

# Finnoconsult



Finnoscore User Experience Study  
Retailbanking Edition / Published May 2023  
REPORT

# Overview



Foreword and Executive Summary



Methodology of the Study



Global and National Ranking

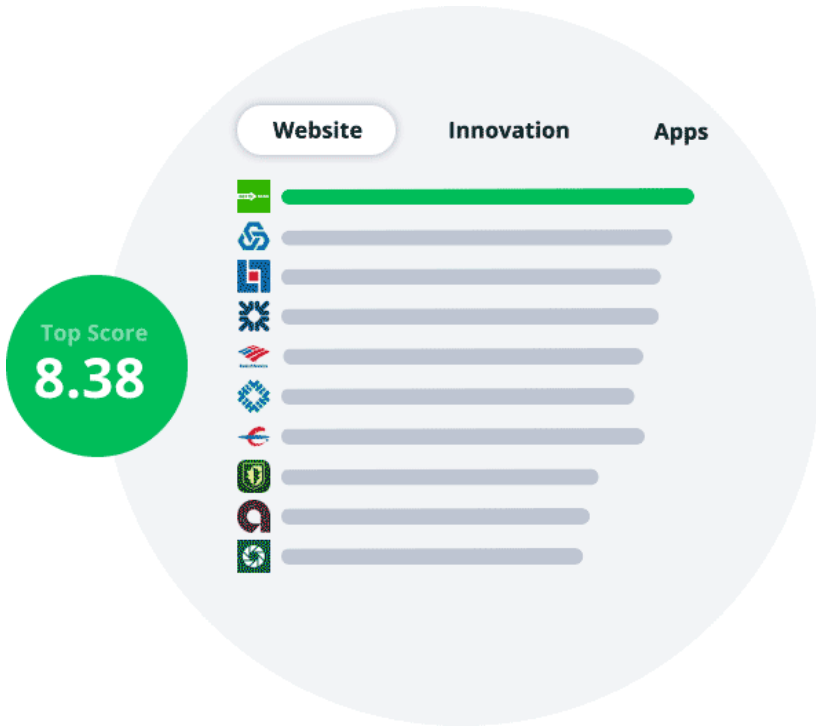


Sneak Insights



About us

Finnoconsult



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# Foreword and Executive Summary



Chris Berger

[www.linkedin.com/in/christianberger701/](https://www.linkedin.com/in/christianberger701/)

## **Finnococonsult**CEO

Erste Bank Group: CEO George Labs 2012-15

Bank Cler: Programme Manager @ Cler Zak 2016-19

Sparda: Strategic Adviser @ Sparda Teo 2018-20

Mentor in FinTech Forum D.A.CH.

## Why do we carry out this study?

Customer needs and expectations are changing constantly and rapidly. Banks have to act to stay relevant. Inaction is not an option and being reactionary is out of the question. To help retail banks find the right path, we produce an annual study on the digital customer experience at over 230 banks in Europe and North America.

The overhaul of the methodology and the creation of the Finnoscore Retailbanking study came about in cooperation with the Institute for Bank Management at the Joanneum University of Applied Sciences in Graz. We have 3 analysts evaluate each institution from the customer's point of view based on 300 criteria and use best practice examples to show how the top performers do it in each of the 12 assessment dimensions. In this way, we show how banks can improve the relationship with their existing customers and attract new ones.

## The key findings of the Finnoscore 2023 study

TD Canada Trust is the biggest winner among the Top 50, rising more than 30 places to land in the Top 5 (internationally). Germany does best in the D.A.CH. region with seven placings, but dropped a spot in the overall country ranking. Also noticeable is how the gap between Germany's banks is getting ever narrower. Austria comes in second place in the overall ranking with Erste Bank. And while the banks from Poland, Slovakia and the Czech Republic remain the industry leaders, the banking nation of Switzerland currently has no representatives in the Top 10.

### Exciting topics of this year:

- Bank customers can be found in all channels – most banks are playing catch-up
- Sustainability is becoming increasingly important
- Banks are making it increasingly easy to become a customer (fully digitalised processes)



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About Finnococonsult

# Finnoscore

The independent bank comparison that provides objective answers.

The Finnoscore is based solely on publicly available information and **objectively assesses the digital maturity and innovation experience of banks.**

With more than **30 years of cumulative financial experience**, it's the Finnoconsult team that is responsible for additionally classifying the results.



# Finnoscore

We make the digital literacy of banks **measurable and comparable.**



Measures the quality and attractiveness of the digital offer from the **point of view of the customer**



300 criteria in 12 dimensions for an **objective expert assessment.** The data was collected between January and October 2022



Annual analysis and benchmark report covering **over 230 banks from 24 countries** in Europe and North America



**Methodology and creation** in cooperation with

**FH | JOANNEUM**  
 Bank- und  
 Versicherungswirtschaft

# Overview of the Finnoscore 2023 dimensions



## Website

- Scope
- Functionality on all devices
- Accessibility
- User interface design
- User experience
- Quality of the search function



## Conversion

- Calls to action
- Online calculator
- Comparison of products
- Customer review possible
- Product wizard
- Closing process



## Omnichannel communication

- Feedback form
- Finding support for non-customers
- Locating a branch
- Contact channels
- Quality of speed & response
- Making an appointment



## Mobile app(s)

- Findability
- Functionality
- Customer reviews
- Demo function



## Online marketing

- Organic authority
- Onsite & offsite analysis
- Paid marketing efficiency



## Online onboarding

- Explanation of the process
- Usability
- Authentication process



## Social media & community

- Social media presence
- Business portals
- Reactions to customer feedback



## Online banking

- Findability
- Functionality
- Demo function



## Attractiveness to potential customers

- Access to website
- Demonstration of the advantages of becoming a customer



## Price transparency

- Transparency of the prices
- Comparison of competitors on prices
- Comparison of competitors on service quality
- Product configurator



## Loyalty & ecosystem

- Programme(s)
- Attractiveness
- Ecosystem



## Innovation & sustainability agenda

- Visibility of innovation
- Co-creation
- Sustainability agenda
- CSR



# This year's modifications in the methodology

Customer expectations are changing, so is Finnoscore. We remain close to customer's expectations and have updated a number of dimensions and re-weighted some of them, which is also reflected in the overall scores.

Stronger weighting on the dimensions of *Website*, *Attractiveness to potential customers* and *Online sales*. Smaller weighting on *Mobile app* and *Online banking*. The following categories were also adjusted:



## Online marketing:

Re-weighted:

- Calibration of the organic traffic
- Paid traffic

Adapted:

- Traffic costs in a national comparison



## Website:

New:

- Accessibility: measurement of accessibility for a wide range of customers and their needs

Adapted:

- Evaluation of the user interface
- Evaluation of the menus and customer guidance



## Online onboarding:

Adapted:

- Evaluation of customer friendliness

New:

- Usability with important points such as user support during the onboarding process, help features and error messages



## Innovation and sustainability agenda:






Adapted:

- Measured value for co-creation removed
- CSR initiatives: expansion of the measurement points with, e.g. regional initiatives



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## Top 5 banks internationally

	Bank	Country	FinScore
1	 PKO Bank Polski	Poland	7.08 →
2	 Erste Bank	Austria	6.95 →
3	 BCR	Romania	6.81 →
4	 Bank Millennium	Poland	6.66 ↑
4	 TD Canada Trust	Canada	6.66 ↑

# Key Findings of Finnoscore 2023 International



With regard to **conversion**, **35%** of the banks have implemented a product wizard that is capable of significantly improving the customer interaction as well as the overall customer journey. As the first touchpoint for customers, this possibility is especially important when it comes to more complex products that are difficult to select.

