

**LTI** Banking Technologies  
Conference 2017

Banking on Insights



# Digital Customer Experience



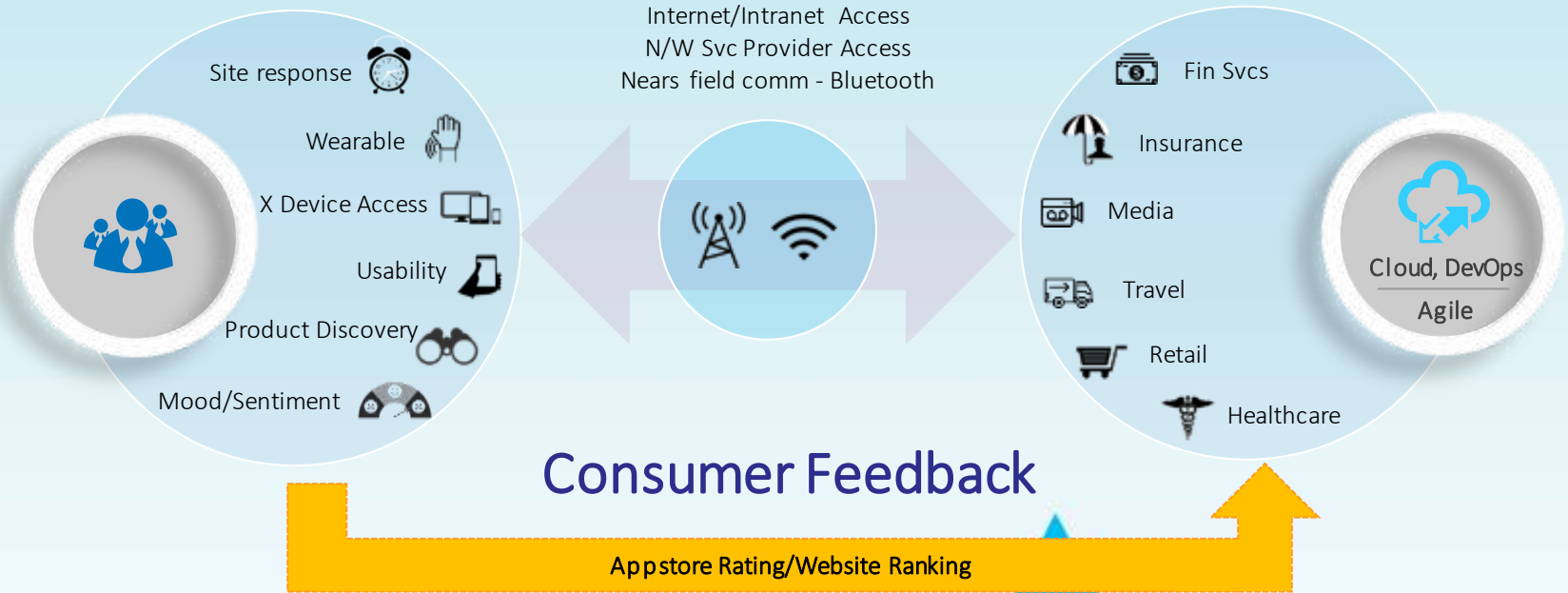
August 24<sup>th</sup>, 2017



# Digital Customer Experience



# The Customer Experience Lifecycle



Consumer Experience

Access Experience

Product Development Experience

# DICE - Digital Customer Experience



Discoverability

Google, Bing, App Store



Accessibility

Compliance Standards



Performance

Page Load Time



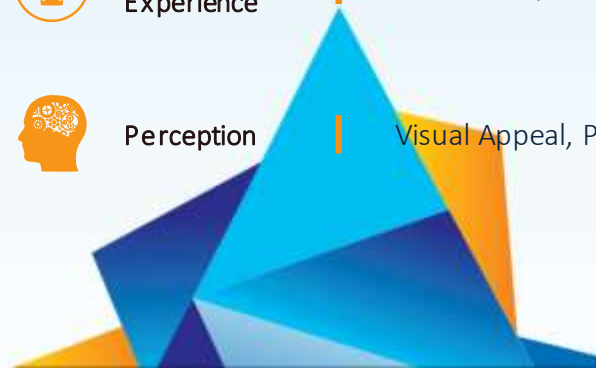
Omni-channel Experience

Consistency across Devices, Wearables



