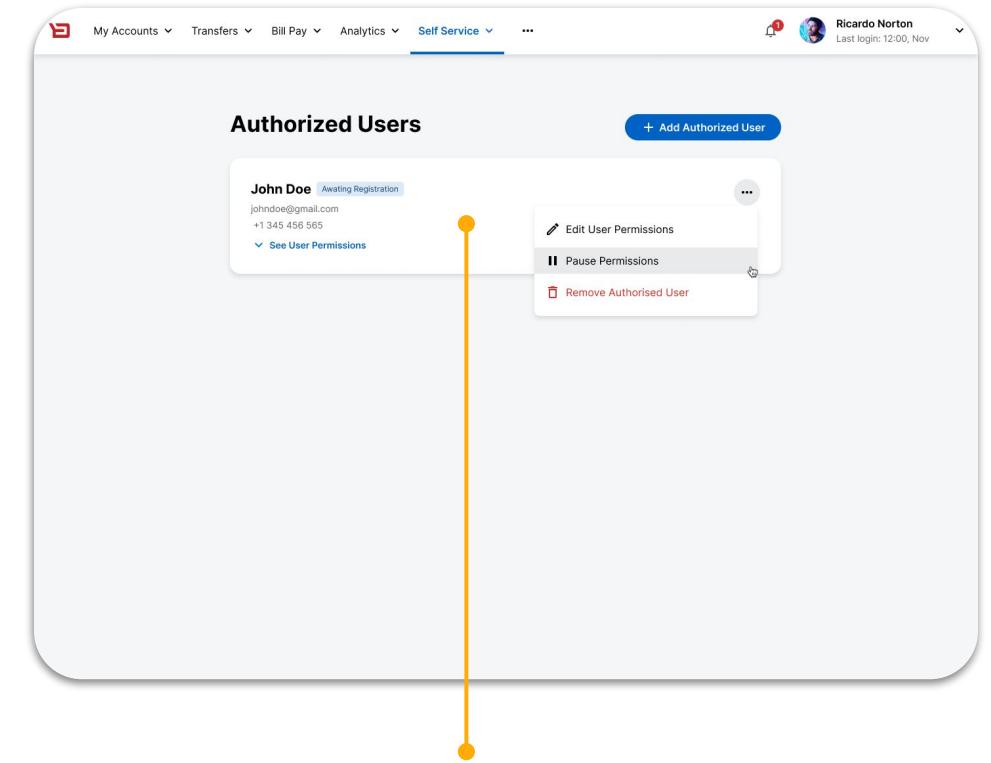
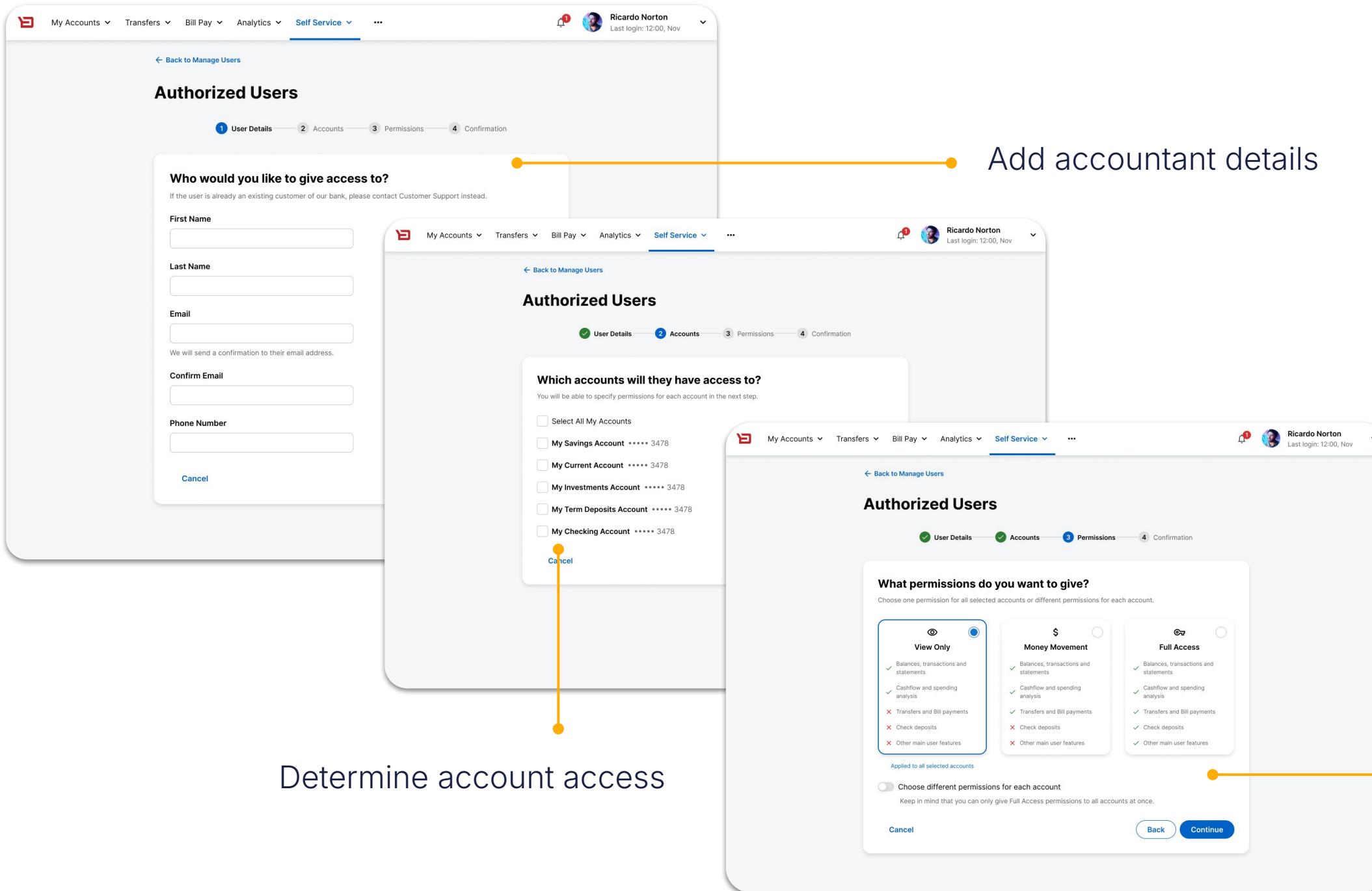
Using Backbase the customer has fine-grained access control on all functionality and can authorise other users, like the accountant, to access the accounts and request services or do payments.

This puts the control back to the customer who has access to their data.

Also this removes the need for Weatherbys to onboard the third party themselves with all the checks that come with it.

This results in less support call and a seamless and secure experience for all parties involved.

Add authorised users



Fine-grained access control to control permissions

Account Statements

Racing Bank

Insights & Recommendations | Account Statements



Customer Experience

- 🔍 Customer cannot opt in/out of paper or paperless statements through digital channels
- 🔍 Paperless statements are only available at the account level, not at entity (customer) level. This provides a poor experience for multi-owner/ partnership type accounts
- 🔍 Downloadable account summary is not officially branded, therefore cannot be used as proof of account/ identity
- 🔍 Customer has to call up helpdesk to request for ad-hoc statements

“Let us choose paper or online statements”

“Improve product: Paper statements”

“VAT changed on statements which does not work for my large Limited Company”



Employee Experience

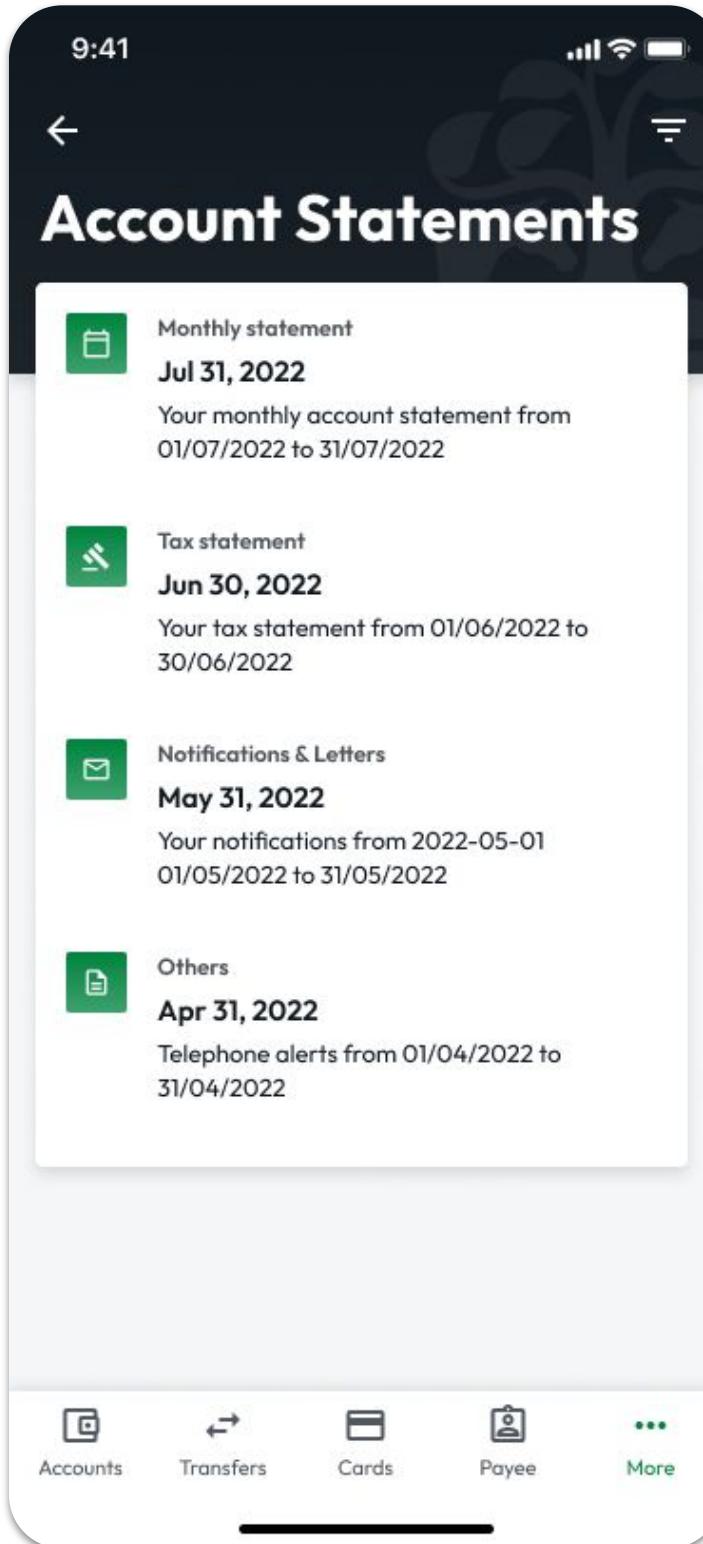
- 🔍 Monthly feed of processed statements is manually uploaded into OBDX to reflect against a customer account in the Online Bank
- 🔍 Statements are processed by 3rd Party Vendor - Communisys. A batch feed runs at the end of every month.

“Stop sending statements in plastic envelopes”

Proposed Solution

Account Statements

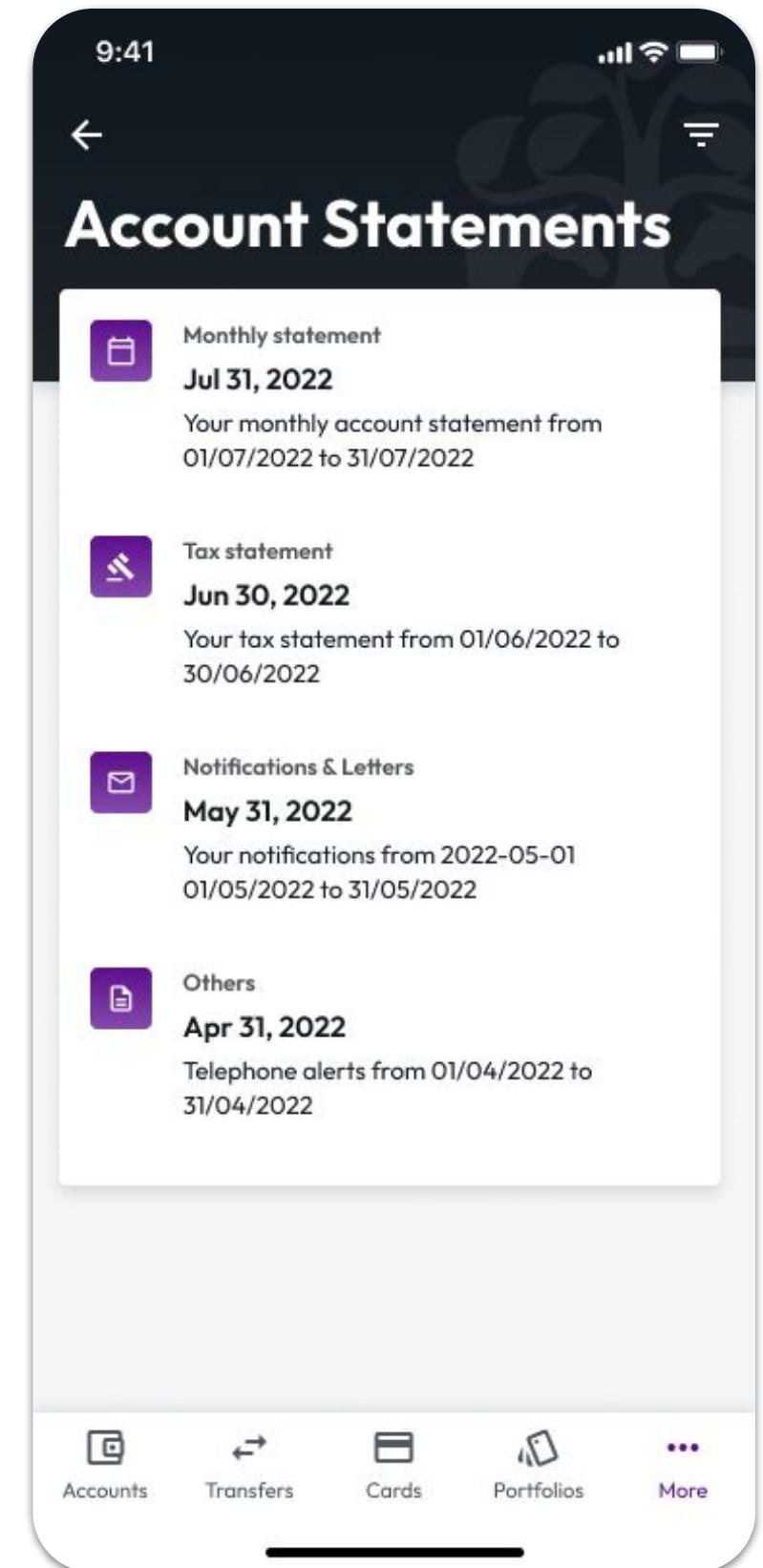
Solution | Account Statements



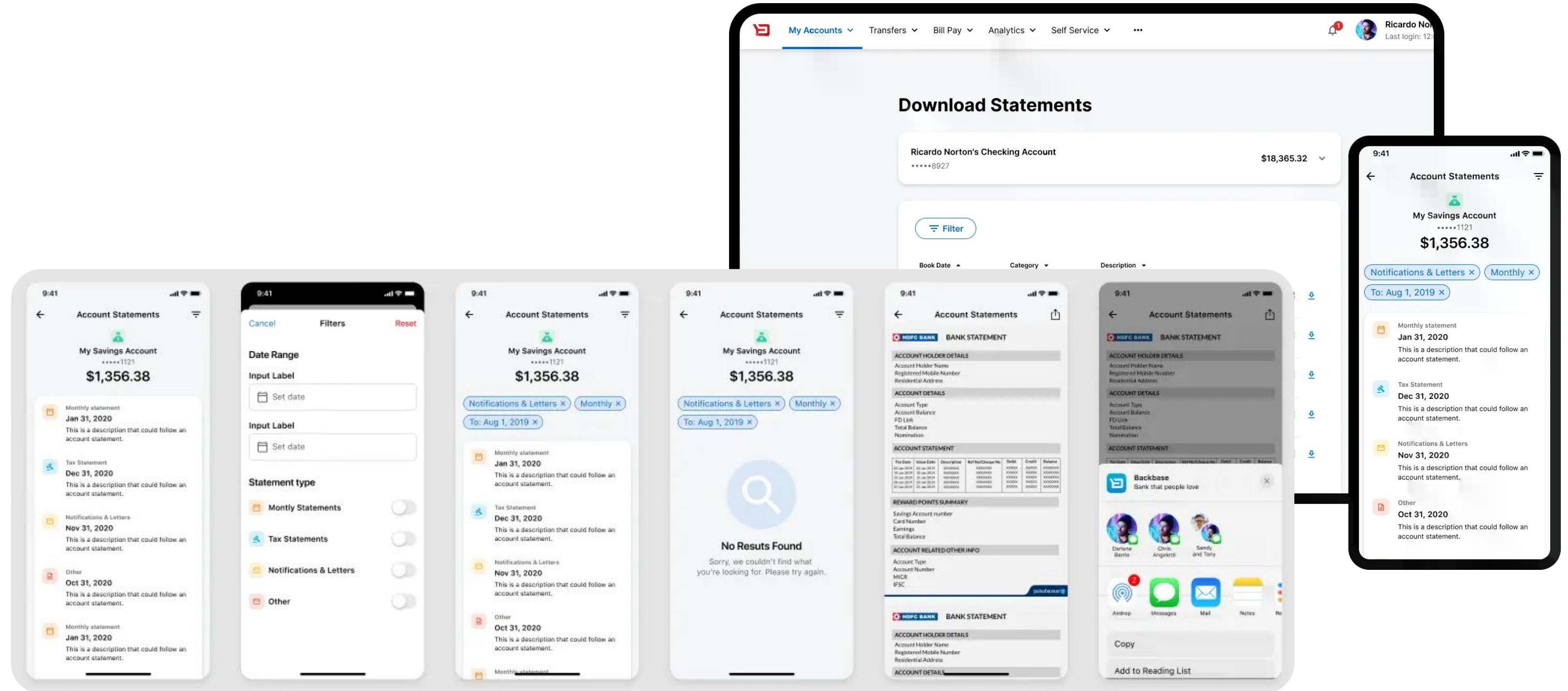
In the Account statements journey, the bank customer views a list of account statements, previews PDF documents, and performs filter operations on their account statements.

- Download & Share Account Statements
 - This can be branded so it can be used as proof of account/ identity
- Filter Account Statements
- List Account Statements

Any support can be directly provided through chat or the message center.



