Mr [Pester](https://www.google.co.uk/search?espv=2&biw=1366&bih=638&q=paul+pester&stick=H4sIAAAAAAAAAONgVuLWz9U3MDQoT7KsLAEATFnvfQ8AAAA) (The CEO of TSB bank), I am Raymond. You have asked that the profit of TSB bank increase by at least 5% in 2017. This target can be achieved by improving the features of the mobile app.

The mobile app has a lot of room for improvement. According to a survey about the UK's BEST banking apps for iPhone in 2016, [TSB Mobile Banking](https://itunes.apple.com/gb/app/tsb-mobile-banking-app/id698102168?mt=8) is not voted as the best 3 banking apps in the UK. TSB app has the following problems from user's feedback.

Firstly, some necessary functions are still not supported in the app such as Touch ID, it’ll be much easier to log in using Touch ID than typing characters. Users can not access direct debit information or standing orders and users can’t rename accounts from mobile devices. The money manager is a good feature but can only be accessed by logging in via a computer/laptop. Secondly, it is necessary to develop an iPad version app, because our main competitors have already successfully made this switch which means they can offer better user experience in the terms of cross-platform than us.

To sum up, the TSB app needs an overhaul and update to add more features and offer muti-platform versions. Based on the current version of the app, we need cost about half million pounds to do the optimisation in the next 3 months. Through improve the user experience of the app, we can reduce the customer complaint, raise the customer satisfaction by 15%, increase mobile transaction volume by 10% and bring us about 5% extra profit every year. (264)