**Visible engagement in sustainability initiatives is rising – this can be seen in the way efforts made by the banks in this important area are being taken increasingly seriously.**



**More than half** of the banks in the sample are implementing concrete and visible initiatives regarding **sustainability**, on products or with employee involvement. This also includes supporting the community with the remodelling of playgrounds, as well as seminars and regional campaigns.



In the area of **online onboarding**, more than **79% of the banks** in the sample offer **authentication without media disruption**. This means that customers no longer have to go the post office, a branch or an external provider to become a customer.

**Online communication is increasing in importance for all banks in the Finnoscore study. Compared to Germany and Switzerland, however, the banks in the other countries place less value on broad-based omnichannel accessibility.**








In the case of **omnichannel communication**, **less than half** of the banks offer more than three contact channels – however, in Germany, the figure is 71% and in Switzerland 86%. Moreover, only one third of banks provide the possibility to make an appointment directly online.

# The winners and losers

**International** (measured by the overall evaluation compared to the previous year)








## Top 5 Winners

	Bank	Country
1	 Berliner Volksbank	Germany
2	 Garanti Bankasi	Turkey
3	 Consorsbank	Germany
4	 Crédit Lyonnais	France
5	 Komerční Banka	Czech Republic



## Top 5 Losers

	Bank	Country
1	 Libra Bank	Romania
2	 Monte dei Paschi di Siena	Italy
3	 Jyske Bank	Denmark
4	 ABN AMRO	Netherlands
5	 Akbank	Turkey

# The "ideal bank" – the top performers per dimension



Website



Austria



Conversion



United States



Omnichannel communication



Germany



Mobile app(s)



Romania



Online marketing



Unicaja Banco

Spain



Online onboarding



Romania



Social media



United Kingdom



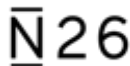
Online banking



Germany



Attractiveness to potential customers



France



Price transparency



Germany



Loyalty & ecosystem



Germany













Innovation and sustainability agenda



Poland

# Finnoscore - Top 10 DACH banks

	Bank	Finnoscore
1	 Erste Bank (AT)	6.95 →
2	 Hamburger Sparkasse (DE)	6.59 ↑
3	 Sparda-Bank BW (DE)	6.58 ↓
4	 Deutsche Bank (DE)	6.52 ↑
5	 RLB NÖ-W (AT)	6.45 →

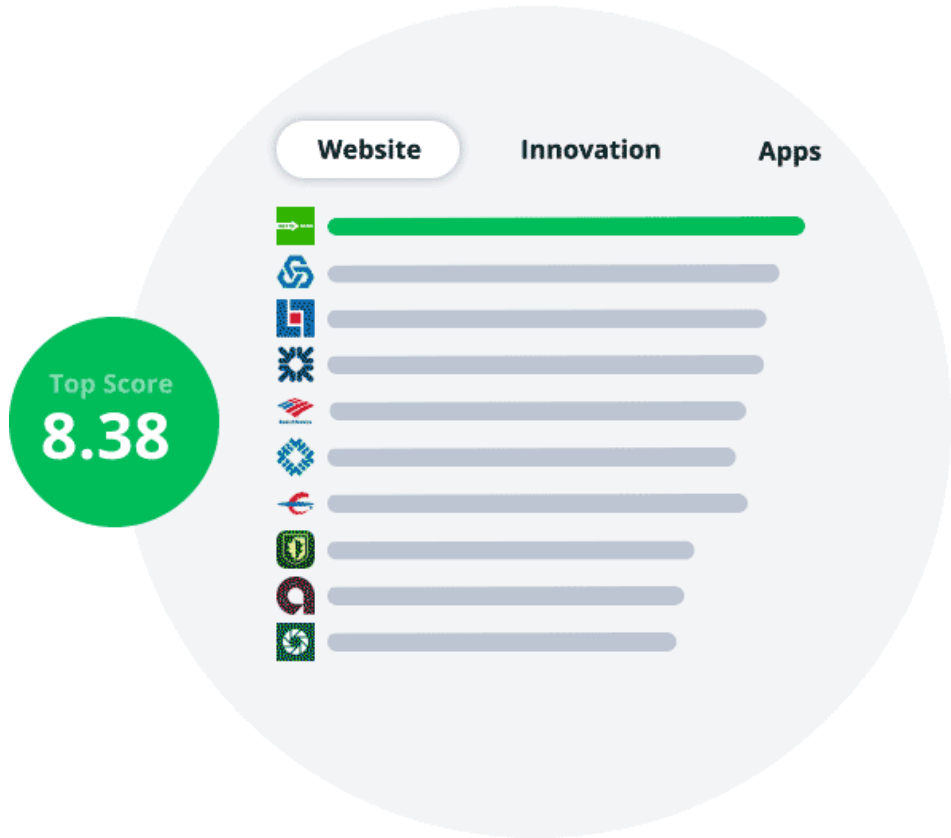
	Bank	Finnoscore
5	 Sparkasse KölnBonn (DE)	6.45 ↑
5	 Postbank (DE)	6.45 ↓
8	 BW-BANK (DE)	6.39 ↑
9	 RLB OÖ (AT)	6.30 →
10	 Targobank (DE)	6.29 ↑



# Finnoscore

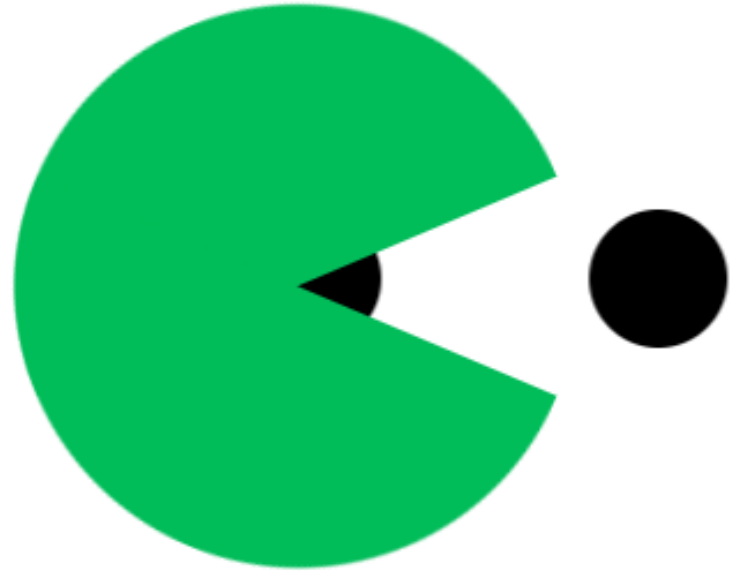
## Germany 2023

The independent bank comparison  
for Europe and North America.





Where do **German banks** stand in terms of digital maturity?





# 2023 **Finom**score reveals the answer

Learn how customers experience German banks:

Who are the winners, who are the losers? Winners and losers of the year?

How do German banks compare internationally?

**Find out with the most comprehensive UX bank comparison.**

# Observable trends in Germany

- In the **country ranking**, Germany slipped from 4th place to **5th place**. However, Germany still achieved the **best score within the DACH region**.
- **Digitally mature**: the **differences** between the individual banks **are becoming smaller**. The best and worst banks are closing in on each other. In Finnoscore 2022, the spread was 3.55 points, in 2023 just 2.05 points.
- For the very first time, a savings bank, **Hamburger Sparkasse (Haspa)**, made it **to the top** in Germany this year – internationally, it is in 6th place.
- Scoring with **personalisation**: in terms of **omnichannel communication**, the leader is the German winner Hamburger Sparkasse, where, for example, users can select their preferred adviser.
- On the topic of **online onboarding**, the German banking sector is in **3rd place** with 7.74 (by comparison: the international average is 6.46).
- German banks are well out in front regarding the possibility for and use of **customer reviews**. With 5.15, Germany does almost twice as well here as the international comparison group, which has an average of 2.84.