Account Statements | Example screens



140 *These screens are indicative and , will be themed and customized as per project requirements

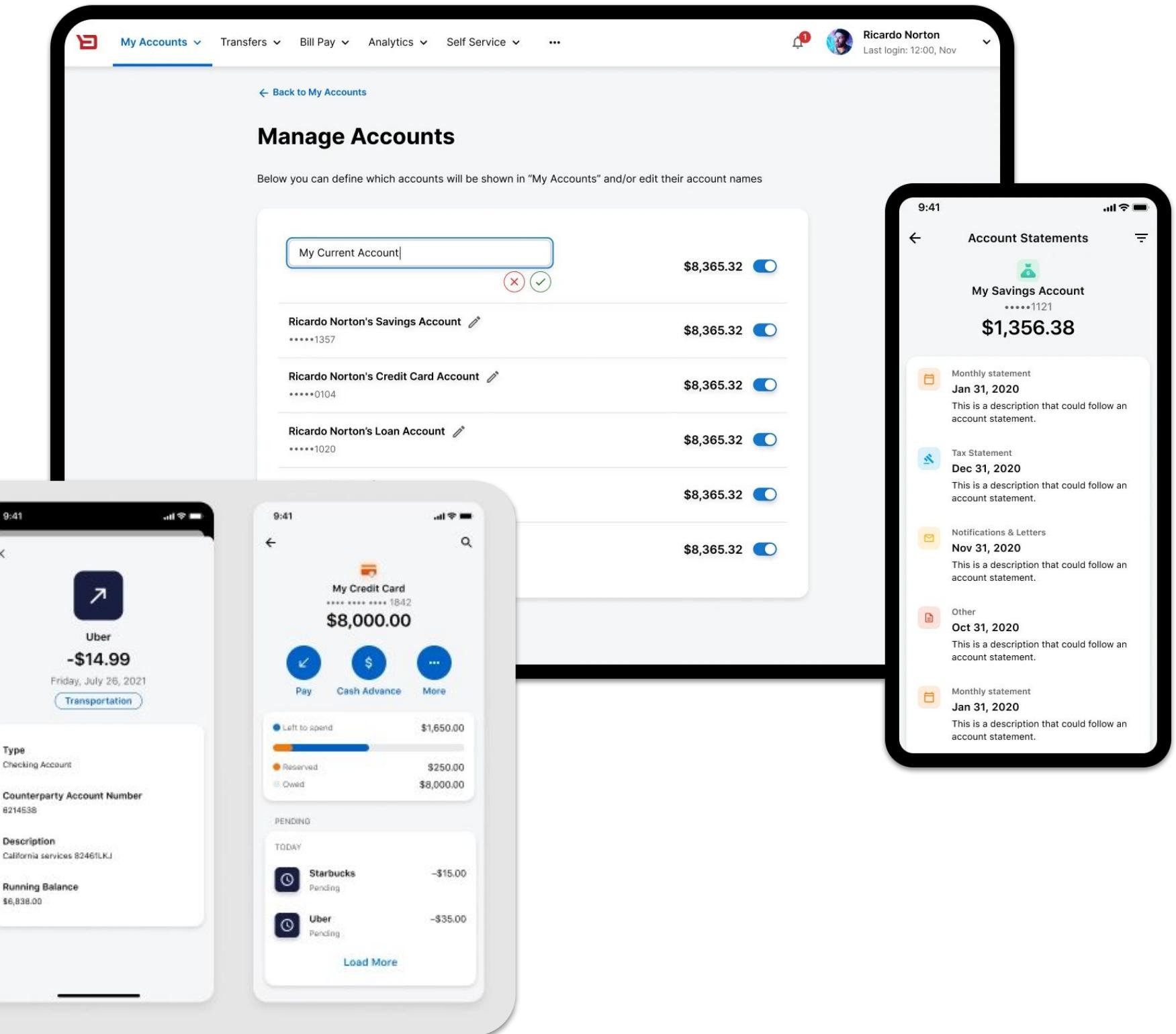
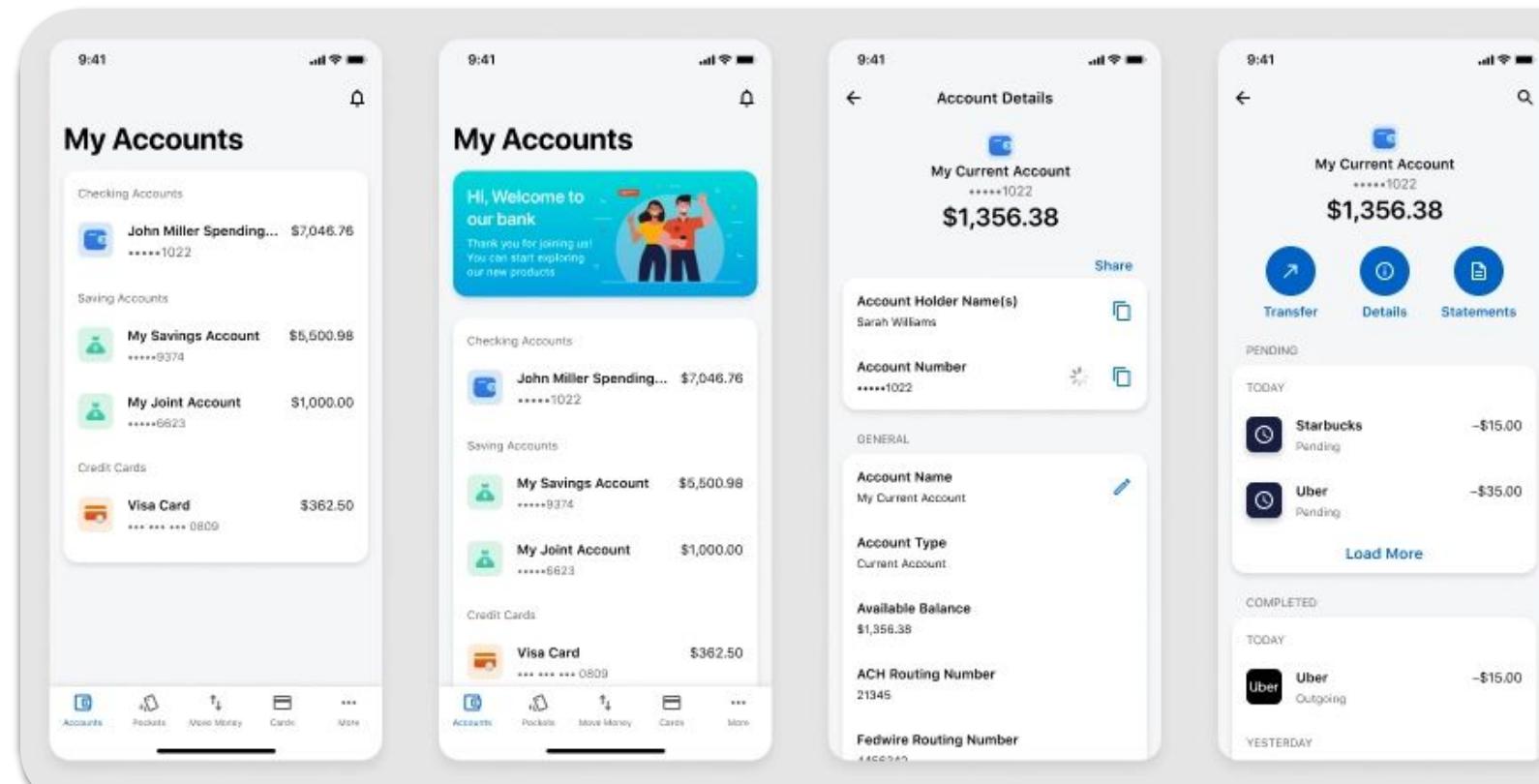


Accounts & Transactions | Example screens

In the Accounts and Transactions journey, the bank customer views their accounts, transactions, and enriched transaction information. The journey also enables the bank customer to perform search and filter operations and export transaction details.

Advanced filters like date ranges, amount ranges, transaction type and free text searches helps customers to find transactions easily.

Export transactions in standard formats (e.g. PDF, CSV, OFX) to be used in accounting systems.



Investment & Wealth Advisory

Financial Planning

IWA

Digital Channel Assessment - IWA Products & Services

Within the realm of bespoke financial advisory, IWA lacks some of the most basic digital client-facing features. Current onboarding & servicing capabilities require significant front office capacity throughout the customer lifecycle, which is not sustainable to meet the bank's business growth targets

IWA	New Customer Acquisition				Existing Customer - New Account/ Cross sell				
	Product Channel	Online	Mobile	Bank*	Helpdesk	Online	Mobile	Bank*	Helpdesk
Advice Plan		●	●	●	●	●	●	●	●
Financial Plan		●	●	●	●	●	●	●	●
View Portfolio		●	●	●	●	●	●	●	●
Monitor Performance		●	●	●	●	●	●	●	●
Reporting ¹		●	●	●	●	●	●	●	●

[Self Service] [Assisted Service] [Self Service] [Assisted Service]



The Journey Today - IWA Onboarding

Prospecting

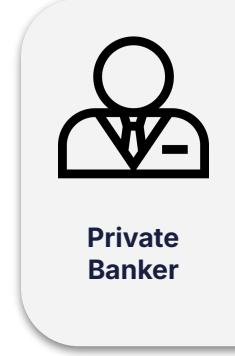


IWA advisor conducts a prospect meeting to understand needs and financial position.
Gets an initial client agreement signed by the customer and build the client summary document

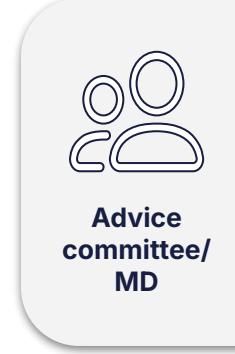


Advice Formulation

LOA signed by current provider if replacement product
Cash flow created if requested, followed by a corresponding meeting with customer
Advisor creates the Advice Plan/ Financial Plan based on the CSD and cash flow

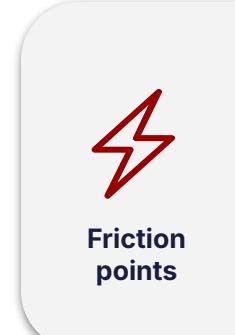


Client reaches out to PB to understand IWA



Approval

Advisor along with PB meet with the client to discuss the advice proposal
Potential amendments can be requested



- Leads from marketing events are not tracked
- Multiple documents used like agreement, CSD, Advice plan which have similar fields but need to be manually keyed in everytime

- Advice plan is created in excel and can take upto 4 hours. Manual checklist is maintained
- KYC is conducted from scratch for existing customer, no cross-pollination with PB

- **Multiple handoffs throughout the advice plan creation process. All operations on excel. Follow-ups compound manual effort.**
- **Advice committee approves plans only once a week during the meeting. Meeting notes are stored manually.**

- Periodic follow-up required with Advice Committee members as approval is done individually only via email
- No RAG rating to determine risk – assessed manually
- **Further, there is no approval workflow & tracking mechanism to confirm notification**

- Separate suitability letter manually created from Advice plan with no new additions
- Client needs to be contacted multiple times to keep them informed of the status of advice plan

Application

Notify client's current provider, transfer funds and invest the funds

If approved, PB starts client with PB current account onboarding

Advisor along with PB meet with the client to discuss the advice proposal
Potential amendments can be requested

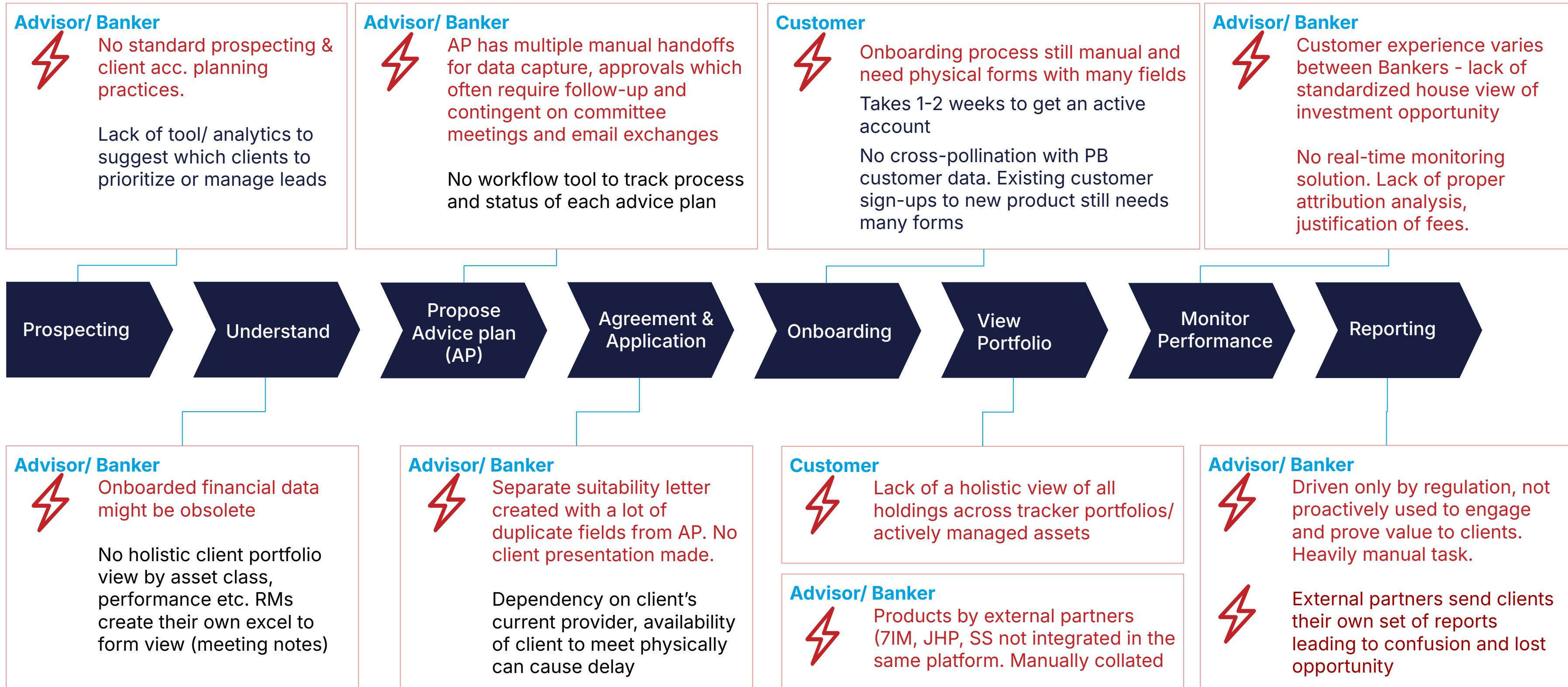
PB/ PBA then create the suitability letter

Notify client's current provider, transfer funds and invest the funds

If approved, PB starts client with PB current account onboarding

PB account onboarding is a separate process, requiring further effort from PB and customer

Key pain points observed along the IWA customer lifecycle



Several themes emerge from pain points ➤

Massive Potential



~35% of Front Office time spent on low value-added activities



Low cross/ upsell opportunities to existing customers

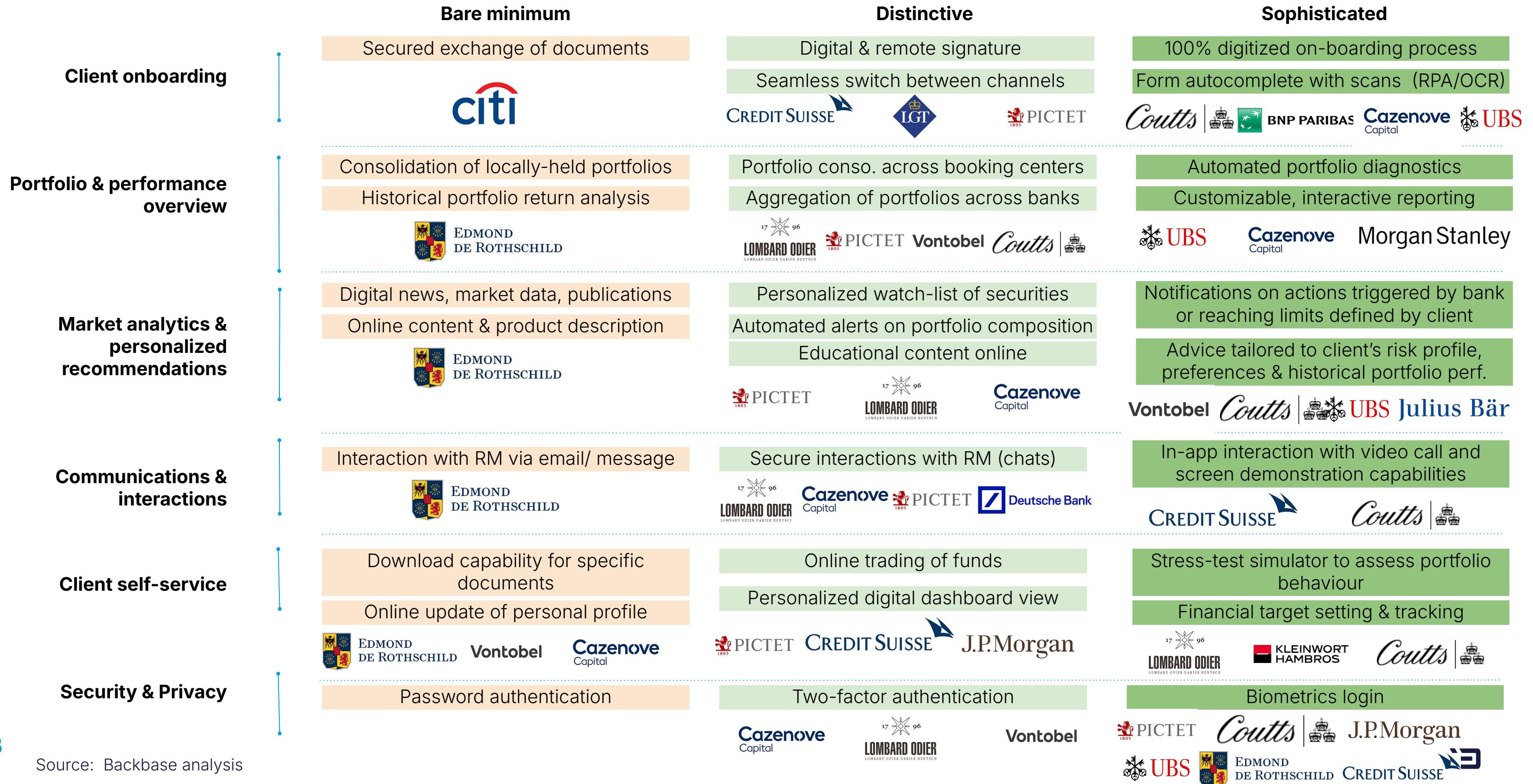


Customer engagement determined by regulation and reactive

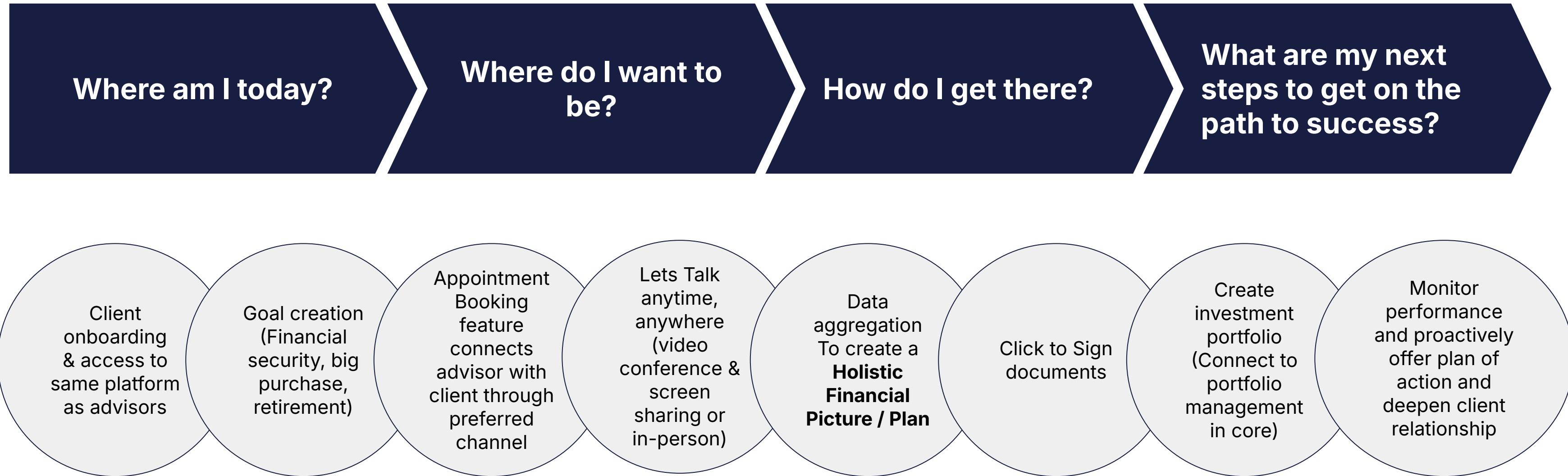


No digital offering with basic self service such as "View Portfolio"