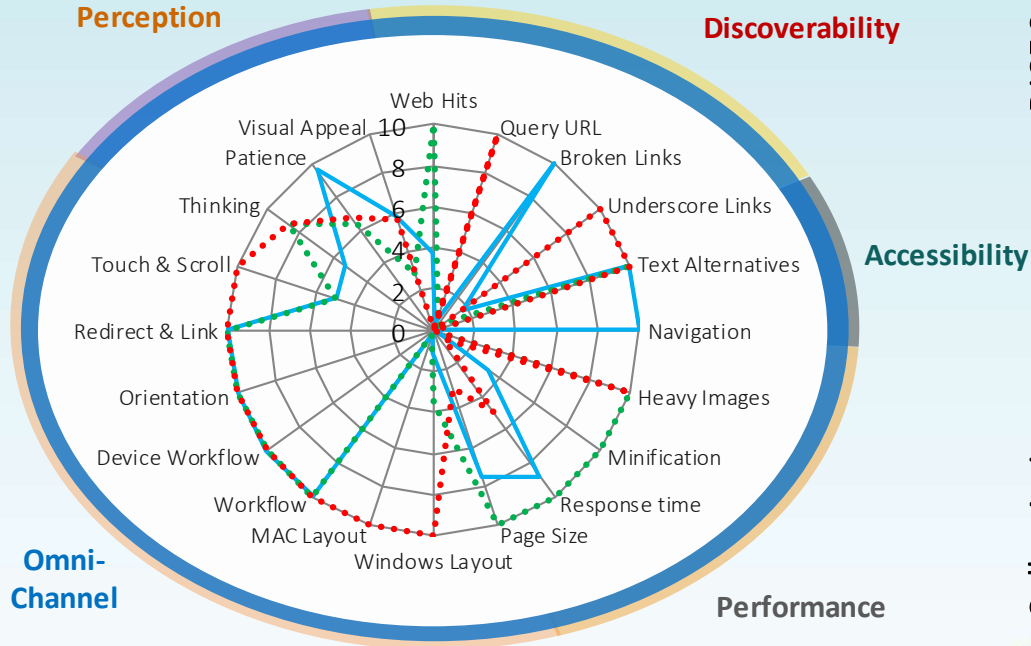
Perception

Visual Appeal, Patience, Thinking



# DICE - Digital Customer Experience

US based global bank



**Use Case:** Apply for a Credit Card

DICE Score

Competitor 1

Competitor 2



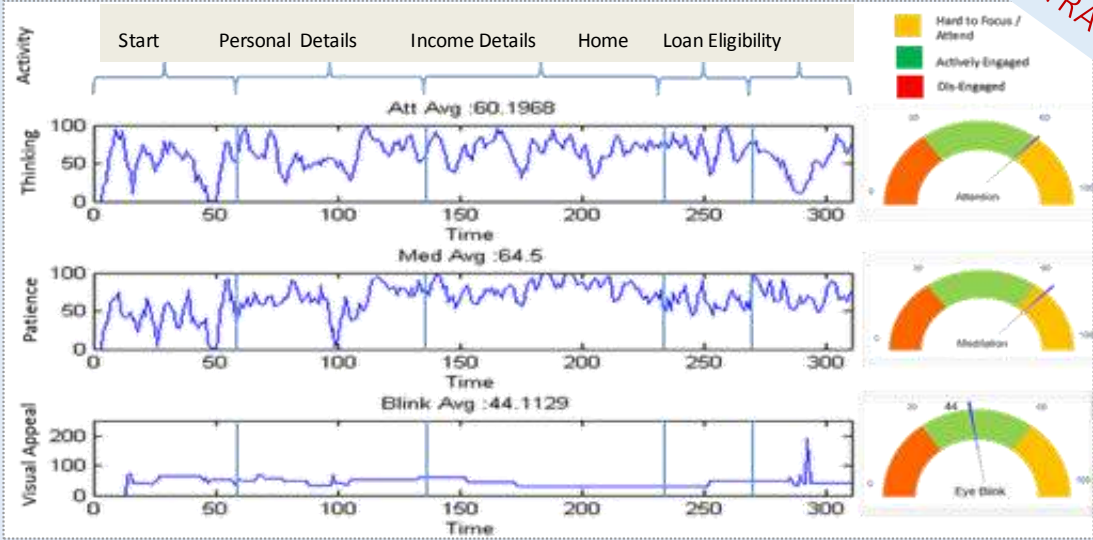
Client - USA

Call to Action

- Fix Underscore links and Query string URLs for better discoverability
- Improve Touch & Scroll experience and fix layout issues for better Omni Channel experience
- Define keywords for pages to improve Search Engine Optimization
- Fix non-minified JS and CSS files to improve website performance