# Key Findings of Finnoscore 2023 Germany

**The topic of communication is in focus. This is especially visible in the number of channels provided and experiences of these channels:**



Customers are increasingly found online. The German banks have also responded to this with their **omnichannel communication**. Thus, for example, 71% of the banks enable customers to make appointments online and offer more than three different contact channels.



**74%** of the German banks use **business social media**, such as LinkedIn, have their own **presence** and are implementing measures more actively than in the previous year.

**The banks have been showing greater flexibility over the last year. Almost half offer modularity in the choice of product as well as the ability for their customers to take out products online across the board:**



**Only 48%** of the German banks offers a product configurator that enables customers to select individual products according to their personal preferences. But this is important, e.g. for increasing **price transparency**.



Many banks are investing in the area of **online onboarding**, i.e. the possibility to become a customer online. **94% of the German banks offer authentication without media disruption**: customers no longer have to go to the post office, a branch or to an external provider.

**Finnoscore**



**Aaaaand the  
winner is....**








**Haspa**  
Hamburger Sparkasse



# Finnoscore

## Top 5 banks Germany






		<b>Bank</b>	<b>Finnoscore</b>	<b>Change in ranking</b>	
<b>1</b>		Hamburger Sparkasse	<b>6.59</b>	↑	1
<b>2</b>		Sparda-Bank BW	<b>6.58</b>	↓	-1
<b>3</b>		Deutsche Bank	<b>6.52</b>	↑	2
<b>4</b>		Sparkasse KölnBonn	<b>6.45</b>	↑	2
<b>4</b>		Postbank	<b>6.45</b>	↓	-2

# The winners and losers

Germany (measured by the overall national evaluation compared to the previous year)








## Top 5 Winners

	Bank	Change in ranking
1	 BW-Bank	+9
2	 Targobank	+6
3	 Frankfurter Volksbank	+3
4	 Deutsche Bank	+2
5	 Sparkasse KölnBonn	+2



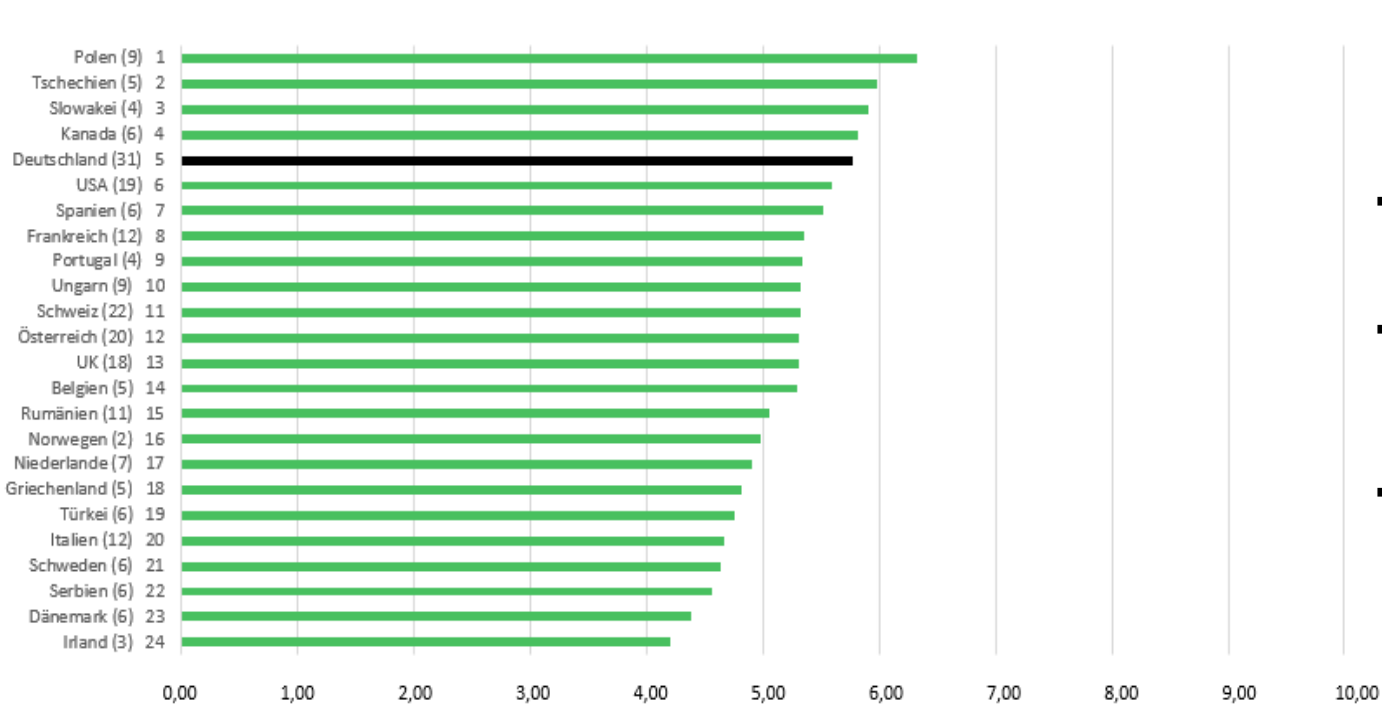
## Top 5 Losers

	Bank	Change in ranking
1	 ING DiBa	-5
2	 DKB	-5
3	 Nassauische Sparkasse	-4
3	 Norisbank	-4
3	 Frankfurter Sparkasse	-3



# Finnoscore 2023 international country comparison

(average scores per country; the number of banks rated is in brackets)