POV: Levels of maturity across digitally-enabled journeys



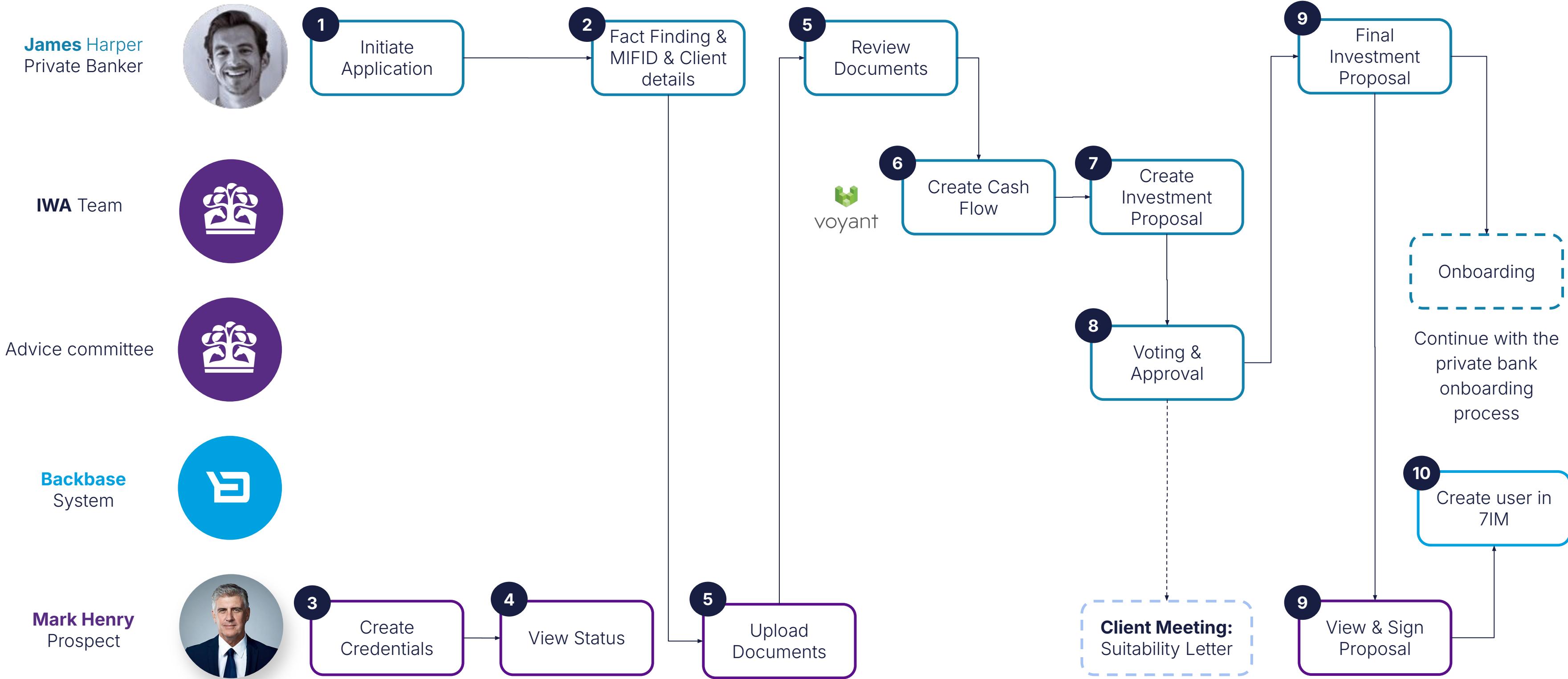
Delivering a Personalized Plan



Proposed Solution

Onboarding

Solution | Onboarding



1. Initiate Application

The application can directly be created by the employee. This will make sure it is an assisted onboarding process where the client can complement specific journeys.

After initiation all data will be stored in a case and can be viewed in the case manager.

The screenshot displays a software interface for financial management. At the top, there are navigation tabs: 'My dashboard', 'Customer Support', 'Case Manager' (which is highlighted in blue), and 'Bank Admin'. A user profile for 'James Harper' is shown on the right, along with a notification icon with '1' and a red box around the 'Start new case' button.

The main area is divided into two main sections:

- Case Manager:** This section is titled 'Onboarding Personal/Wealth'. It includes a sidebar with links to 'Dashboard', 'Onboarding Personal' (which is highlighted in blue), 'Insight Dashboard', and 'Process Definitions'. Below this is a search bar and a 'Show' dropdown set to 'All cases'. A large orange arrow points from the 'Add New Client' button on the left to this section.
- Dashboard:** This section is titled 'Dashboard' and features a large display of 'Total Client Net Value: 89.234.278,09 EUR'. It includes four cards: 'Client Management' (with counts for Active Clients, Approved Products, Bespoke Products, and Deviated Clients), 'Tasks' (listing approvals and rebalances), and 'Team metrics' (listing presence, leadership, and hourly commitment). Below these are sections for 'High Net Worth Clients' (listing Anna Robson, Joseph Wilson, and Gabriel Mason) and 'Market Events'.

On the far right, there is a vertical sidebar with sections for 'Status' and 'STATUS'.

Directly add new clients as a relationship manager



2. Fact Finding & MIFID

After the initiation all the relevant client details are captured.

This journey can be configured by Weatherbys and will contain all required information to continue to the next step.

Example Client Details screen

Client Details
Please enter your Client's personal information below

Personal Details

First Name	Last Name
Anna	Robson

Email Address
anna@robson-inc.com

Phone Number
+44 1632 960239

Date of Birth
03/09/1974

Tax Residency

Country of tax residence
United Kingdom

Tax Identification Number (TIN)
CM462705A

Product Selection
Choose which products you would like to open for your Client

Select from these available product(s)

Private Banking Account
Personal attention from a dedicated team, focused on you and your goals. Investments, banking, credit: all in one place, managed by one team.
[View more](#)

Investment Management Account
Flexible fund management arrangement that allows you to diversify your portfolio by gaining access to a wide range of financial instruments that span various asset types.
[View more](#)

Corporate Cash Management Account
A call deposit with an interest rate that approximates the average of the top four qualifying money market funds' published rates, with immediate access to funds.
[View more](#)

New Client Onboarding

1 Client Details
2 Product selection
3 Relationships
4 Identity Validation
5 Financials
6 Documents
7 Signatures
8 Terms & Conditions
9 Summary

New Client Onboarding

1 Client Details
2 Product selection
3 Relationships
4 Identity Validation
5 Financials
6 Documents
7 Signatures
8 Terms & Conditions
9 Summary

Back

Save for later

EN

EN

Back

Continue

2. Fact Finding & MIFID

The Questionnaire journey is a customizable set of questions that can be used for multiple purposes. It is easy to modify for unique but similar scenarios.

It provides the mechanism for question configuration with all answers recorded in the Case Data Store.

This allows Weatherbys to quickly implement changes and gather all relevant information like MIFID, Fact Finding with all its relevant fields.

Example questionnaire screen

Dynamic UI based on previous selection



Financial information

What is your annual income before tax? USD

Your annual income includes your salary, bonuses, benefits and any other forms of income. Please enter your total annual income before tax.

My income is likely to change in the near future.
Check this option if you have reason to think your income will change in the next three months, positively or negatively.

What is your expected annual income before tax? USD

Residential status

- Employment status
- Financial information

Activity

Step

One or more people rely on me financially

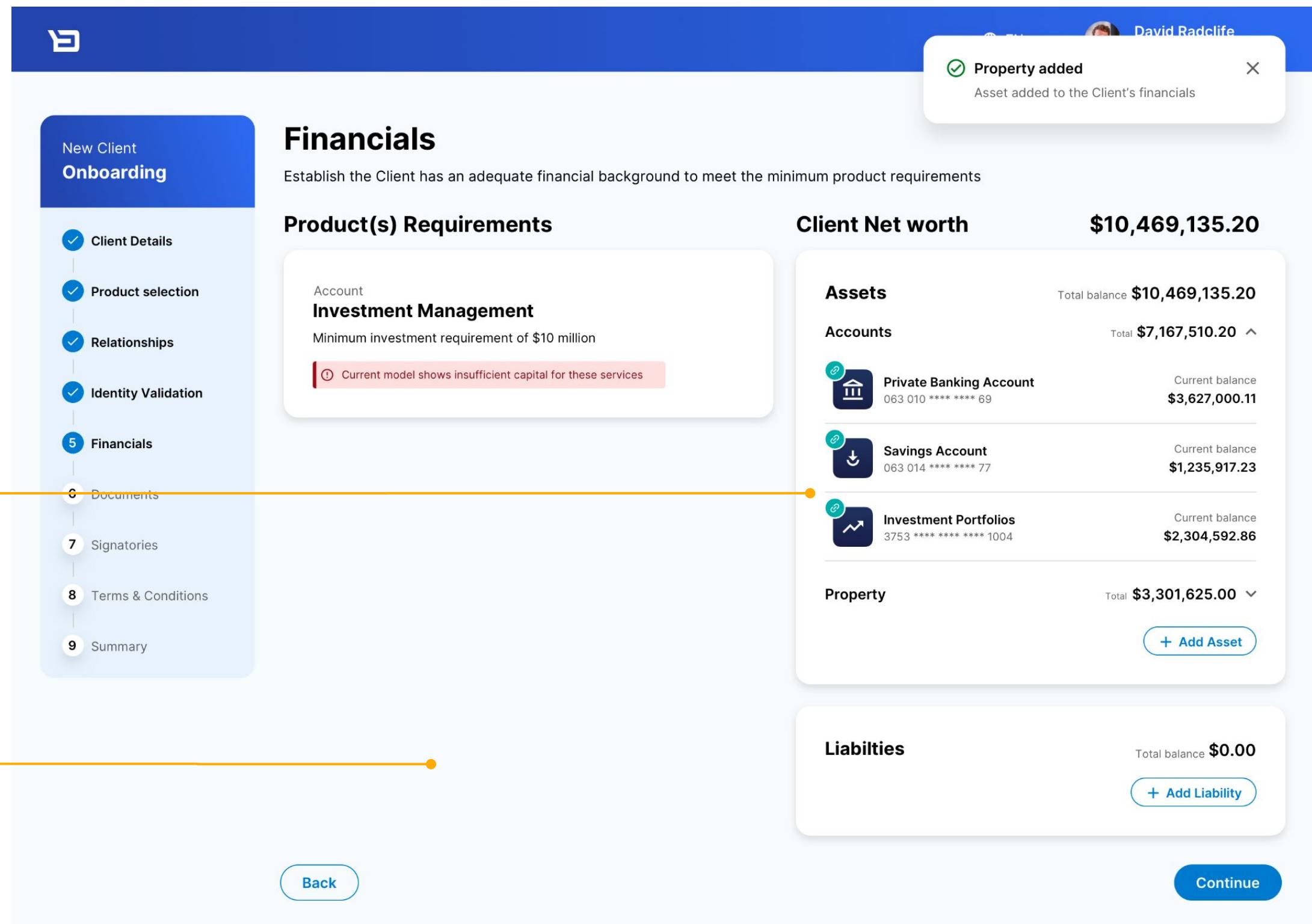
Back **Continue**

The screenshot shows a mobile application interface for a financial questionnaire. At the top, there's a navigation bar with a blue square icon. Below it, a woman with curly hair, wearing a yellow jacket, is shown smiling while looking at her phone. A yellow line points from the text 'Example questionnaire screen' to the phone. To the right of the image is a vertical list of completed steps with green checkmarks and the word 'Successful': 'Let's get to know you', 'Verification code', 'Applicants', 'ID and verification', 'Your address', 'Your SSN', and 'Residential status'. Below this, the 'Financial information' section is displayed. It includes a question about annual income with a text input field showing '0' and a 'USD' dropdown. A descriptive note says 'Your annual income includes your salary, bonuses, benefits and any other forms of income. Please enter your total annual income before tax.' There's also a checked checkbox for 'My income is likely to change in the near future' with a note about it changing in the next three months. Another section asks for 'expected annual income before tax' with a slider set to '0' and a 'USD' dropdown. Further down, there's a question about 'additional monthly expenses' with a text input field showing '0' and a 'USD' dropdown. A note says 'Please enter an estimate of living expenses such as utilities, maintenance, food, clothing, insurances, taxes, payments, etc.' At the bottom, there are two buttons: 'Back' and 'Continue'.

2. Fact Finding & MIFID

Potentially open banking integration to link bank accounts

Example screen to gather the core wealth of the client.



The screenshot shows a client onboarding process titled "New Client Onboarding". The current step is "Financials", which aims to establish the client's financial background to meet minimum product requirements. The "Product(s) Requirements" section indicates a minimum investment requirement of \$10 million, noting that the current model shows insufficient capital for investment management services. The "Client Net worth" is listed as \$10,469,135.20. The "Assets" section details three accounts: a Private Banking Account (\$3,627,000.11), a Savings Account (\$1,235,917.23), and Investment Portfolios (\$2,304,592.86). The "Liabilities" section shows a total balance of \$0.00. A success message in the top right corner states "Property added Asset added to the Client's financials". The navigation bar includes "Back" and "Continue" buttons.

New Client Onboarding

Financials

Establish the Client has an adequate financial background to meet the minimum product requirements

Product(s) Requirements

Client Net worth \$10,469,135.20

Financials

Investment Management

Minimum investment requirement of \$10 million

Current model shows insufficient capital for these services

Assets

Total balance \$10,469,135.20

Accounts

Total \$7,167,510.20 ▾

Account Type	Account Number	Current Balance
Private Banking Account	063 010 **** **** 69	\$3,627,000.11
Savings Account	063 014 **** **** 77	\$1,235,917.23
Investment Portfolios	3753 **** **** 1004	\$2,304,592.86

Property

Total \$3,301,625.00 ▾

+ Add Asset

Liabilities

Total balance \$0.00

+ Add Liability

Back

Continue

Property added
Asset added to the Client's financials

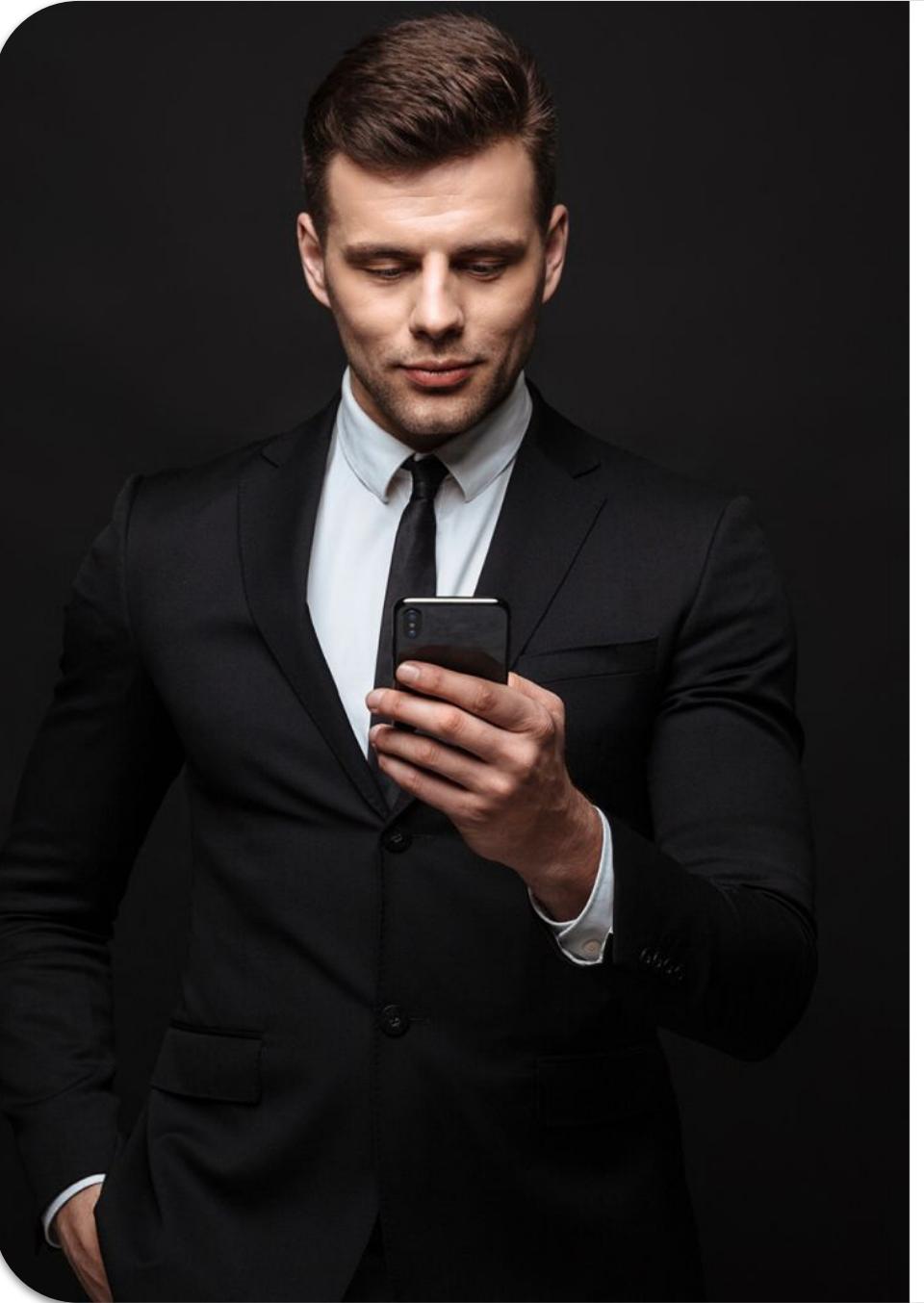
David Radcliffe



3. Create Credentials

The Credentials journey makes sure that the customer can directly log into their banking app when the onboarding process is successful.

Also this ensures the user can log into their application center which provides online access to track the application, upload missing or incorrect documents or resolve any other tasks.



Before we start

Let's first setup your account to access to Application Center.

Username or email

mark@connor.com

Create a password



✓ Password must be at least 8 characters

✓ Password must include a number

✓ Password must include an uppercase character

Continue

4. View Status

Using the Application Center the customer is always able to:

- Create credentials to ensure a secure customer experience
- View current applications and the status
- View and complete open tasks
- Place comments
- View and complete documents
- View completed information

This ensures the client is always up to date with the latest status which removes friction and phone calls.

The private banker or the IWA team can easily ask for additional information in a secure way so that collaboration can happen in a user friendly manner that is audited and compliant.