# AI based testing platform that converts user feelings & reactions into scaled readings

Navigation & Usability : Brainwave Analysis (sample output)  
Use Case : Apply for a Home Loan








ILLUSTRATIVE












# DiCE Report – Client Global Markets

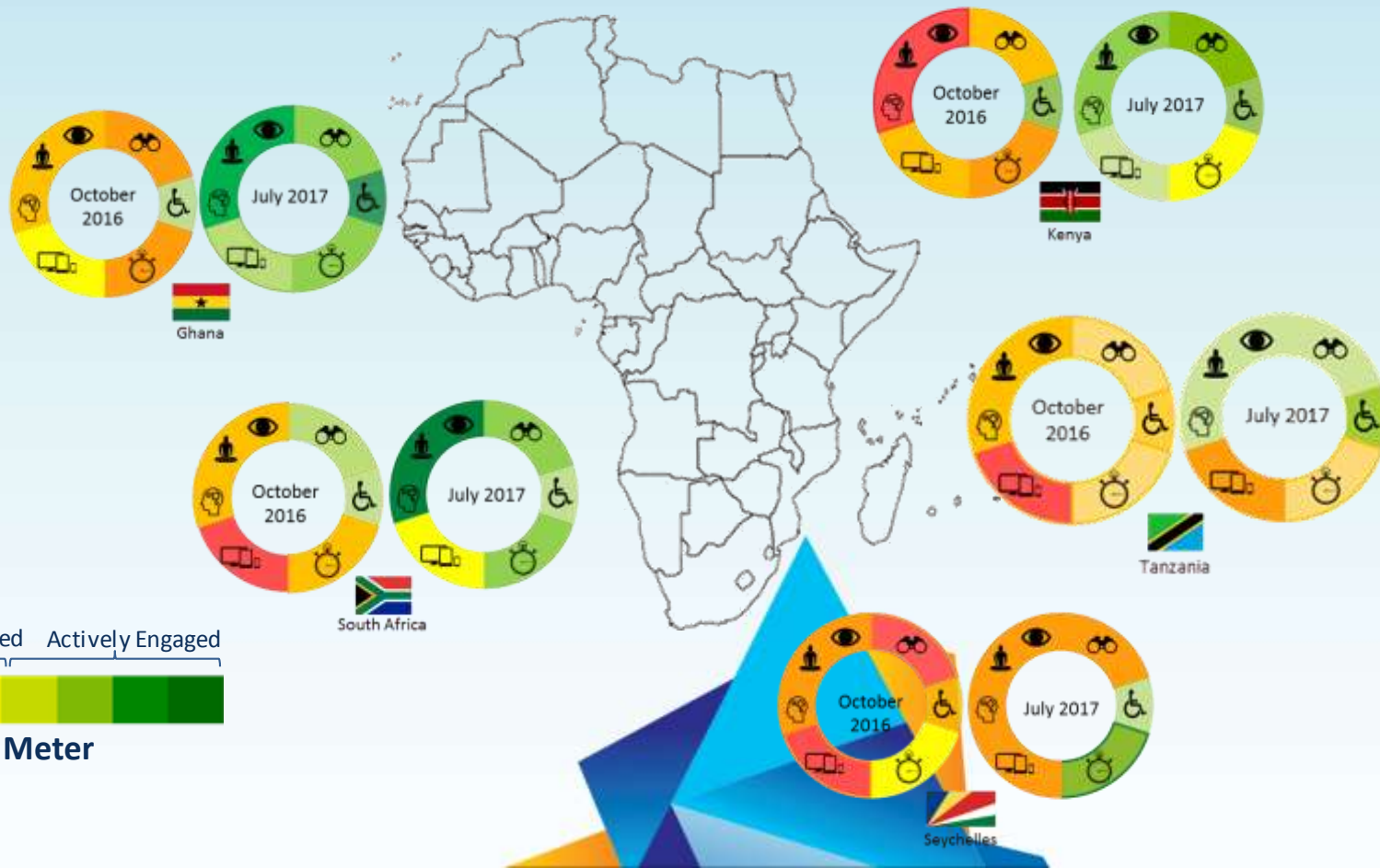


-  Discoverability
-  Performance
-  Accessibility
-  OmniChannel
-  Perception



## Comparison – Current versus October 2016

	Discoverability
	Accessibility
	Performance
	Omni-channel Experience
Perception	
	Thinking
	Patience
	Visual Appeal



Dis-Engaged Partially Engaged Actively Engaged

**Experience Meter**



Let's Solve