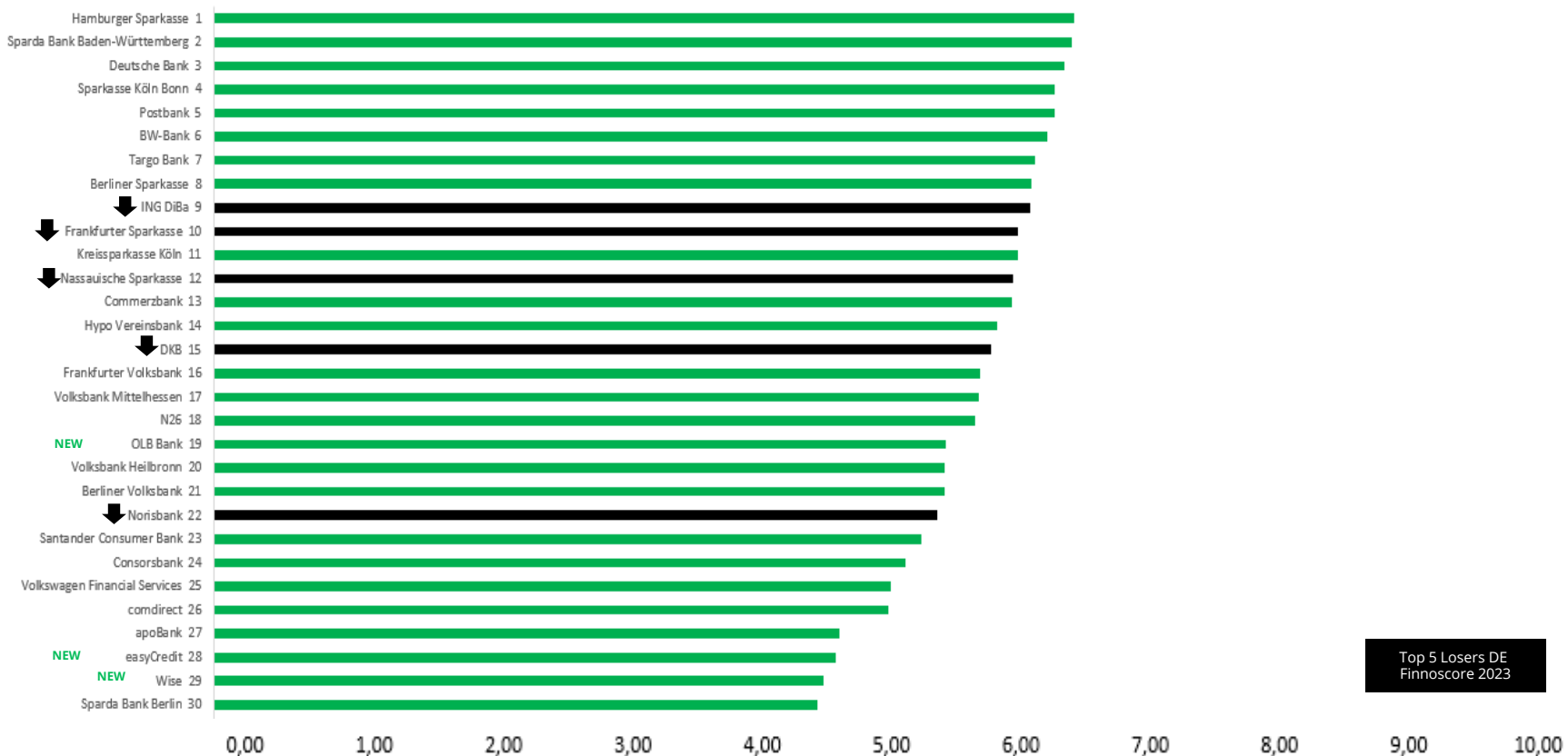


**Germany**  
**International**

- Germany has slipped internationally from 4th to 5th place
- Since 2020 (3rd place at the time), the German banks have been relatively stable in the country comparison
- Poland, Slovakia and the Czech Republic have been able to hold on to their position in the Top 3 for the third time



# Finnoscore 2023 – Top 30 Germany



Top 5 Losers DE  
Finnoscore 2023

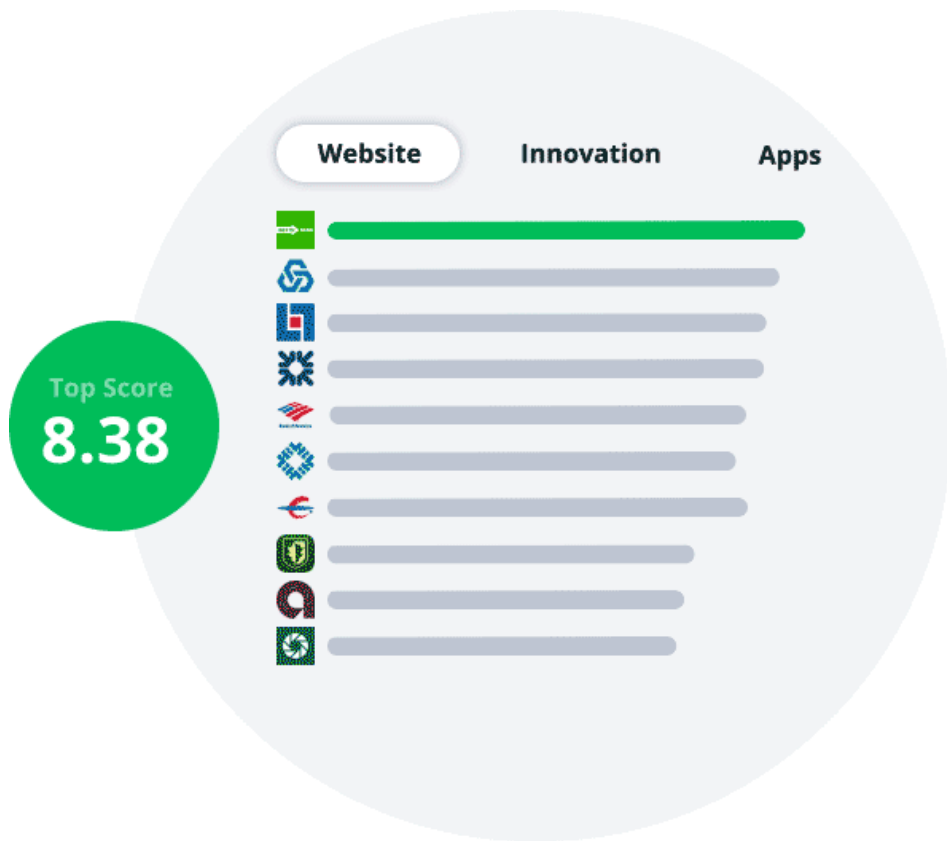




# Finnoconsult

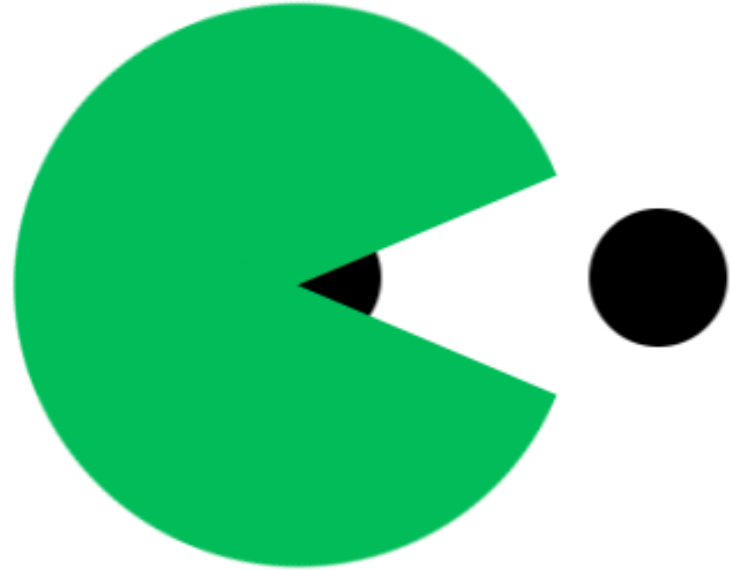
## Finnoscore Switzerland 2023

The independent bank comparison  
for Switzerland and Europe.



May 2023 / [finnoscore.finoconsult.at](https://finnoscore.finoconsult.at)

Where do **Swiss banks** stand in terms of digital maturity?



# Observable trends in Switzerland

- Surprisingly, not a single Swiss institute made it into the **Top 10 banks** in the **DACH region** this year.
- This shows that the banks in Switzerland are a long way from the top performers in some important dimensions of the Finnoscore (e.g. conversion), also internationally.
- Smartphone banks also remain on trend this year. The **neobank Yuh** is **the top winner** in this year's ranking. Amongst other things, it offers a range of attractive functions (investments with thematic portfolios) as well as intelligent instruments for retaining and involving customers (learning platform YuhLearn).
- Many of the banks now have a **visible focus on sustainability**, which can be seen by the corresponding initiatives that include products and employees.
- **Aargauische Kantonalbank** and **Thurgauer Kantonalbank** are the strongest in the dimension of sustainability. The former focuses on Corporate Social Responsibility through **seminars for small businesses** and support for the regional economy, culture, sport and society.
- Thurgauer Kantonalbank has developed various sustainable **investment and loan products** as well as **funding programmes**.

# Key Findings of Finnoscore 2023 Switzerland



In the area of **conversion**, **32%** of the banks have implemented a wizard, which is just below the benchmark of 35% in the international comparison.