View current applications and status

Easy access to help

Resolve pending tasks like additional documents

5. Upload & Review Documents

The Document Upload journeys allows the customer or banker(acting on behalf of client) to directly upload the right documents based on the input that has been given. Weatherbys decides which documents are required.

- Displays the documents the customer needs
- Enables the customer to upload scanned document files in various formats.
- Prevents files that are too large or the wrong format from being uploaded.
- Enables the customer to delete uploaded documents if they make a mistake.
- Only ask for relevant documentation
- Secure exchange of information
- Re-usable in every type of flow / digital sales process

When documents are not correct the relationship manager can request new documents that can be uploaded in the application center.



A screenshot of a web-based document upload interface. At the top, there's a progress bar with three steps: 'Previous step' (Successful), 'Active step' (highlighted in blue), and 'Next step'. The main area is titled 'Document Upload' and contains a section for 'Document name' with a placeholder '(Document type explanation)'. Below this is a file upload area with a dashed box labeled 'Drop file(s) here or Click to upload' and a note that only PDF, PNG, and JPG formats are supported with a max size of 3MB per file. Three files have been uploaded, each with a small preview icon, a file name, a size of 1000 kb, and a trash bin icon for deletion. A message below says '3 files uploaded'. At the bottom left is a checkbox for 'Upload documents later' with a note explaining it's required to secure the account but can be delivered later. At the bottom right are 'Back' and 'Continue' buttons.

Upload documents as a client

Review documents
as a case manager

Verify documents Open

Case: Investment Loan - Green Bicycle Company

Vincent King  Due 27/11/2020, 10:45AM 

Verify the uploaded document(s). When one or multiple documents are rejected, delete the file and leave an additional comment as explanation.

Case: Investment Loan - Green Bicycle Company

Documents

Make sure to remove rejected documents.

Document	Uploaded by	Upload date
 Property Valuation	Robin Green	13/11/2020, 14:32 
 01283- DBA Certificate	Robin Green	13/11/2020, 14:32 

Approve **Reject**

Task comments

 Add a comment



6. Generate Investment Proposal

Based on the knowledge Backbase has gained we recommend an **automated approach** to creating the investment proposal.

The content of the investment proposal can be **generated** using a **templated approach** that generates the investment proposal instantly based on all data that is available. This caters for a **scalable solution** and **consistency**.

Potentially this can be done in phases where Weatherbys can start with just uploading the investment proposal in the case manager. The second phase this can be automated.

The screens show an example task overview that can be created showcasing all relevant data. Advantage of this approach is as well that the proposal can be shared in an interactive manner.

The screenshot displays a user interface for generating an investment proposal. At the top, a header reads "Generate Investment Proposal" with a "Case: GB-40523" identifier. Below this, a section titled "Personal details" lists the following information:

First name	Mark
Last name	Connor
Age	34
ID&V	VERIFIED
AML	SUCCESS

Under "Financial details", the following data is shown:

Employment status	{Employment status}
Monthly income	\$ {1,000.00}

A central callout box prompts the user to "Please provide a personal note" and states that this information will be shown in the first page as a personal note. It includes a "Note" input field and "Cancel" and "Submit" buttons.

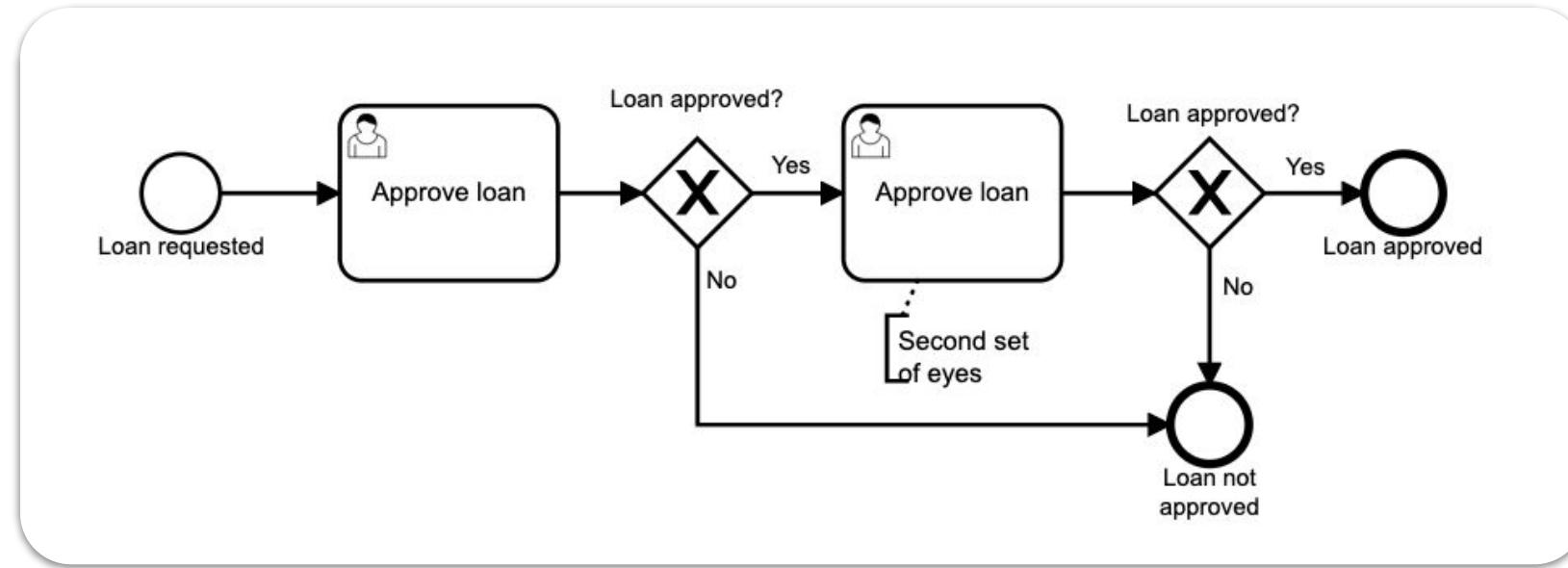
To the right, a "Documents" section lists three uploaded files, each with a timestamp and author:

Document	Uploaded by	Upload date
{File name.jpg}	{Name Surname}	{dd-mm-yyyy hh:mm AM}
{File name.jpg}	{Name Surname}	{dd-mm-yyyy hh:mm AM}
{File name.jpg}	{Name Surname}	{dd-mm-yyyy hh:mm AM}

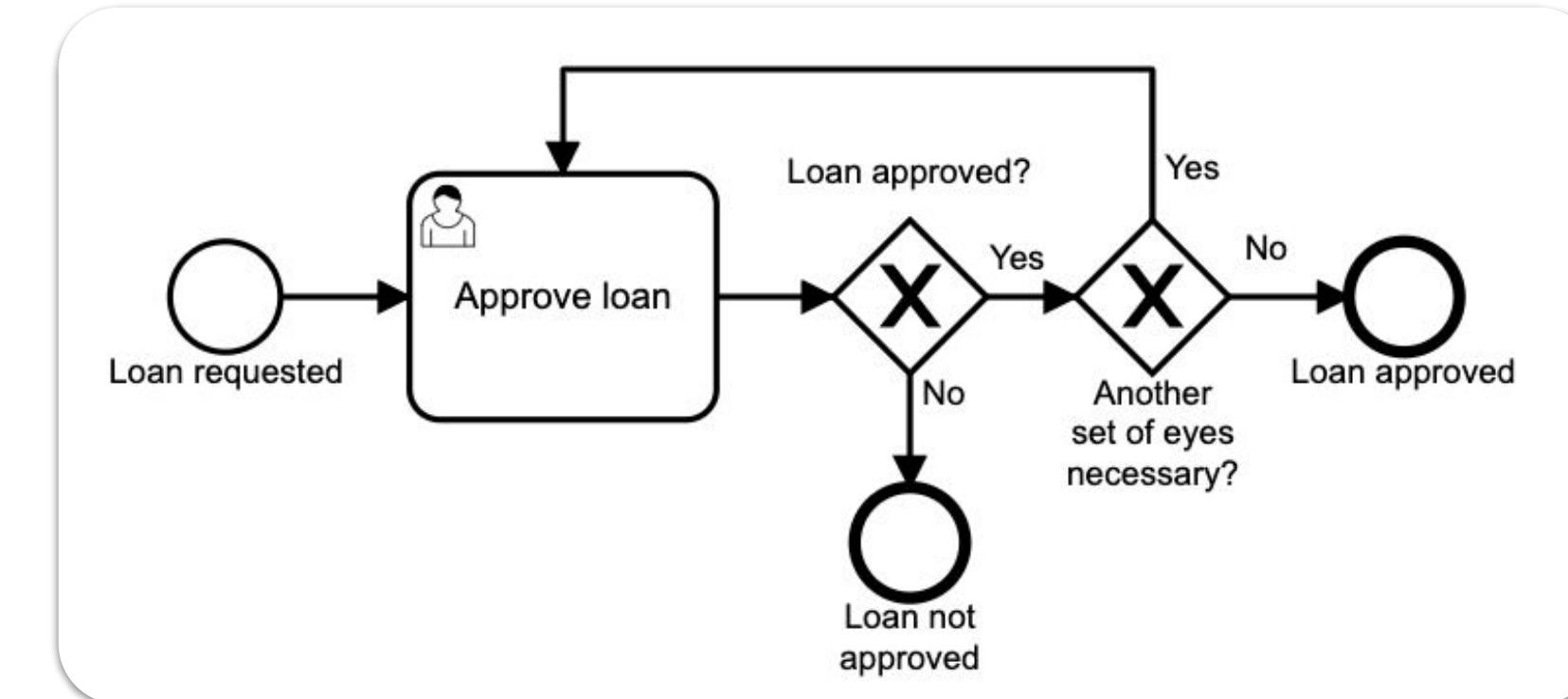
Below the documents, sections for "Credit details" and "Requested product details" are partially visible, each containing several data items with placeholder values.



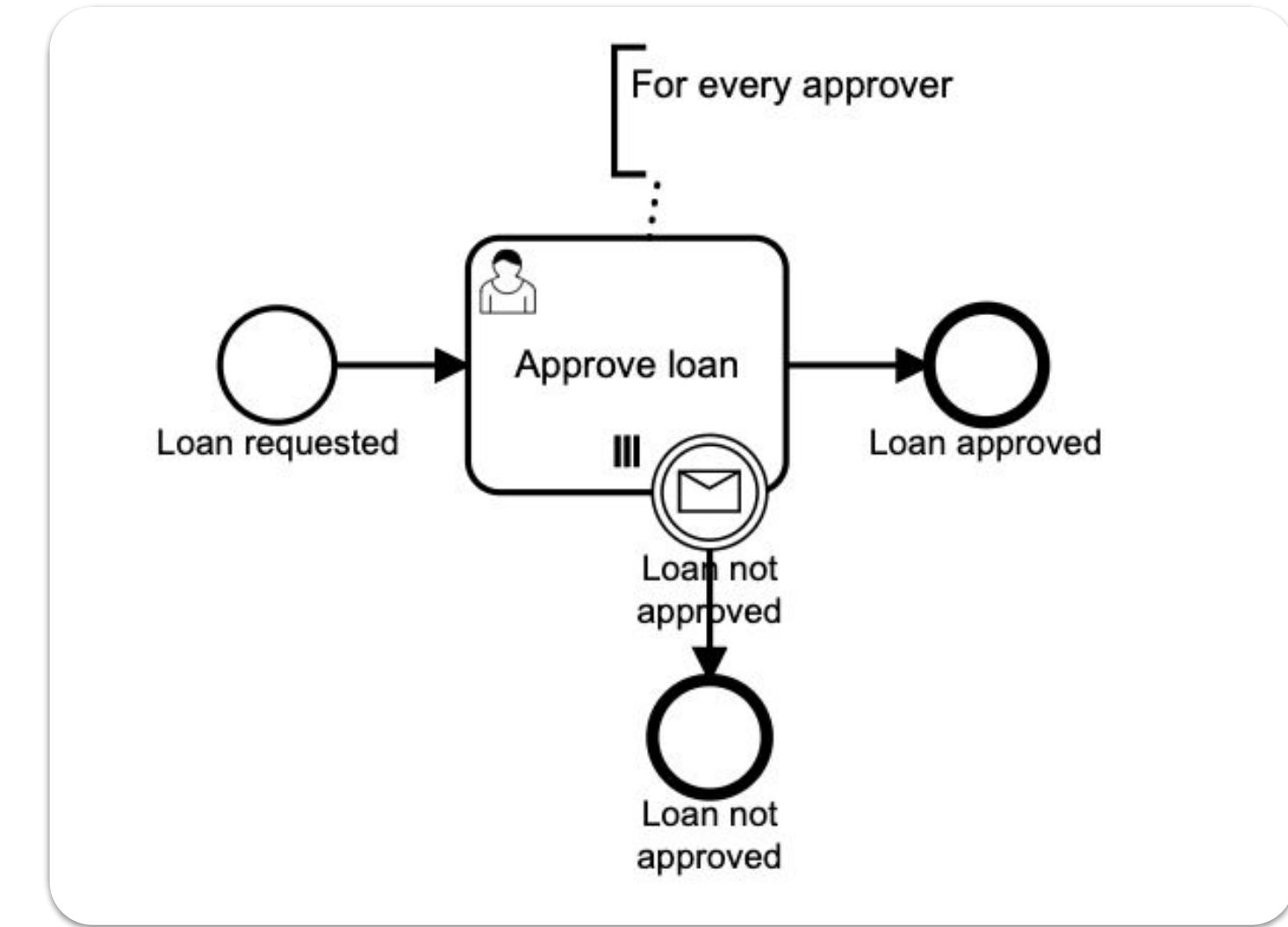
7. Approval patterns



Separate tasks



Loop



Multi-instance task



8. Create Investment Proposal

As mentioned [before](#) the same approach can be taken to generate the final investment proposal.

This included the costs & charges that are calculated. Either these are manually entered or calculated automatically.

The relationship manager can personalize the proposal with a tailored note.

The document can then also automatically be stored in the case manager and all relevant systems.

Ask for more information

Directly generate the proposal

Generate Investment Proposal Open X

Case: GB-40523

 Unassigned +o

Due No due date Edit

Review all details of this application and generate the investment proposal with your personal recommendations

Case: GB-40523

Personal details

First name	Mark
Last name	Connor
Age	34
ID&V	VERIFIED
AML	SUCCESS

Financial details

Documents

Credit details

Costs & Charges

Costs	Based on risk profile and profile
Charges	Based on risk profile and profile
Interest rate	{17}%
Repayment frequency	Monthly

Generate Cancel Request additional info

9. Sign Proposal

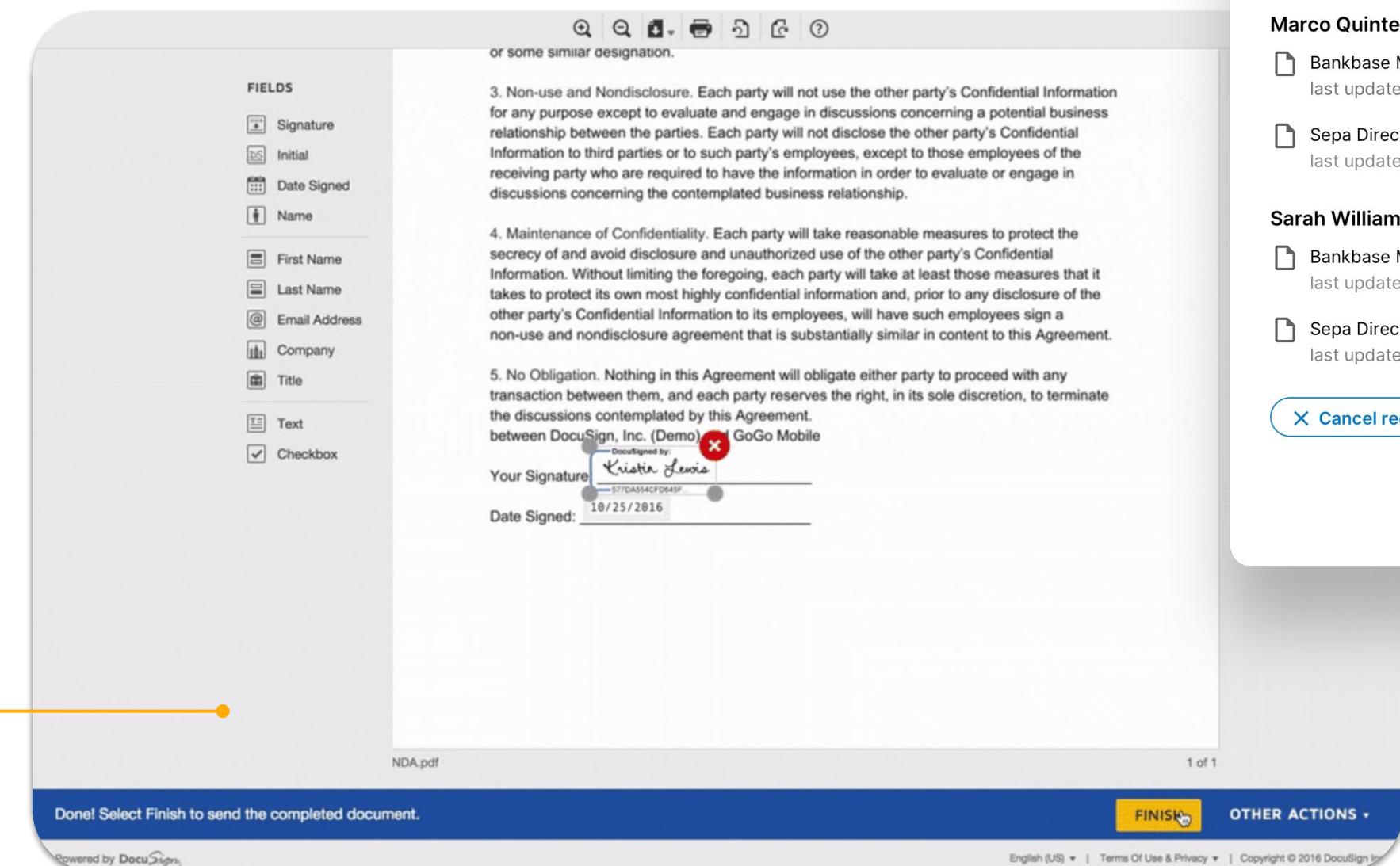
Backbase provides a pre-built eSignature journey allowing both customers and bank employees to:

- Sign documents electronically on both web & mobile devices
- Check the status of the documents from

Powered by

DocuSign

Sign electronically



Signature request for Marco Quintero

Envelope name
Your mortgage documents
2 documents

Reference ID
DocuSign1234

Deadline
4/17/2020, 12:00 AM
A reminder will be sent a day before the deadline.

