



HOW NATWEST DELIVERS BEST-IN-CLASS DIGITAL BANKING JOURNEYS

VIDEO TRANSCRIPT

Fergus: Banking has changed a lot over the last few years. So if you think about banking as an industry it is traditionally being reactive, so come to us and we will work with you to understand whether we can meet your needs.

We are a relationship bank for a digital world and what that means is we've got the opportunity for customers to engage with us when and where they need us.

Sharon: the experiences are personalized, which is another one of the big things that customers really love, is that when they come to the website, through the use of, analytics and personalization, the customers get an experience that is right for them, which they love.

Fergus: Looking at the mortgage experience is something that we're really passionate about here at NatWest. It's a huge part of a customer's life cycle and likely the biggest financial purchase they will ever make, but for us it's far bigger than a mortgage, it's more about the home-buying experience. And the thing that's really in our control is making sure that that financial part is really simple.

Fergus: Part of what we did through our mortgage transformation was looking with the likes of Adobe and Accenture looking at overall how simple can we make our mortgage experience.

Miguel: Having a fully paperless, digital mortgage experience was going to help our customers when it came to getting through that process quickly, efficiently, safely. And understanding what they're able to borrow and then apply for. That was the driver behind it, but ultimately we were able to use the Adobe Stack, using campaign, using Target, using AEM, to build an experience where customers are able to come in. It's fully optimized for mobile giving customers the ability to save and retrieve, pick up exactly where they've left off when they've got that other piece of information that they need that's essential.

Fergus: For mortgages since we've gone through our digital transformation program we've been able to see 10X improvement in our conversion rates particularly from those customers visiting the site to those customers actually getting to an outcome.

Fergus: So we managed to work with Accenture and with Adobe to deliver a

financial health check. It's now online. It's accessible through our app. It's accessible through our website and customers can then really get an understanding of where do they sit financially. What sorts of things a bank like us can help with, and more broadly what are the sorts of things outside of financial services that our teams can help with? That's something that we're really focused on as a very much purpose-led organization we're here to help families, businesses, and customers thrive.

Sharon: And it has been really successful. So customers have engaged with it really well, and we see that through the digital channel that is the channel of choice for most customers. It's been incredibly successful. And we've also found that around 80% of customers who have gone through the digital journey have started that journey through a mobile device.

Miguel: it's not just about offering a digital experience. It's about making that digital experience delightful. With all our digital experiences now, we're mobile first and mobile optimized. So we've seen, particularly with our mortgage application journey, a 78% uplift in applications that are coming through mobile.

I think is a fantastic result.

[END]