**The development of omnichannel communication is more pronounced compared to the international status quo.**



In the case of **omnichannel communication**, it can be seen that **86%** of the banks support more than 3 contact channels. More than half also offer the possibility to make an appointment online – far more than in the overall sample.



In terms of **online onboarding**, only 64% of the Swiss banks have implemented **authentication without media disruption**, which is below the overall average of 79%.

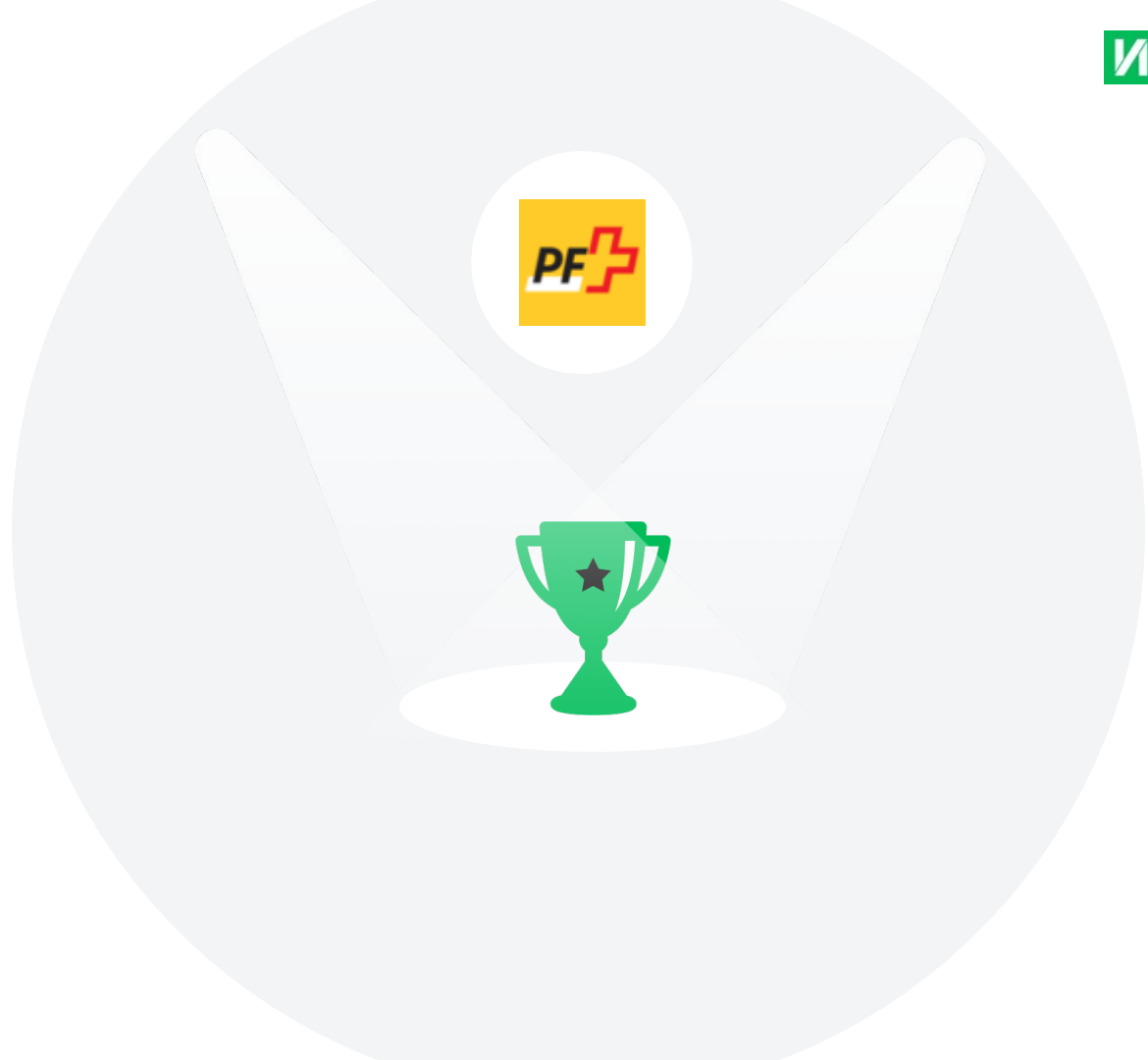
**On the topic of sustainability, the Swiss banks are pioneers compared to the international market.**



**77%** of the banks from Switzerland are implementing concrete initiatives on **sustainability**, amongst other things to also increase engagement amongst their employees. In this regard, Switzerland is far above the average of 58%.






# Finnoscore

Aaaaand the  
winner is....













# Finnoscore

## Top 5 banks Switzerland

	Bank	Finnoscore		
1	 PostFinance	6.16	↑	3
2	 Bank CLER	5.99	→	0
3	 Credit Suisse	5.97	↓	-2
4	 UBS	5.88	↓	-1
5	 Banque Cantonale Vaudoise	5.86	→	0

# Finnoscore 2023 – Top 10 Switzerland

	Bank	Finnoscore
1	 PostFinance	6.16
2	 Bank Cler	5.99
3	 Credit Suisse	5.97
4	 UBS	5.88
5	 Banque Cantonale Vaudoise	5.86

	Bank	Finnoscore
6	 St.Galler Kantonalbank	5.82
7	 Basellandschaftliche Kantonalbank	5.74
8	 Migros Bank	5.68
9	 Walliser Kantonalbank	5.65
10	 Aargauische Kantonalbank	5.40



# The winners and losers

**Switzerland** (measured against the overall national score compared to the previous year)



## Top 5 Winners

		Bank	Change in ranking
1		Yuh	+5
2		PostFinance	+3
3		Migros Bank	+3
4		Aargauische Kantonalbank	+3
5		St.Galler Kantonalbank	+2