Envelope Status
Awaiting

Marco Quintero Signature

Bankbase Mortgage Quotation
last update yesterday 14:31
Sepa Direct Debit
last update yesterday 14:31

Signed

Signed

Sarah Williams Signature

Bankbase Mortgage Quotation
last update 24-08-2019 14:31
Sepa Direct Debit
last update 24-08-2019 14:31

Awaiting

Awaiting

[Cancel request](#)

[Close](#)



Portfolio Lifecycle Management

IWA

The Journey Today - IWA Portfolio Lifecycle Management

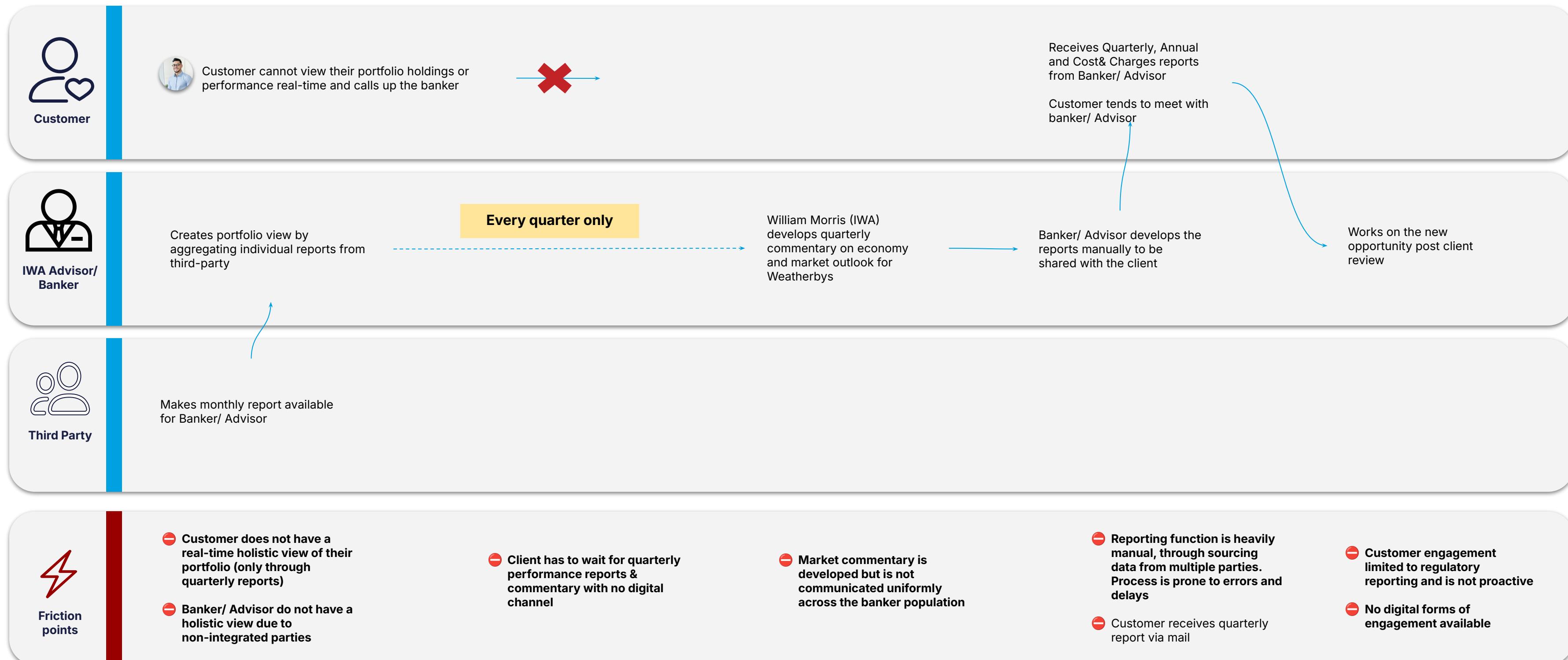
View Portfolio

Performance

Market Commentary

Reporting

Engagement

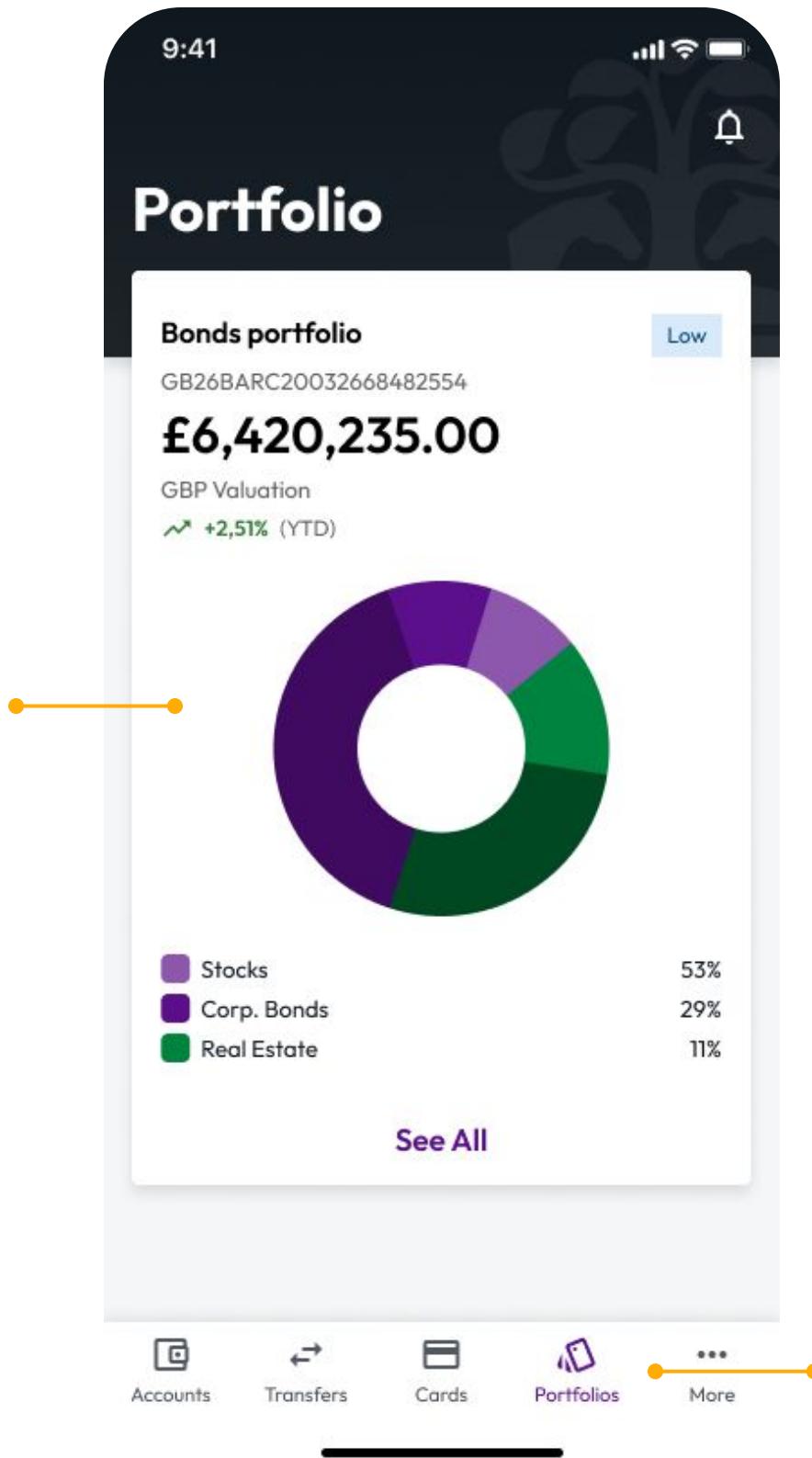


Proposed Solution

Viewing Portfolio

View Portfolio

Portfolio summary
where you can drill
down into details



Seamlessly integrated
into the banking app
and easily accessible.
Only visible for the
people that have a
portfolio



Portfolio | View positions

Bank customers can view instrument positions in a portfolio. Positions provide an overview on instrument holdings in a portfolio. The functionality supports grouping of positions into collections of asset classes, regions, countries, and sub-portfolios, if requested. It also provides details on valuation and statistics of such collections, if required. Bank customers can export portfolio positions in CSV format.

The image displays two views of a portfolio management system. On the left is a desktop browser window showing a detailed list of instrument positions across four portfolios. On the right is a mobile phone screen showing a summary view with a donut chart and three main categories: Cash and Equivalents, Government Bonds, and Commodities.

Desktop Portfolio View:

- Portfolio name:** *****8927 | Dollar | Today 12:34
- Value:** \$6,365.32
- Positions Tab:** Selected
- Portfolios:** Portfolio 1, Portfolio 2, Portfolio 3, Portfolio 4
- Details for Portfolio 1:**

	EUR Valuation	Performance	% Parent
4,962,496.26	2.87%	11.23%	
- Details for Portfolio 2:**

	EUR Valuation	Performance	% Parent
4,962,496.26	2.87%	11.23%	
- Details for Liquidity:**

	EUR Accrued Interest	EUR Valuation	EUR Unrealized P/L	% Portfolio	% Parent
7,400.43	4,962,496.54	174,362.12	23.56 %	11.23 %	
- Details for Stocks:**

	EUR Accrued Interest	EUR Valuation	EUR Unrealized P/L	% Portfolio	% Parent
7,400.43	4,962,496.54	174,362.12	23.56 %	11.23 %	
- Details for Europe:**

	EUR Accrued Interest	EUR Valuation	EUR Unrealized P/L	% Portfolio	% Parent
7,400.43	4,962,496.54	174,362.12	23.56 %	11.23 %	
- Details for Luxembourg:**

	Quantity	Price	Exchange Rate	EUR Valuation	Accrued Interest	Cost Pr
Nestle SA nom EUR CH 00338863350	96,680.66	EUR 270,188,630.38	1.45	270,188,630.38	EUR 270,188,630.31	...
Nestle SA nom EUR CH 00338863350	96,680.66	EUR 270,188,630.38	1.45	270,188,630.38	EUR 270,188,630.31	...
- Details for North America:**

	EUR Accrued Interest	EUR Valuation	EUR Unrealized P/L	% Portfolio	% Parent
7,400.43	4,962,496.54	174,362.12	23.56 %	11.23 %	
- Details for Obligations:**

	EUR Accrued Interest	EUR Valuation	EUR Unrealized P/L	% Portfolio	% Parent
7,400.43	4,962,496.54	174,362.12	23.56 %	11.23 %	
- Details for Investment Funds:**

	EUR Accrued Interest	EUR Valuation	EUR Unrealized P/L	% Portfolio	% Parent
7,400.43	4,962,496.54	174,362.12	23.56 %	11.23 %	
- Portfolio 3 and Portfolio 4:** Similar structure to Portfolio 1 and Portfolio 2.

Mobile Phone View:

- Header:** 9:41, Positions
- Bonds Portfolio:** NL49 ABNA 0573 299 54, €36.721.118,00 (Today 12:34)
- Donut Chart:** Low risk level.
- Cash and Equivalents:** 78%, EUR Valuation: €886.782,00, EUR P/L: €2.671,00
- Goverment Bonds:** 78%, EUR Valuation: €886.782,00, EUR P/L: €2.671,00
- Commodities:** 78%, EUR Valuation: €886.782,00, EUR P/L: €2.671,00
- Bottom Navigation:** Overview, Trading, More



Portfolio | View Instruments

This functionality allows the client to view investment instruments that make up a portfolio. An extensive list of instrument characteristics can be displayed, for example, the key financial statistics of an instrument, its description, as well as its price performance over a period of time. If an instrument belongs to more than one non-discretionary portfolio, developers can ingest the following attributes both as aggregated values and per individual portfolio:

- Average buy price
- Quantity
- Valuation
- Number of transactions
- Total P/L
- Price history

The image displays a mobile application interface for managing a portfolio and viewing instrument details.

Left Side (Portfolio Management):

- Header:** Portfolios, Discover, Messages, FX Trading, Payments, Account Statements.
- Sidebar:** Back to page, Page title, Positions, Portfolio 1, Portfolio 2, Liquidities, Stocks, Europe, North America, Obligations, Investments, Portfolio 3, Portfolio 4.
- Content:** Instrument Details for Apple Inc. (NASDAQ: APPL). Includes:
 - Instrument Details: Apple Inc., NASDAQ: APPL, Asset Category: Shares, Asset Sub-Category: Tech Sector, Official Code: US03378331005.
 - Price Performance: A line chart showing price from April to January, with a significant dip in February and March, followed by a recovery in April and May.
 - Key Statistics: P/E Ratio (18.14), Est P/E Ratio (14.14), PEG Ratio (1.29), Shares Outstanding (4.29B).

Right Side (Instrument Detail View):

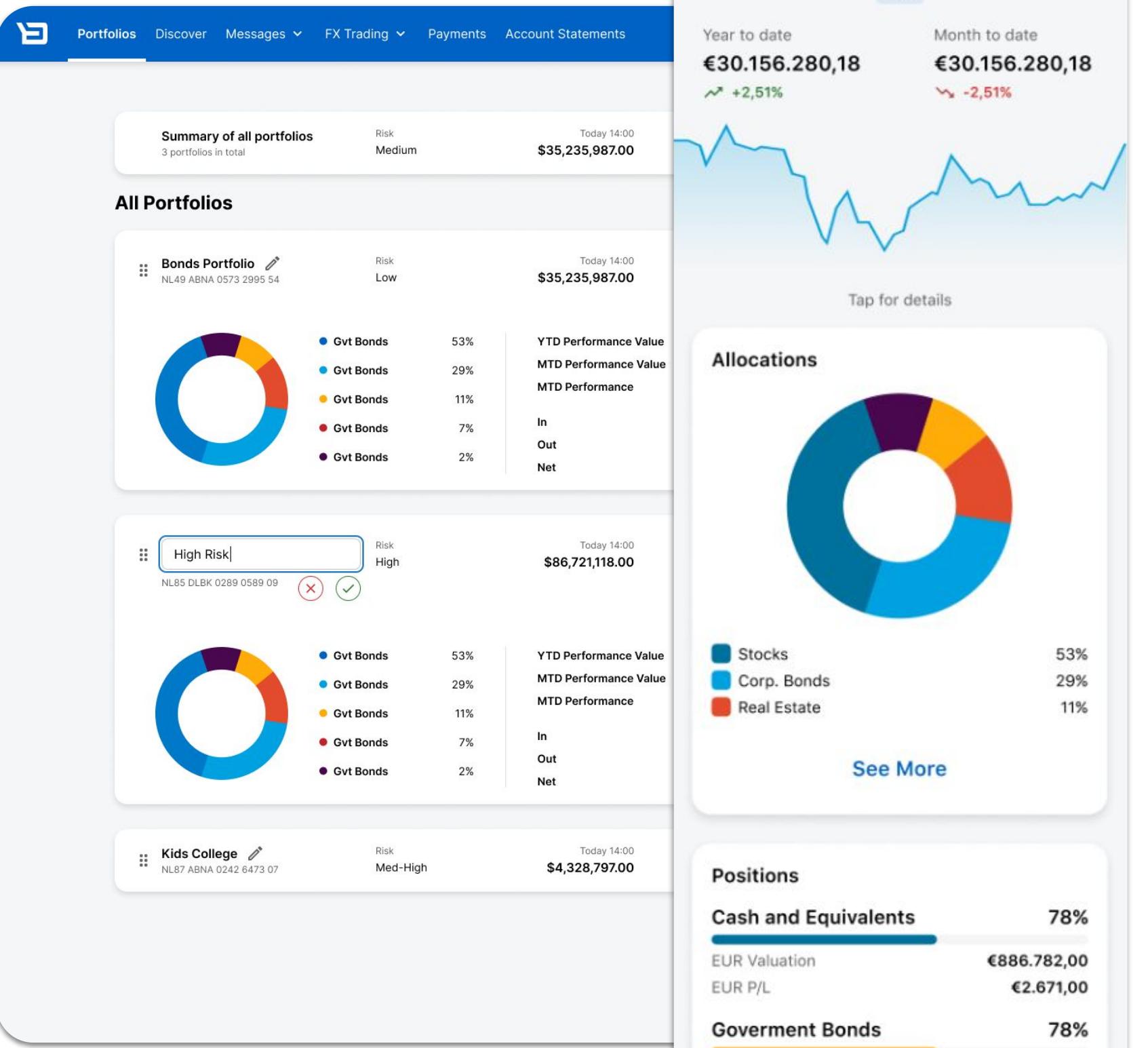
- Header:** 9:41, EPS, 242575.
- Instrument Details:** Apple Inc. (NASDAQ | APPL) \$120.23, +\$1.04 (0.87%) ↑ Last price.
- Market Status:** Shares | Tech Sector | US03378331005, Market is Open.
- Time Periods:** 1D, 1M, 3M (selected), 1Y, All.
- Price History:** A line chart showing price from Jan to Jun.
- Key Statistics:**
 - P/E Ratio: 18.14
 - Est P/E Ratio: 14.14
 - PEG Ratio: 1.29
 - Shares Outstanding: 4.29B
 - Price to Book Ratio: 7.2487
 - Price to Sales Ratio: 3.8234
 - 1 Year Return: 22.74%
 - 30d Avg. Volume: 242575
- About:** Apple Inc. is an American multinational technology company headquartered in Cupertino, California, that designs, develops, and sells consumer electronics, computer software, and online services. It is considered one of the Big Five companies in the U.S. information
- Address:** 1 Infinite Loop Cupertino, CA 95014 United States
- Phone number:** 1-408-9996-1010
- Website:** www.apple.com
- Asset Category:** Shares
- Asset Sub-category:** Tech Sector
- Official Code:** US03378331005



Portfolio | Manage Portfolios

With this functionality, bank customers can do the following:

- View portfolio details, including its asset class allocation.
- View contact details of their relationship managers and attorneys.
- View incoming and outgoing cash flows in a portfolio.
- Personalize a portfolio by setting a custom alias for it. The ability to provide an alias for a portfolio is set up in the Access Control by assigning a customer the **Manage Portfolio** business function. Access to a portfolio is also managed in Access Control.



Positions		
Cash and Equivalents	78%	
EUR Valuation	€886.782,00	
EUR P/L	€2.671,00	
Goverment Bonds	78%	
EUR Valuation	€886.782,00	
EUR P/L	€2.671,00	
Cash and Equivalents	78%	
EUR Valuation	€886.782,00	
EUR P/L	€2.671,00	
See More		
Transactions		
Goverment Bonds	€32.337,86	
Buy		
Goverment Bonds	€32.337,86	
Fees		
Goverment Bonds	€32.337,86	
Sell		
See All		
Corporate Actions		
NOV 21 Tesla	+\$34.00	
Tender Offer		10.00 shares
Action required		
NOV 21 Apple	+\$34.00	
Dividend 0.2200		10.00 shares
NOV 21 Alphabet Inc Class A	+\$34.00	
Dividend 0.2200		10.00 shares
See All		
Overview	Trading	More

Portfolio | View Allocations

Bank customers can view portfolio allocations displayed as a collection of asset classes. These classes are made up of currencies in which the instruments are denominated or as a collection of currencies into which the instrument assets are grouped.

The image displays three screenshots of a mobile banking application interface, specifically focusing on portfolio management and allocations.

Screenshot 1: Portfolio Overview

This screenshot shows the main portfolio overview screen. At the top, there's a navigation bar with icons for Dashboard, Discover, Settings, FX Trading, and a back arrow. Below the navigation is a section for the "Portfolio name" (*****8927 | Dollar | 23/04 12:34). A horizontal menu bar includes Performance, Positions, Allocations (which is underlined), Transactions, Corporate Actions, and Portfolio. A currency selector shows "USD". The main area features a large circular donut chart titled "Allocations" showing the distribution of assets: North America (31%), Europe (33%), Asia (15%), and Switzerland (21%). To the right, there are four smaller circular charts representing specific regions: Europe (EUR Valuation), Switzerland (EUR Valuation), North America (EUR Valuation), and Asia (EUR Valuation).

Screenshot 2: Bonds Portfolio Allocation

This screenshot shows a detailed view of a "Bonds Portfolio" (NL49 ABNA 0573 299 54). The total value is listed as **€36.721.118,00**, with a note that it is up **+2,51% (3M)** today at 12:34. The currency is set to USD. The interface includes a back arrow and a title "Allocations".

