BARCLAYS
329 years in the making

10M Digitally active customers
7M Mobile active customers
24M Customers & clients
#1 Mobile Banking App in the UK
The world around us is changing...

- Highly Uncertain Environment
- Regulatory Scrutiny Continues to Intensify
- Customer Expectations Skyrocketing
- Explosion of Competition, Fragmentation
- Tech & Customer Experience Will Determine Success
Our response

TRANSFORMING OUR MINDSET

DELIVERING CUSTOMER CENTRICITY IN PRACTICE

LEVERAGING DATA FOR BETTER CUSTOMER OUTCOMES

COLLABORATING VS COMPETING
1. TRANSFORMING OUR MINDSET

CULTURE EATS STRATEGY FOR LUNCH

DIGITAL IMMERSION
Unlock Talent
20,000 + Registrations
since March 2018 launch

DIGITAL EAGLES
Mobilise Colleagues
18k+ Digital Eagles
in 2017

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2. DELIVERING CUSTOMER CENTRICITY IN PRACTICE

TRANSFORMING CUSTOMER JOURNEYS

BEING HUMAN IN A DIGITAL ECONOMY

PERSONALISED & CONNECTED EXPERIENCES
TRANSFORMING CUSTOMER JOURNEYS
REDESIGNING TRANSACTIONAL JOURNEYS TO BE SIMPLE AND INTUITIVE WITH INSTANT GRATIFICATION

Reporting Lost/Stolen Card
EXPONENTIAL GROWTH IN CUSTOMER ENGAGEMENT

Over 7.4 million customer now banking securely on-the-go

# of interactions

83.3m 2012

1.7bn 2017

Over 120 journeys transformed…

+ Smart Call
+ Video Banking
+ Mobile Cheque Deposit
+ Pingit P2P
+ Siri Payments
+ Mobile Contactless Payment
+ Cloud It
+ Lost and Stolen Card
+ View Credit Score
+ Change ATM Limits
+ Amend Credit Limits

… with several industry firsts
PERSONAL LENDING JOURNEY

- 6 DAYS ➤ 6 CLICKS
- 18% DIGITAL ➤ 64% DIGITAL
- 340% VALUE INCREASE (2013-2018)
BEING HUMAN IN A DIGITAL ECONOMY
EMPOWERING OUR COLLEAGUES WITH CUTTING EDGE TECHNOLOGY

▪ DIGITAL ZONES
▪ EVENTS & SEMINARS
▪ REDEFINE CUSTOMER EXPERIENCE
PERSONALISED AND CONNECTED EXPERIENCES

USING RELEVANT LIFE MOMENTS, WE ARE ABLE TO DELIVER PERSONALISED AND CONNECTED EXPERIENCES
3. LEVERAGING DATA FOR BETTER CUSTOMER OUTCOMES

PERSONALISATION: COOL OR CREEPY?
4. COLLABORATING VS. COMPETING
BUILD THE RIGHT PARTNERSHIPS TO ENHANCE OUR ABILITY TO FAIL FAST, TEST AND LEARN

**LAUNCHPAD**
Co-create with Customers

**EAGLE LABS**
Obtain Real-time Feedback

**RISE ACCELERATORS**
Build Partnerships

- 30,000+ Customers live
- 21 Labs across the UK
- 14 Partner organisations
- 200+ Hrs of events
- 250+ Startups
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