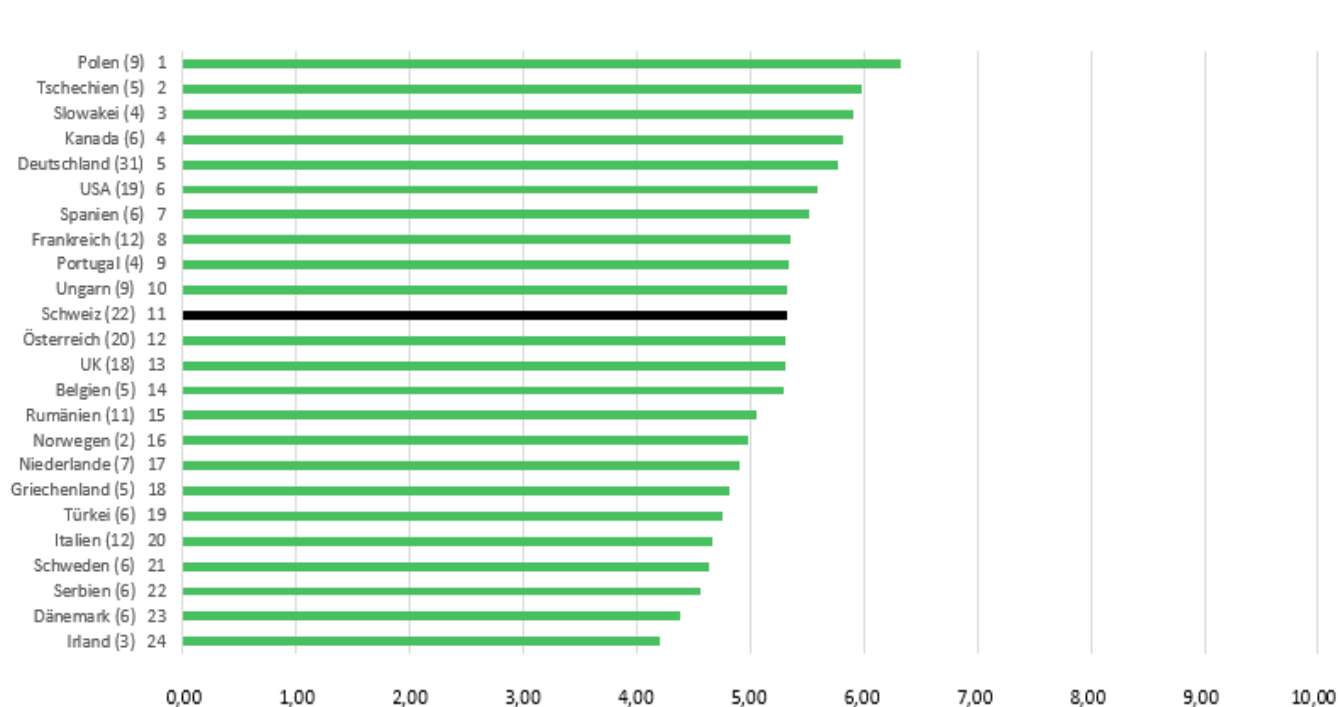
## Top 5 Losers

		Bank	Change in ranking
1		Hypothekarbank Lenzburg	-5
2		Zürcher Kantonalbank	-5
3		Raiffeisen Schweiz	-5
4		Valiant	-5
5		Credit Suisse	-2



# Finnoscore 2023 – international country comparison

(average scores per country; the number of banks rated is in brackets)

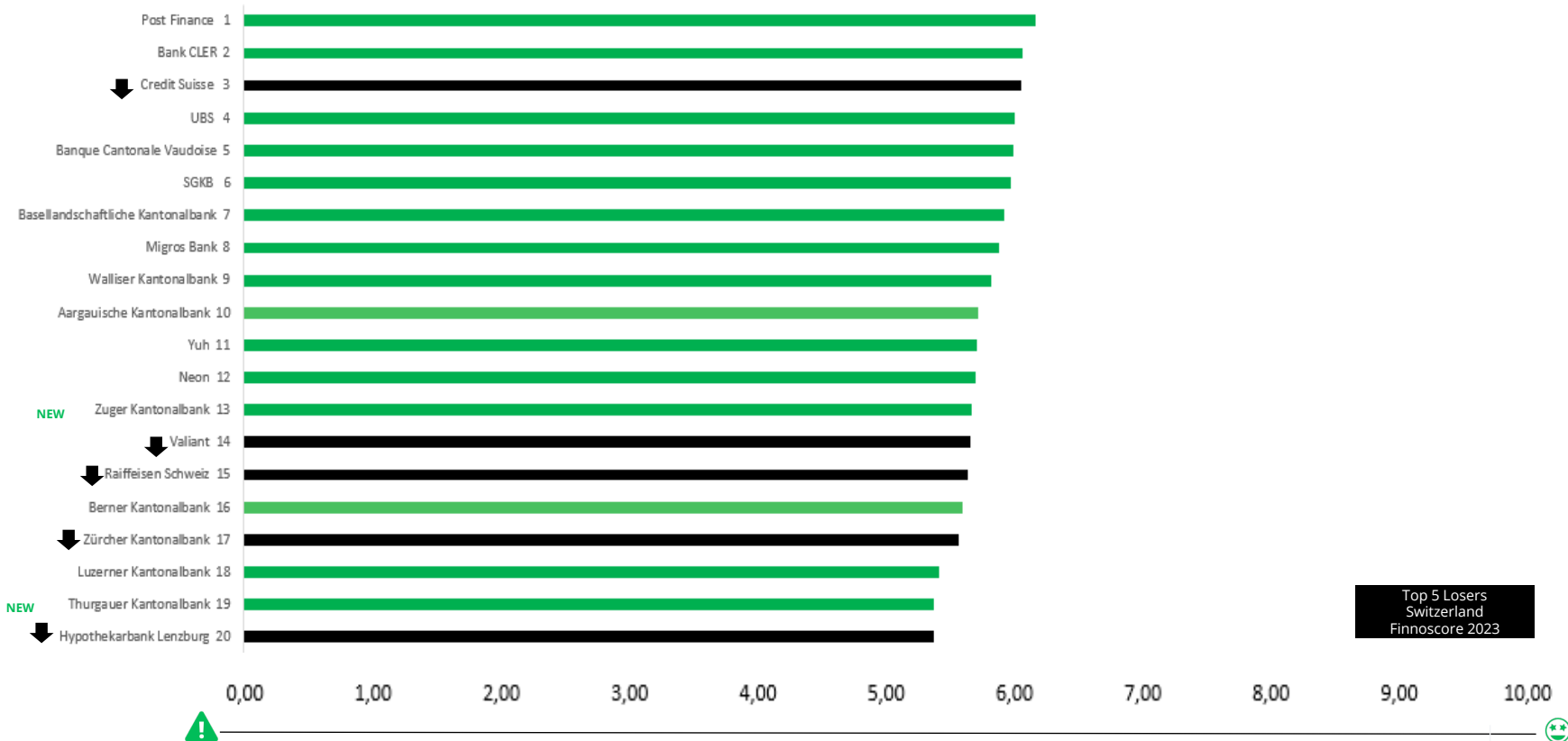


Switzerland  
International

- Switzerland has fallen in the international ranking from 6th to 11th place
- Poland, Slovakia and the Czech Republic have been able to hold on to their position in the Top 3 for the third time