Screenshot 3: Equity Allocation Details

This screenshot provides a detailed breakdown of the equity allocation. It lists four categories: Equity (78%, EUR Valuation: €886.782,00), USD (78%, USD Valuation: €886.782,00), EUR (78%, EUR Valuation: €886.782,00), and YEN (78%, YEN Valuation: €886.782,00). Each entry includes a blue progress bar indicating the percentage and the valuation amount. At the bottom, there are buttons for "Overview", "Trading", and "More".

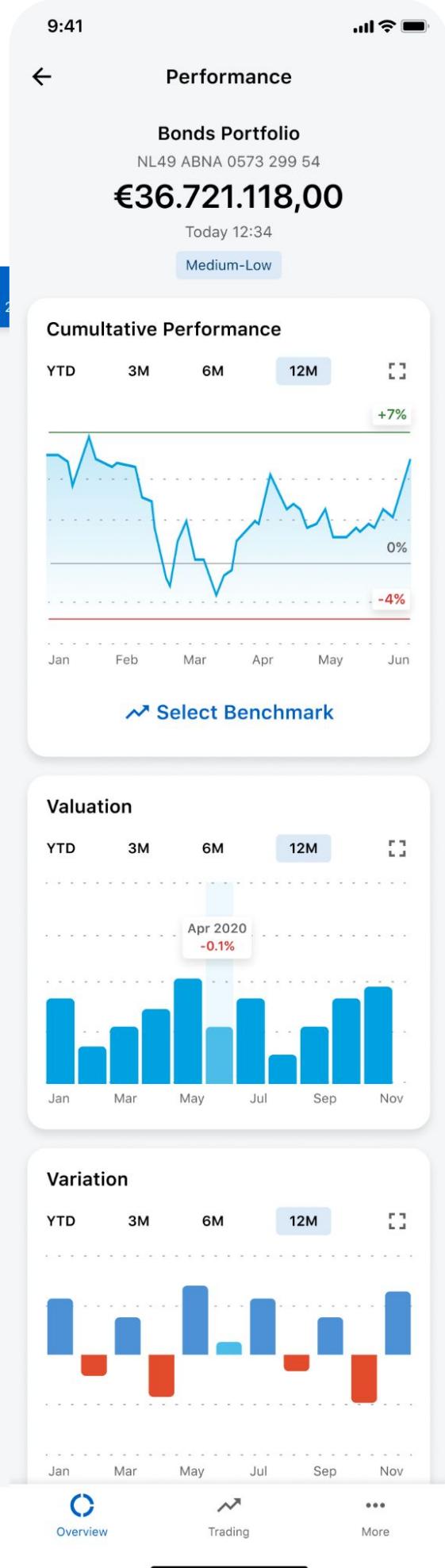
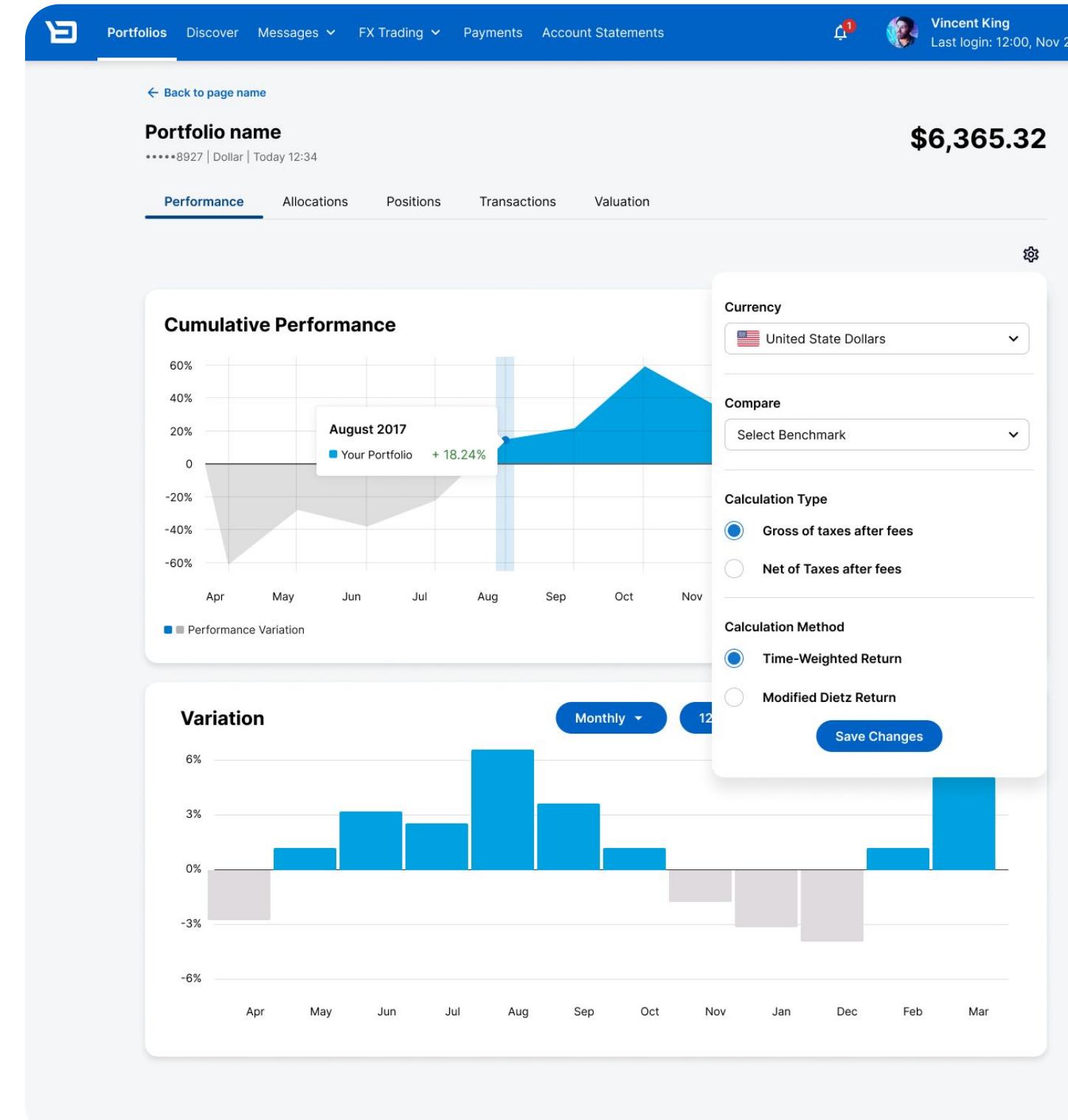


Portfolio | View performance

The cumulative performance chart provides an overview of portfolio cumulative performance over a specified period of time. The portfolio's cumulative performance can be compared to the performance of a market benchmark or an index.

The portfolio valuation chart displays the total value of portfolio investments over a period of time.

The portfolio variation chart denotes changes in a portfolio valuation as compared to the previous period, expressed as a percentage. The charts are designed to visualize data on multiple granularity levels: daily, monthly, quarterly, and yearly.



Portfolio | Manage Transactions

With this functionality, clients can do the following:

- View a list of transactions in a portfolio.
- Search for a required transaction in a portfolio.
- Filter required transactions by a selected parameter.
- Export transactions in CSV or XLS files.

The screenshot shows a mobile application interface for managing portfolio transactions. At the top, there is a blue header bar with the BMO logo, followed by navigation links: Portfolios, Discover, Messages, FX Trading, Payments, and Statements. On the right side of the header, there are icons for signal strength, Wi-Fi, and battery level, along with a back arrow and a search icon.

The main content area has a title "Transactions" and a subtitle "Today". Below this, there is a table showing a list of transactions. The table columns include the date, transaction type, description, amount, and status. The first three rows show "Goverment Bonds" purchases, while the last three rows show "Goverment Bonds" sales. Each transaction row includes a color-coded circle indicating the type (blue for Buy, dark purple for Fees, orange for Sell), the transaction name, and the amount.

Below the table, there is a section titled "Orders" with a sub-section for "Sell Tesla Market Order". It displays details such as the market (NASDAQ), validity (End of Day), transaction ID (1290538492), commission fee (\$3.00), FX currency fee (\$3.00), and estimated total cost (-\$1200.00). A red button labeled "Cancel Market Order" is visible at the bottom of this section.

At the bottom of the screen, there is a navigation bar with three items: "Overview" (selected), "Trading", and "More".

Date	Type	Description	Amount	Status
NOV 21	Buy	Goverment Bonds	€32.337,86	Partially Filled
NOV 11	Buy	Goverment Bonds	€32.337,86	Cancelled
NOV 21	Sell	Goverment Bonds	€32.337,86	
June 29, 2020	Buy	Goverment Bonds	€32.337,86	
June 29, 2020	Fees	Goverment Bonds	€32.337,86	
June 29, 2020	Sell	Goverment Bonds	€32.337,86	

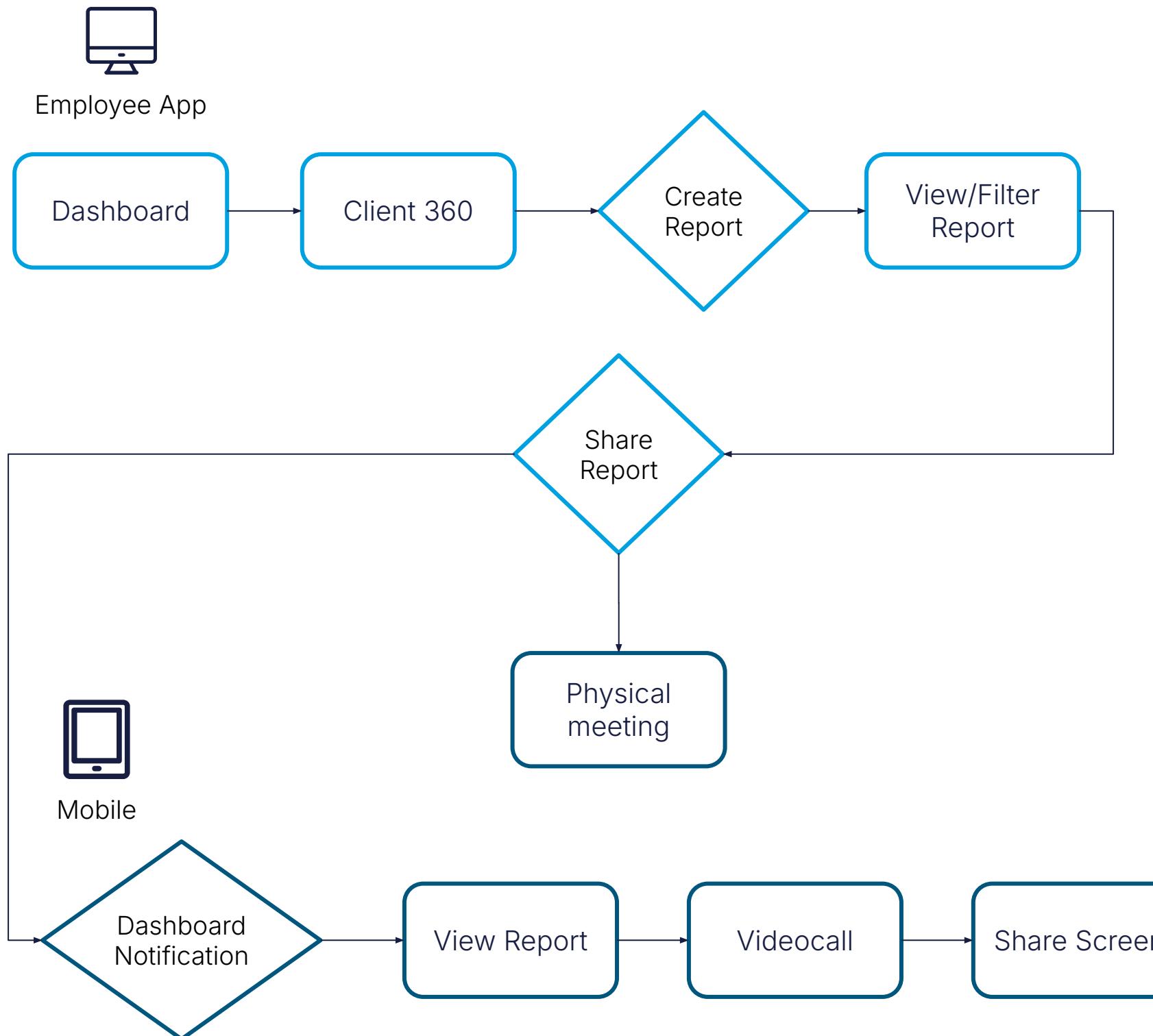
Proposed Solution

Reporting

Example Process



Jane Sutton
Employee



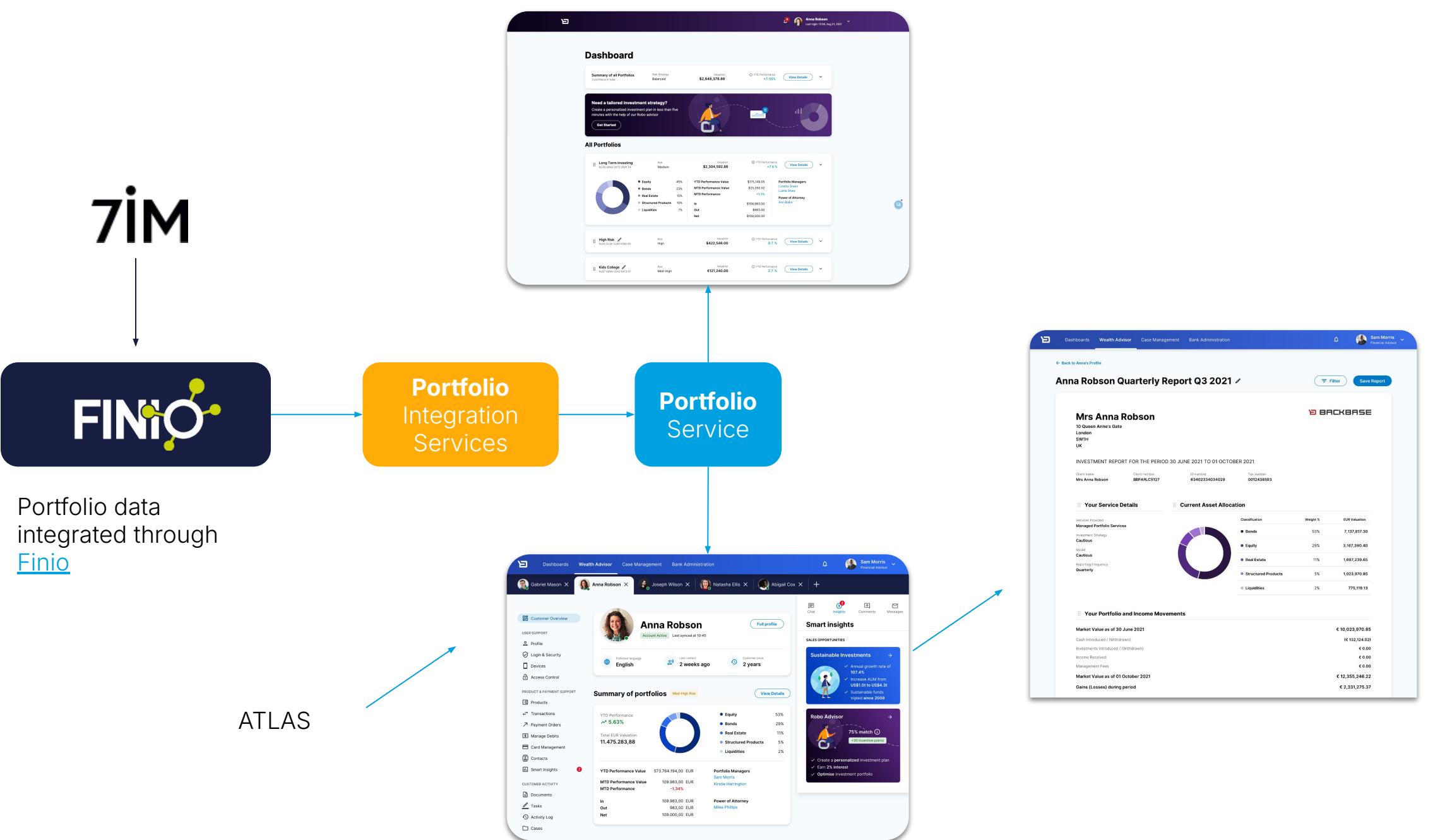
This is an example process of how a potential reporting process could look like.

This requires the portfolio data to be loaded into Backbase. Once the data is available for both the clients and the employees it can be used to streamline the reporting.

The reports can be automatically generated in a templatized manner and also shared interactively.

This removes the need for manually creating reports in Excel.

Reporting Integration



To make the data available to Backbase the portfolio data will need to be imported from 7IM through [FINIO](#).

This will make sure the data is reflected in the clients application and in the Employee app.

Importing the right details from ATLAS, like the client details will position the Backbase Employee App as the aggregated resource to create the reports.

This will ensure that the report and client portfolio is always based on the right and latest data.

Dashboard Search Client

The screenshot shows the 'My Dashboard' section of the employee app. At the top, there are navigation links: 'My Dashboard' (highlighted), 'Wealth Advisor', 'Case Management', and 'Bank Administration'. A notification badge with '1' is visible next to the 'My Dashboard' link. The top right corner shows the user profile 'Kirstie Harrington' (Financial Advisor) with a small photo and a bell icon.

Below the header is a search bar with a magnifying glass icon and the placeholder 'Search A|'. To its left is a filter icon.

The main content area includes:

- CLIENT MANAGEMENT:** Displays two client cards: Anna Robson (BB12889325, +31664329306) and Amir Patel (BB12324912, +31235342123). It also shows 'Open Cases' (0) and 'Total Client Net Value' (**89.234.278,09 EUR**).
- PREFERENCES:** Includes sections for 'Dashboards', '+ Add New Client', 'Allocations', 'My Actions', 'Market Events', 'News Sources', and 'Industries'.
- Performance Metrics:** Two cards: 'Tasks' (84 Active Clients, 108 Approved Products, 37 Bespoke Products, 4 Deviated Clients) and 'Team metrics' (Presence, Leadership, Hourly commitment).
- High Net Worth Clients:** A list of top clients with their names, risk levels, EUR Valuation, YTD Performance, and a 'View Details' button.

Name	Risk	EUR Valuation	YTD Performance
Anna Robson	Med-High	11.475.283,88	+5.63%
Joseph Wilson	High	8.721.183,88	-0.63%
Gabriel Mason	Med-High	5.475.145,88	+2.42%
Natasha Ellis	High	3.887.564,00	-1.42%
Abigail Cox	High	3.275.243,88	+4.33%

Search customers

The dashboard in the employee app allows employees to easily find their clients.

Also this provides an overview of their top clients and a consolidated dashboard of the performance.

Client 360

The screenshot displays the Client 360 dashboard for Anna Robson. At the top, there's a navigation bar with tabs for Dashboards, Wealth Advisor, Case Management, and Bank Administration. Below the navigation is a header with user profiles for Gabriel Mason, Anna Robson, Joseph Wilson, Natasha Ellis, and Abigail Cox, along with a dropdown for Sam Morris.