# Finnoscore 2023 – Top 20 Switzerland



Top 5 Losers  
Switzerland  
Finnoscore 2023

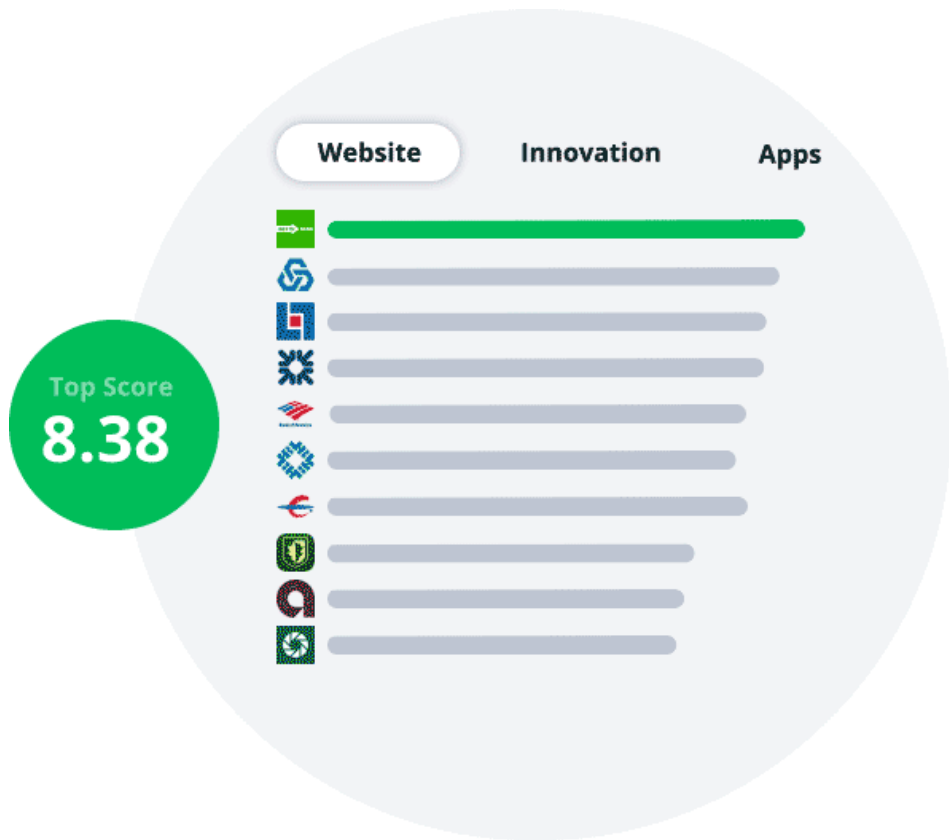




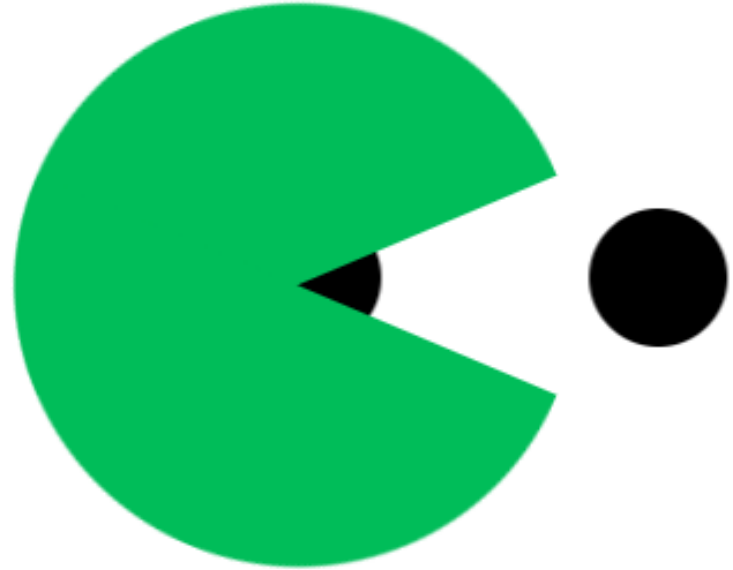
# Finnoscore

## Finnoscore Austria 2023

The independent bank comparison  
for Austria and Europe.



Where do **Austrian banks** stand in terms of digital maturity?



# Observable trends in Austria

- For the second year in a row, Austria's **Erste Bank** takes 1st place **in the DACH region**. It also does very well **internationally** with **2nd place**, meaning that Austria has a very prominent position in the ranking.
- **The difference between worst and best bank shrank this year** (Finnoscore 2022: 2.86 – 7.36, Finnoscore 2023: 3.15 – 6.95). The Austrian banks have put a lot of effort into their improvements.
- Banks in Austria, like the other DACH banks, are highly focused on the topic of **contact channels (part of omnichannel communication)**: 100% compared to Switzerland (86%) and Germany (71%). Contact channel options such as phone, video chat, email, SMS, online chat, callback are considered. As best practice, Erste Bank offers the possibility to make appointments with a specific adviser.
- However, Oberbank performs better in the area of **customer enquiries**. They provided relevant and specific answers to enquiries within three days.
- In the **country ranking**, Austria improved over the previous year. It thus moves closer **to Germany (5th place) and Switzerland (11th place) by coming in 12th place**.

# Key Findings of Finnoscore 2023 Austria

**Omnichannel communication is one of the strongest dimensions of the Austrian banks.**



**All 20** analysed banks have at least 3 contact channels. That shows their expertise and development in the area of **omnichannel communication**. More than half of the Austrian banks also offer the possibility to make an appointment online.



In the area of **online onboarding**, **75%** of the banks use **authentication without media disruption**. That is just below the average of all banks in this year's Finnoscore ranking.

**The Austrian banks score well this year on the topic of conversion.**



**40%** of the banks offer a wizard. With this, they demonstrate a strong focus on topics such as customer retention and **conversion**. The Austrian banks are better set up than their international competitors in this regard.



**Only 6 banks, i.e. less than one third** of the banks from Austria, have included the topic of **sustainability** on their agenda for 2023.








# Finnoscore

Aaaaand the  
winner is....





## Top 5 banks Austria




		Bank	Finnoscore	
1		Erste Bank	6.95	→ 0
2		RLB NÖ-W	6.45	→ 0
3		RLB OÖ	6.30	→ 0
4		Bank Austria	6.27	↑ +1
5		RLB Vorarlberg	6.09	↓ -1

# The winners and losers

**Austria** (measured against the overall national score compared to the previous year)








## Top 5 Winners

	Bank	Change in ranking
1	<b>BTV</b> BTV	+5
2	<b>BKS Bank</b> BKS	+4
3	 Austrian Anadi Bank	+2
4	 Bank Austria	+1
5	 Marchfelder Bank	+1



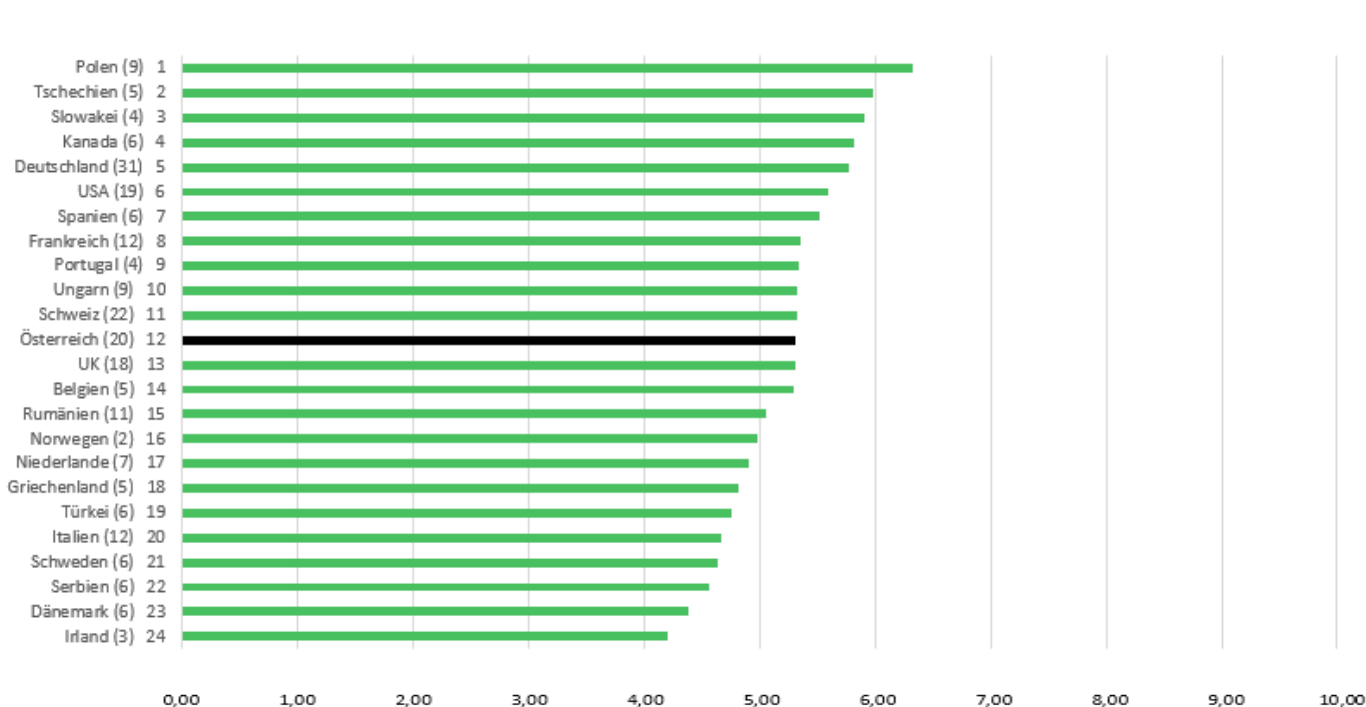
## Top 5 Losers

	Bank	Change in ranking
1	 RLB Salzburg	4
2	 Bank 99	-1
3	 RLB Vorarlberg	-1
4	 Hypo OOE	0
5	 RLB OÖ	0