The main content area is organized into several sections:

- Customer Overview:** Shows Anna Robson's profile picture, account status (Account Active), last sync time (10:45), preferred language (English), and last contact (2 weeks ago). It also indicates she has been a customer since 2 years.
- Summary of Portfolios:** Displays YTD Performance (5.63%), Total EUR Valuation (11,475,283.88), and a pie chart showing asset allocation by category: Equity (53%), Bonds (29%), Real Estate (11%), Structured Products (5%), and Liquidity (2%).
- Accounts:** Shows a total of 8,409,421.93 EUR across various accounts, including Savings Accounts (6,000,000.00 EUR) and Corporate Cash (2,409,421.93 EUR).
- Investments:** Shows a total of 2,983,018.47 EUR across Investment Accounts, with sub-sections for Anna Robson's Conservative, Retirement, and Sustainable funds.
- Wealth Overview:** Provides a summary of wealth with a total value of 11,136,233.43 EUR, broken down into Accounts, Investments, and Borrowing.

On the right side of the dashboard, there's a live chat interface with a message input field and a reply button.

Detailed client details

Portfolio details

Wealth overviews

The client 360 view provides a single place to see all relevant customer information.

This profile can be enriched with data from Atlas and other core systems.



Client 360 | Documents

The screenshot shows the Client 360 software interface. At the top, there's a navigation bar with 'Dashboards', 'Wealth Advisor' (which is active), 'Case Management', and 'Bank Administration'. Below the navigation bar, a header bar displays several client profiles: Gabriel Mason, Anna Robson (selected), Joseph Wilson, Natasha Ellis, and Abigail Cox. On the right side of the header, there are icons for 'Chat', 'Insights', 'Comments', and 'Messages', along with a 'Live chat' section and a message input field.

The main content area is focused on 'Anna Robson'. It shows her profile picture, name, account status ('Account Active'), and last sync time ('Last synced at 10:45'). It also displays her preferred language ('English'), last contact ('2 weeks ago'), and customer since ('2 years').

On the left, a sidebar menu lists various sections: 'Customer Overview', 'USER SUPPORT' (Profile, Login & Security, Devices, Access Control), 'PRODUCT & PAYMENT SUPPORT' (Products, Transactions, Payment Orders, Manage Debits, Card Management, Contacts, Smart Insights), 'CUSTOMER ACTIVITY' (Documents, Tasks, Activity Log, Cases). The 'Documents' section is currently selected, indicated by a blue background.

The 'Documents' section contains a search bar and a 'Create Report' button. Below the search bar is a table listing documents. The table has columns for 'Name', 'Created', 'Size', and actions. The listed documents are:

Name	Created	Size	Action
A Robson Tactical Asset As...	02/01/2021, 09:41	12.4 MB	...
A Robson MiFID Risk As...	01/01/2021, 16:54	1.1 MB	...
A Robson Security As...	01/01/2020, 15:03	50 KB	...
Market Positioning for...	02/01/2020, 09:41	5.7 MB	...
A Robson MiFID Risk As...	20/12/2019, 08:45	1.1 MB	...
A Robson Goal Review 2019 Q4	19/12/2019, 11:03	72 KB	...
A Robson Portfolio Perform...	18/12/2019, 16:13	13.8 MB	...
A Robson Portfolio Perform...	18/12/2019, 16:03	2.2 MB	...
A Robson Portfolio Perform...	16/12/2019, 10:24	124 KB	...

At the bottom right of the main content area, there's a 'Type your message' input field and a 'Reply' button.

Quick actions like
Create Report

Document Management

Create Report

The screenshot shows a software interface for financial management. At the top, there's a navigation bar with icons for Dashboards, Wealth Advisor, Case Management, and Bank Administration. On the right, a user profile for 'Sam Morris' (Financial Advisor) is displayed. A central modal window titled 'Create Report' is open, prompting the user to 'Select the a template to generate your report'. The modal contains nine templates arranged in a 3x3 grid:

- Monthly (calendar icon)
- Quarterly (clock icon)
- 6 Months (clock icon)
- Year to Date (calendar icon)
- Since Inception (clock icon)
- Cash Flow (bar chart icon)
- Currency Exposure (dollar sign icon)
- Asset Allocation (globe icon)
- Custom (key icon)

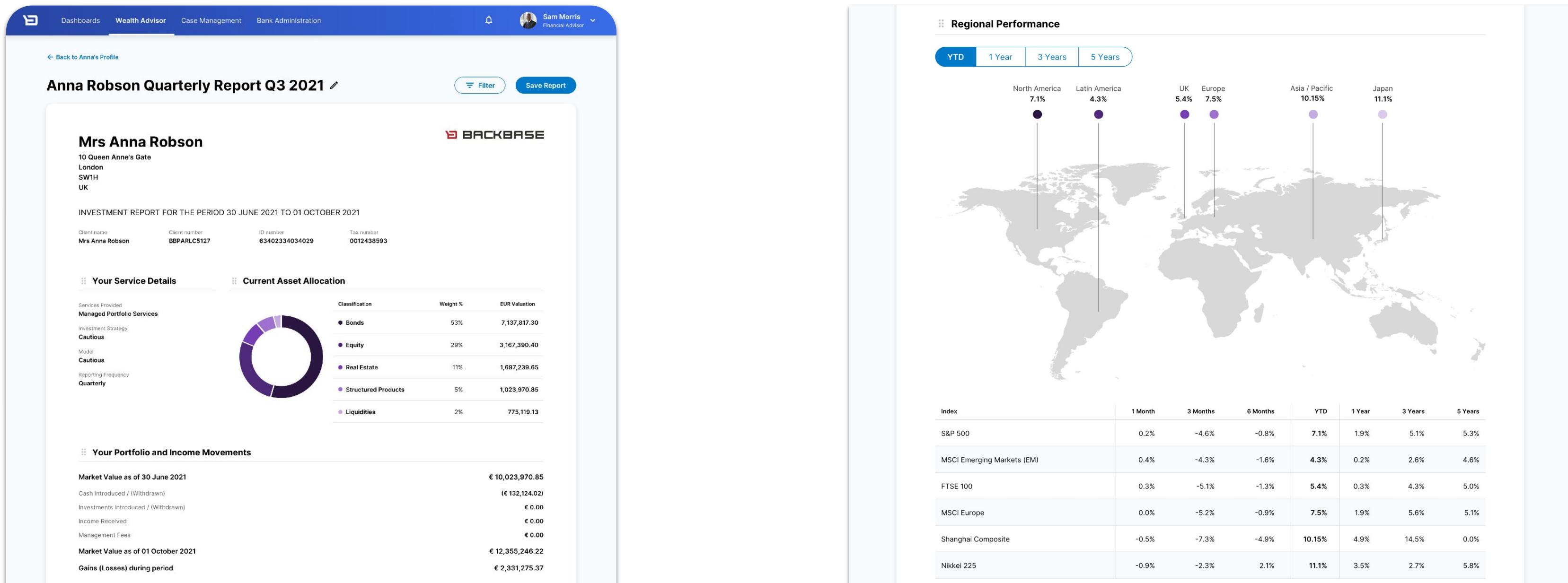
Below the modal, the main workspace shows a list of documents under 'Customer Activity' with 'Documents' selected. The list includes:

- Market Positioning for... (02/01/2020, 09:41, 5.7 MB)
- A Robson MiFID Risk As... (20/12/2019, 08:45, 1.1 MB)
- A Robson Goal Review 2019 Q4 (19/12/2019, 11:03, 72 KB)
- A Robson Portfolio Perform... (18/12/2019, 16:13, 13.8 MB)
- A Robson Portfolio Perform... (18/12/2019, 16:03, 2.2 MB)
- A Robson Portfolio Perform... (16/12/2019, 10:24, 124 KB)

On the right side of the screen, there's a message thread with 'Comments' and 'Messages' sections, and a text input field with a 'Reply' button.

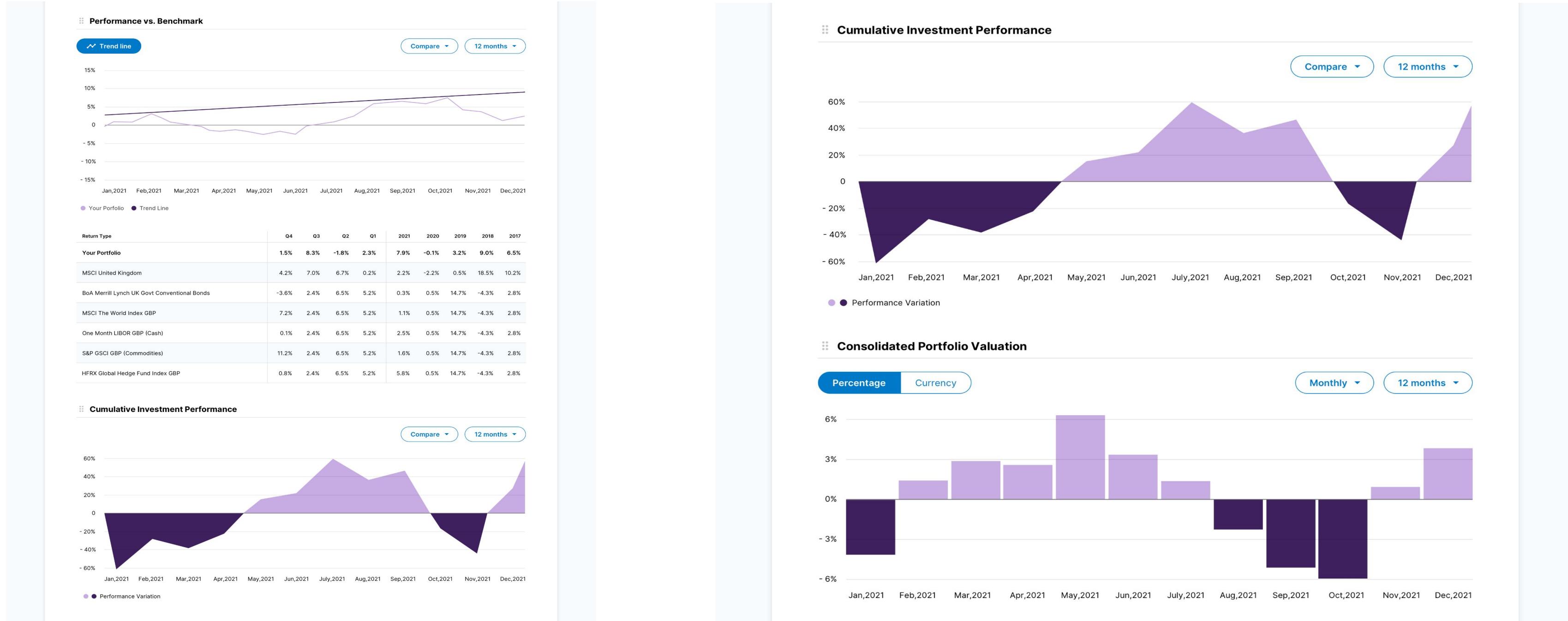
Directly create a report based on templates

Report | Example



Compare portfolio against Benchmark. For example the ARC Benchmark.

Report | Example



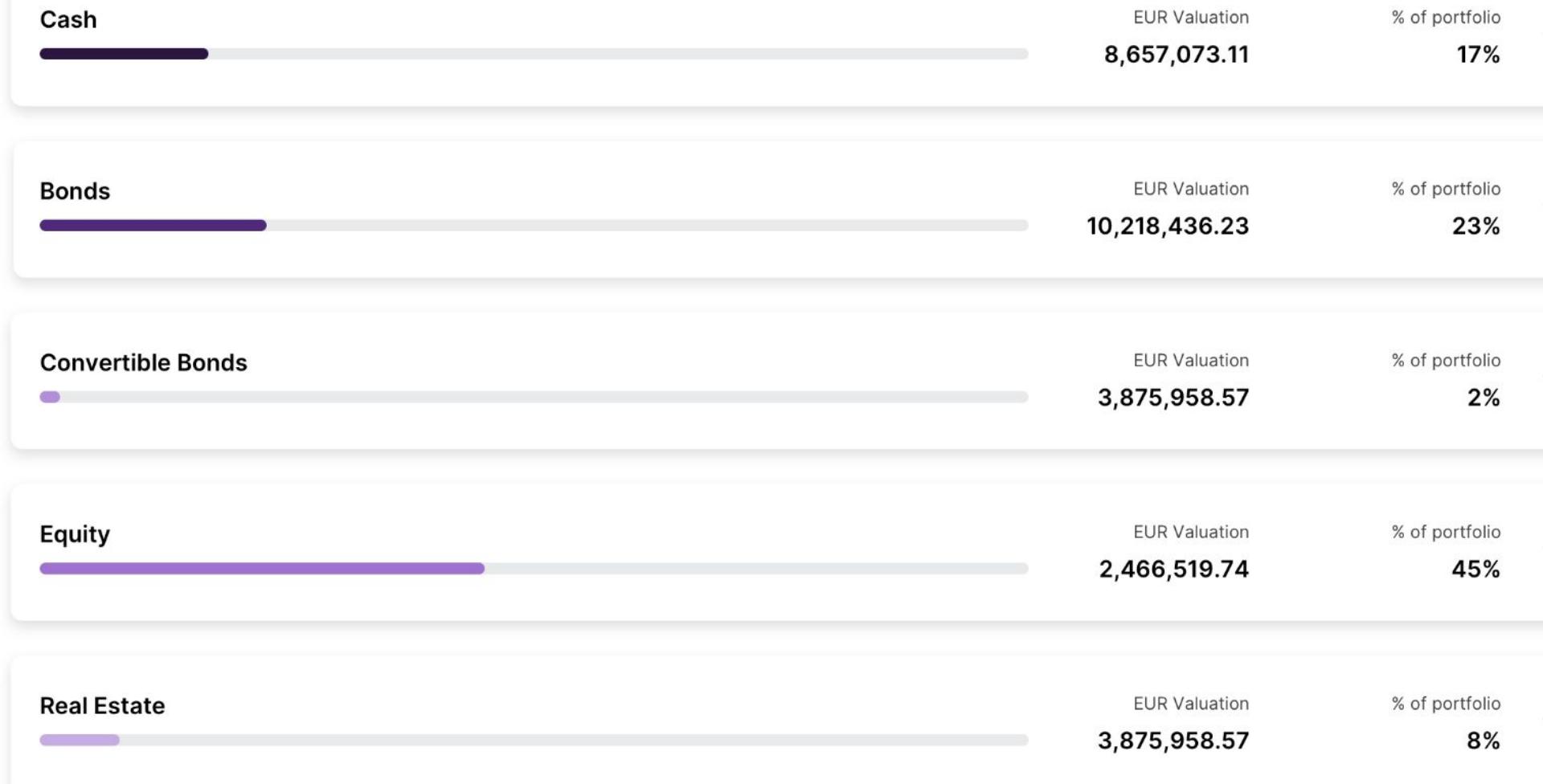
Multiple data sources (internal and external) are joined to create a data visualization.



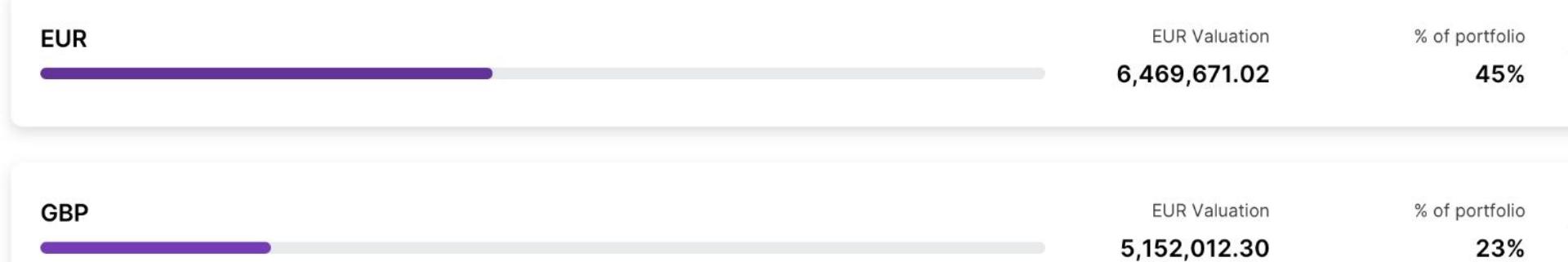
Report | Example

Portfolio Asset Allocation

Asset Class Allocation (%)



Portfolio Currency Allocation (%)



Interactively view Portfolio Allocations and Positions.



Report | Example

Portfolio Positions

[Open all](#)

[Collapse All](#)

Bonds Portfolio

EUR Valuation
4.962.496

% Performance
174.362

% Parent
11.23%

Gvt. Bonds

EUR Accrued interest
7.400

EUR Valuation
4.962.496

EUR Unrealized P/L
174.362

% Portfolio
23.56%

% Parent
11.23%

EMEA (6)

EUR Accrued interest
7.400

EUR Valuation
4.962.496

EUR Unrealized P/L
174.362

% Portfolio
13.22%

% Parent
5.21%

France

Quantity

Price

Exchange Rate

EUR Valuation

Accrued Interest

Nestle SA | nom
EUR | CH0038863350

96.680,66

270.188.630.620,38

1.45

270.188.630.620,38

270.188.630.620,38



Germany

Quantity

Price

Exchange Rate

EUR Valuation

Accrued Interest

Nestle SA | nom
EUR | CH0038863350

96.680,66

270.188.630.620,38

1.45

270.188.630.620,38

270.188.630.620,38



Novartis AG | Namen
EUR | CH0012005267

96.680,66

270.188.630.620,38

1.45

270.188.630.620,38

270.188.630.620,38



Spain

Quantity

Price

Exchange Rate

EUR Valuation

Accrued Interest

Nestle SA | nom
EUR | CH0012005267

96.680,66

270.188.630.620,38

1.45

270.188.630.620,38

270.188.630.620,38



Italy

Quantity

Price

Exchange Rate

EUR Valuation

Accrued Interest

Nestle SA | nom
EUR | CH0012005267

96.680,66

270.188.630.620,38

1.45

270.188.630.620,38

270.188.630.620,38



Iceland

Quantity

Price

Exchange Rate

EUR Valuation

Accrued Interest

Nestle SA | nom
EUR | CH0012005267

96.680,66

270.188.630.620,38

1.45

270.188.630.620,38

270.188.630.620,38



Novartis AG | Namen
EUR | CH0012005267

96.680,66

270.188.630.620,38

1.45

270.188.630.620,38

270.188.630.620,38



Luxembourg

Quantity

Price

Exchange Rate

EUR Valuation

Accrued Interest

Interactively view Portfolio Allocations and Positions.



Filter Report

The screenshot shows the Backbase Filter Report interface. At the top, there's a navigation bar with links for Dashboards, Wealth Advisor, Case Management, and Bank Administration. A user profile for Sam Morris, Financial Advisor, is also at the top right. Below the navigation, a link "Back to Anna's Profile" is visible.

The main area displays the "Anna Robson Quarterly Report Q3 2021". On the left, there's a "Date Range" selector set to "Jun 30, 2021 – 01 Oct, 2021" and a "Reporting Widgets" section with several checkboxes checked: Salutation, Service Details, Current Asset Allocation, Portfolio and Income Movements, and Regional Performance. To the right of this is another set of checkboxes: Performance vs. Benchmark, Cumulative Investment Performance, Consolidated Portfolio Valuation, Portfolio Asset Allocation, and Portfolio Positions. A large orange arrow points from the "Reporting Widgets" section towards the "Consolidated Portfolio Valuation" section in the main report view.

The main report view includes sections for "Mrs Anna Robson" (client details: 10 Queen Anne's Gate, London, SW1H, UK), "INVESTMENT REPORT FOR THE PERIOD 30 JUNE 2021 TO 01 OCTOBER 2021" (client name: Mrs Anna Robson, client number: BBPARLC5127, ID number: 63402334034029, tax number: 0012438593), "Your Service Details" (services provided: Managed Portfolio Services, investment strategy: Cautious, model: Cautious, reporting frequency: Quarterly), and "Current Asset Allocation" (a donut chart showing asset allocation percentages: Bonds 53%, Equity 29%, Real Estate 11%, Structured Products 5%, Liquidity 2%).

The process for adding filters, drill down capabilities, custom calculations, trend lines, tax implications or callouts to the visualization

This screenshot shows a detailed view of the "Consolidated Portfolio Valuation" widget settings. It includes a "Widget Settings" section with "Date Range" (M/D/YY - M/D/YY) and "Columns Width" (Full Width). To the right is a "Filters" section with checkboxes for Percentage vs. Currency Switch and Time Period, and dropdowns for Granularity and Tax Estimate. Below this is a "Estimated Tax Implications" section with a note: "This estimation is based upon the latest information gained during the Client's MiFID questionnaire and the current data on recordinfo". A "Confirm" button is at the bottom right.



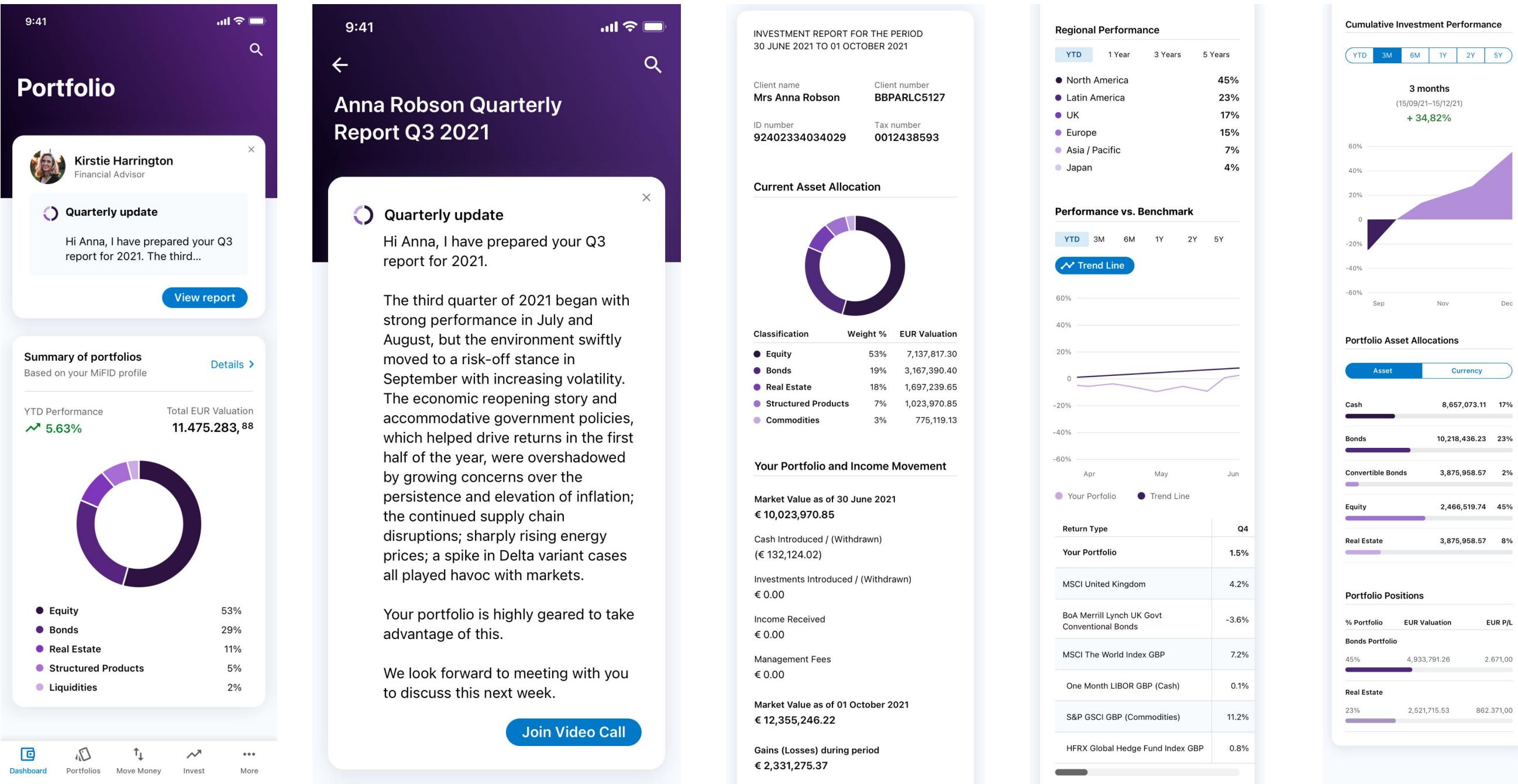
Send & Share Report

The screenshot shows a financial advisor's dashboard with a 'Send Report' modal open. The modal displays the recipient (Anna Robson), contact methods (Mobile App selected), template (Dashboard Notification), and a message body containing a Q3 report summary for 2021. The message highlights strong performance in July and August, followed by a shift in September due to increasing volatility and economic reopening. It also mentions concerns about inflation, supply chain disruptions, and energy prices, as well as the Delta variant. The message concludes with a statement about the portfolio being highly geared to take advantage of the market conditions and looking forward to meeting with the client next week. A file size of 687/1.000 is shown at the bottom. The 'Send' button is visible at the bottom right of the modal.

Share the report in an interaction manner. Either through chat, mobile or any other channel.

Additionally the report can always be exported as a .pdf

View Report



The visualization can be exported and in what formats (online, tablet, paper).



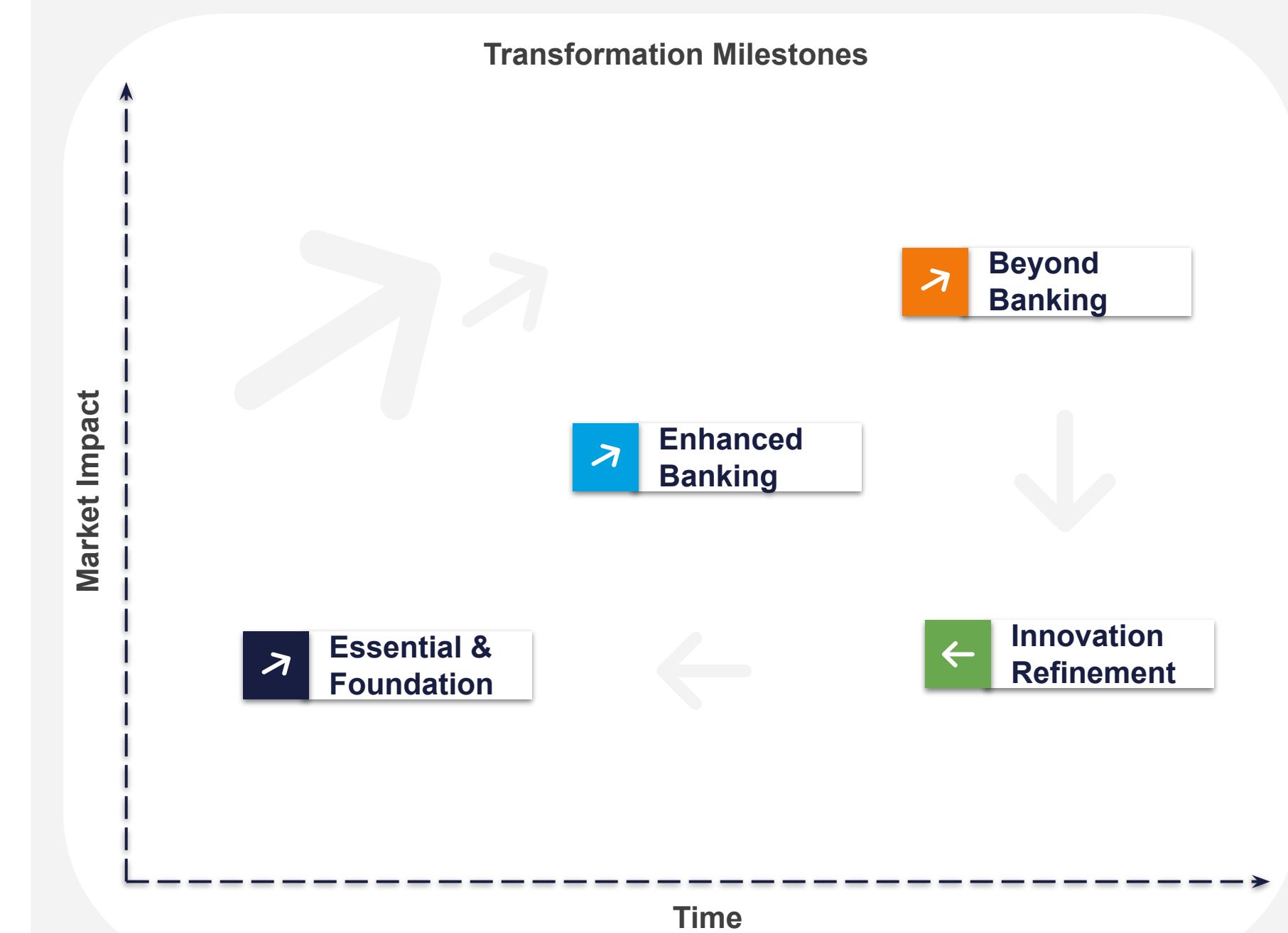
Digital Roadmap



Digital Roadmap

Tailored digital transformation journey to suit Weatherbys vision, strategy and ambitions

- **Essentials & Foundation:** First implement prioritized, where possible, Out Of The Box (OOTB) journeys to enrich customer experience
- **Enhanced Banking:** Move towards market differentiating journeys to gain competitive advantage
- **Beyond Banking:** Offer next-gen CX by solving customer life needs through open banking
- **Innovation & Refinement:** Continuous innovation & refinement on customer needs and CX



Journey Prioritization | Framework

Our battle-tested approach to deliver the best value out of Backbase



Business **Value**: Top & bottom line impact for Weatherbys



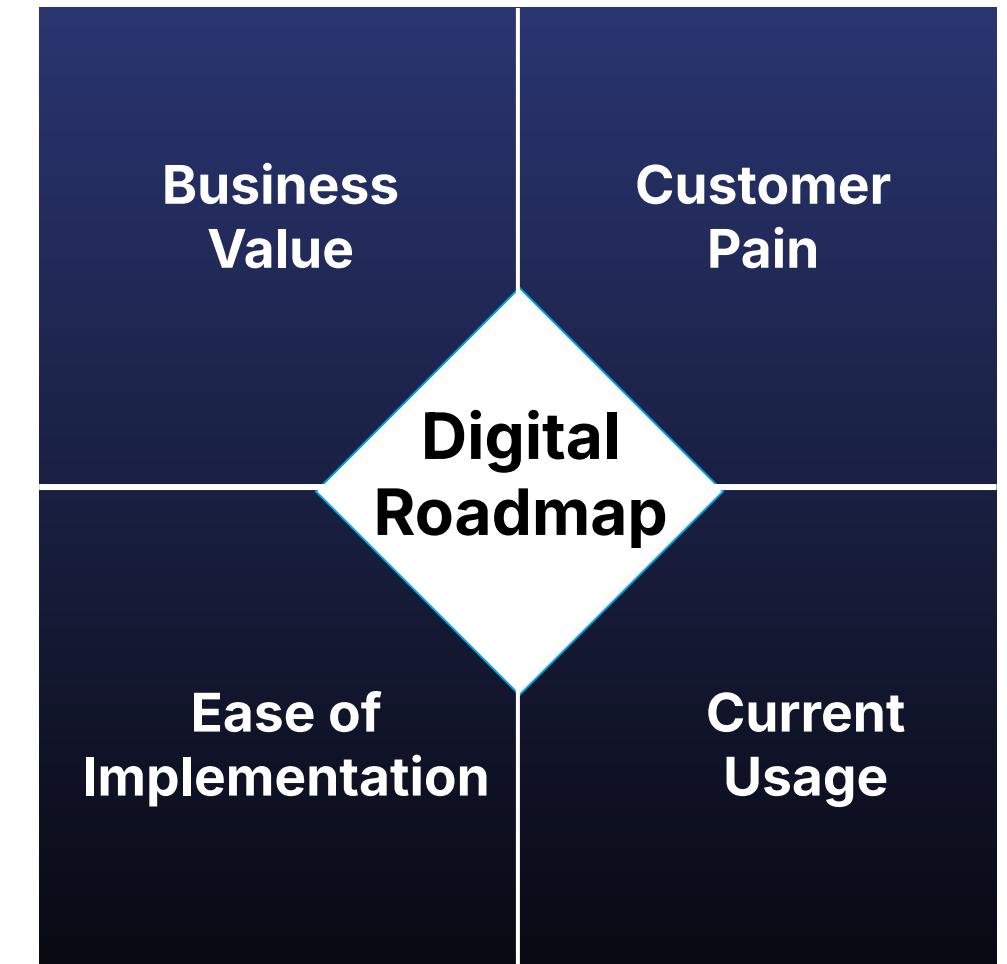
Ease of **Implementation**: Spectrum between Out-of-the-box and Custom builds



Customer **Pain**¹: Based on our journey assessment workshops with Weatherbys



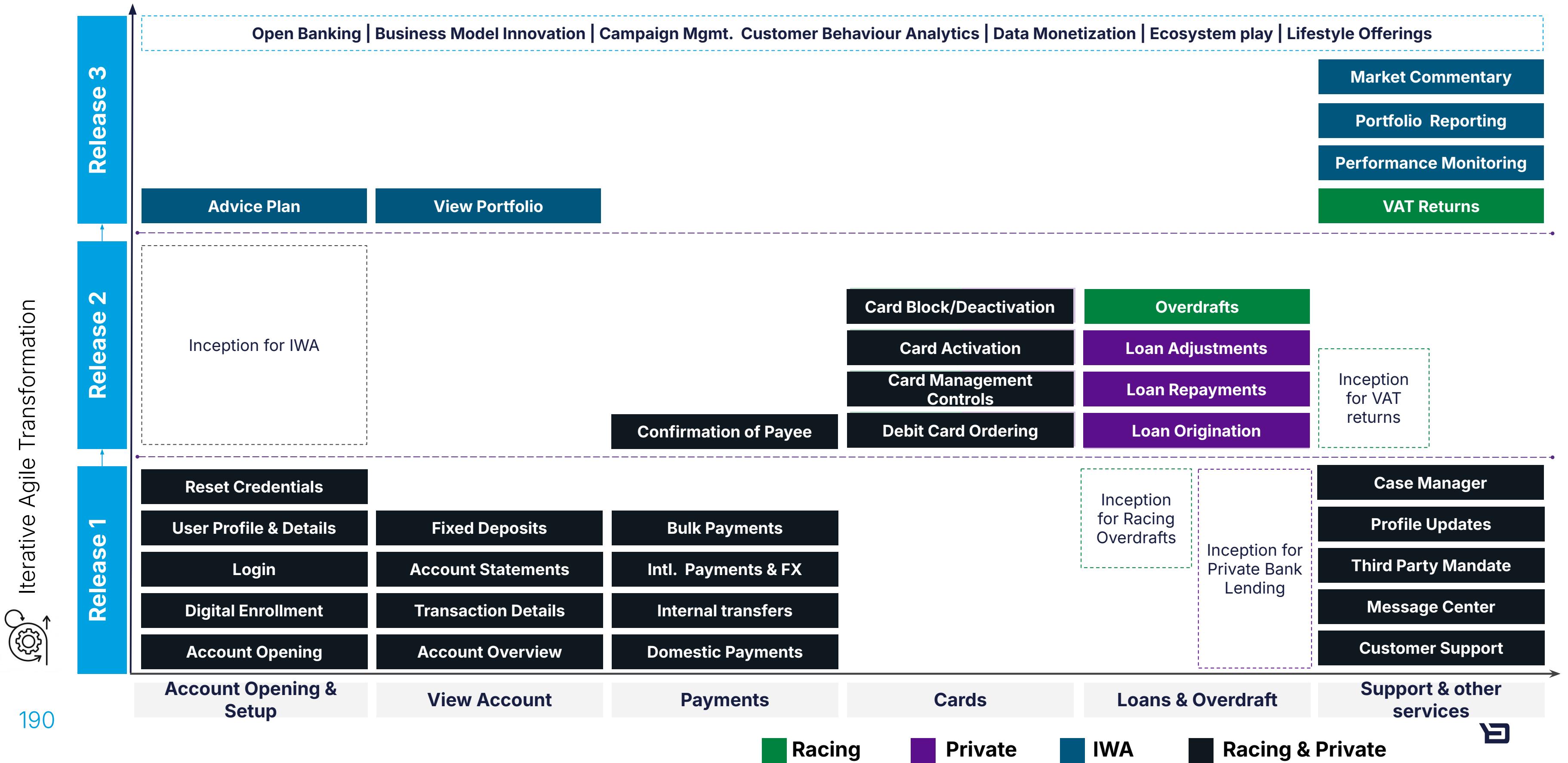
Current **Usage**: Consumption of services by customers



Each of the assessed journeys are scored along each of the four levers to formulate a clear digital roadmap that is implemented in an iterative agile fashion with Backbase product

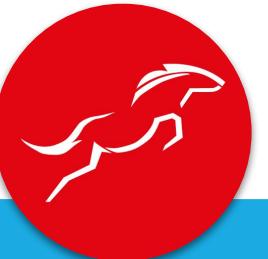
Release plan

Lift-off with foundational banking, while augmenting layer of services through iterative agile transformation



Appendix

Key personas considered for this report

				
Description	Retired entrepreneur who has a keen eye on business / market news	Racehorse customer - Family-owned account managed as partnership	Successful High street banker who recently moved to Weatherbys	Certified Public Accountant for HNIs
Needs	Growing wealth to support family, lifestyle during retirement	Have all my racing interests linked through a single bank	Efficient, easy to use systems for day-to-day operations	Deals with multiple clients, requires easy access to account reports
Characteristics	Active social life, travels to his properties abroad, uses technology in a limited fashion. While in the UK, loves dealing with RM directly	Family shares their passion for racing. They were introduced to the bank by the trainers' secretary. Runs the account themselves	Active professional networking, hosts webinars, events to capture the market sentiment. Tech savvy person who embraces technology to smoothen day-to-day	Extremely time sensitive as she has many clients to cater to. Happy to do things herself, but needs to operate with speed and efficiency. Ad hoc needs from client might arise, for which she would rely on digital tools



Shorten length of interaction by reducing self-service effort

Time Spent Interacting with Provider to Complete an Action

% of Retail Banking & Private Banking Customers, Global



1. Meet customers where they are by challenging the firm's commonly held assumptions about segmentation and how customers learn about the bank.
2. Improve self-service navigation by knowing how and why customers need help in different customer journeys.
3. Make customers feel known by refining self-service capabilities based on common customer needs and challenges.

Santander



1. Average NPS scores improve by 26 points within a year of implementation
2. 80% satisfaction with availability of preferred channel
3. 78% satisfaction levels with Digital Managers
4. 83% customers feel they are valued
5. 79% satisfaction in 24/7 service