# Finnoscore 2023 – international country comparison

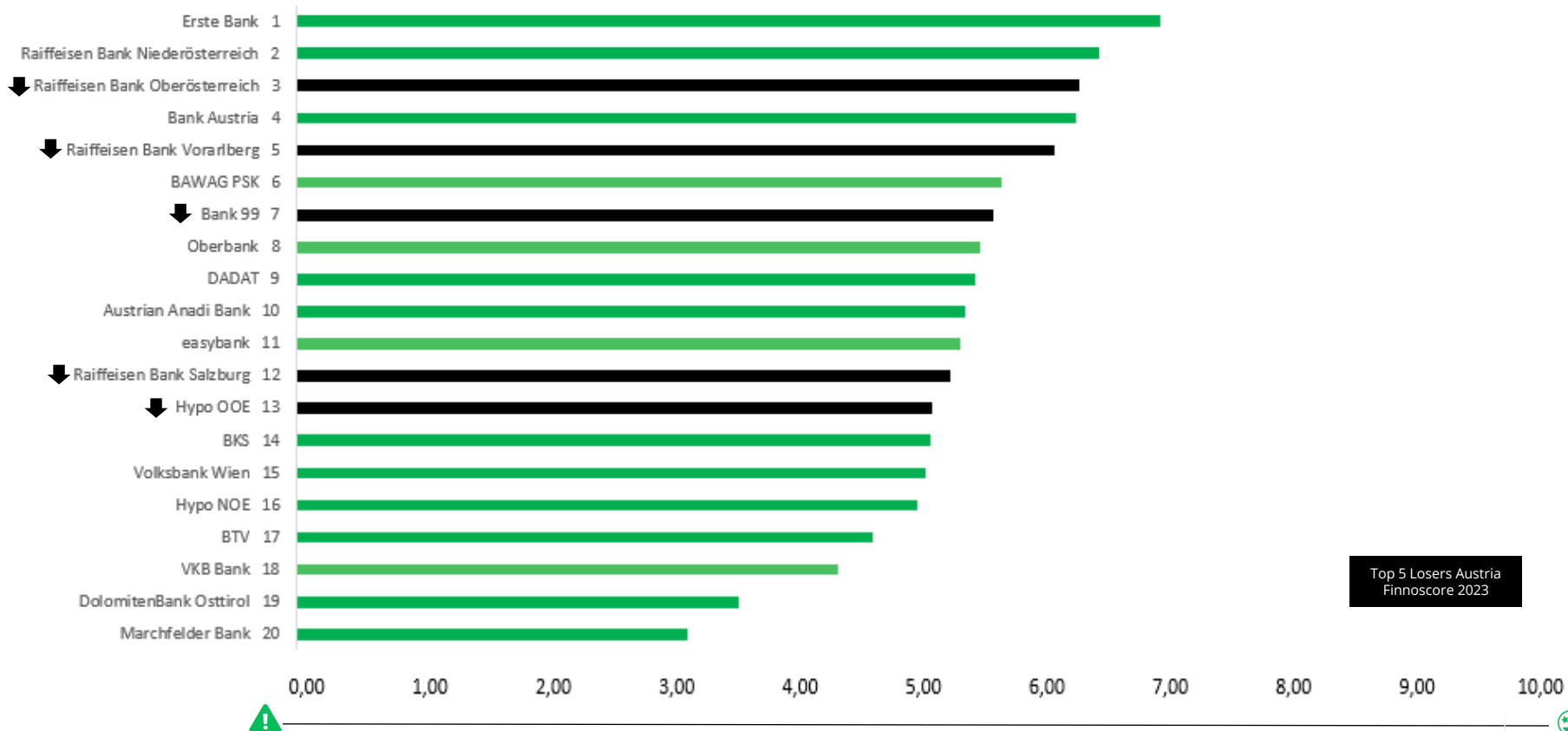
(average scores per country; the number of banks rated is in brackets)



Austria  
 International

- In the international ranking, Austria has climbed from 14th to 12th place
- Poland, Slovakia and the Czech Republic have been able to hold on to their position in the Top 3 for the third time

# Finnoscore 2023 – Top 20 Austria





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# Where Germany's best have improved

Comparing 2022 to 2023



## Hamburger Sparkasse

### ++ **Attractiveness to potential customers**

The presentation of the customer advantages on the website has been improved.

### ++ **Omnichannel communication**

Wide, highly visible selection of communication and contact channels, consultation is offered by video and in sign language.

### + **Social media & community**

The reviews in the app stores are actively answered, feedback is handled appreciatively.



## Sparda-Bank Baden-Württemberg

### ++ **Website**

Quality of the search function and result relevance have significantly improved.

### ++ **Social media & community**

Active LinkedIn profile and use of exciting formats, such as videos

### + **Innovation and sustainability agenda**

Sustainability agenda has developed in various areas: not only products are included, but employee initiatives are also considered.



*This year, Hamburger Sparkasse is a pioneer, especially in the area of omnichannel accessibility (communication channels and accessibility): the bank has made big improvements in the last 12 months, including in the areas of video consulting, mobile version and sign language support.*



# Where Germany's best have improved

Details



## Ihr persönliches Gespräch

Sie sind uns wichtig: Als Hörgeschädigter brauchen Sie bei der Haspa nicht auf eine persönliche und Individuelle Beratung zu verzichten. Auch wenn Sie keinen eigenen Dolmetscher haben oder dieser einmal verhindert ist, können Sie bei der Haspa ein persönliches Beratungsgespräch in Anspruch nehmen.

### Kontaktlos und sicher:

Nutzen Sie auch unsere Videoberatung über Webex. Jetzt Termin vereinbaren!

	<p>Jan-Philipp Brodersen Vermögensberater, Region West</p> <p><i>"Die größte Ehre, die man einem Menschen anerkennen kann, ist die, dass man zu ihm Vertrauen hat." Matthias Claudius</i></p> <p>• Osdorfer Landstraße 131 EEZ 22609 Hamburg</p> <p><a href="#">Mehr über mich</a></p>
	<p>Marco Weselmann stellv. Filialleiter, Region Süd</p> <p><i>Man muss ins Gelingen verheben sein, nicht ins Scheitern! - Ernst Bloch</i></p> <p>• Bahnhofsstraße 24 21614 Badsehe</p> <p><a href="#">Mehr über mich</a></p>



## Omnichannel communication:

Customer-friendly communication channels – customers can select an adviser themselves. The consultation can take place by video and with an interpreter for the hard of hearing.



## Sparda-Bank Baden-Württemberg



## Innovation and sustainability agenda:

Sustainability in the companies is encouraged, customer correspondence is printed in a climate-neutral

## Klimaneutral im Geschäftsbetrieb auch in 2022

Wir handeln auch im Jahr 2022 klimaneutral im Geschäftsbetrieb. Gemeinsam mit ClimatePartner haben wir auch in diesem Jahr den CO<sub>2</sub>-Fußabdruck der Sparda-Bank Baden-Württemberg berechnet und die Klimaneutralität im Geschäftsbetrieb erreicht.

Die im letzten Jahr verursachten Treibhausgasemissionen gleichen wir durch die Unterstützung von ausgewiesenen Klimaschutzprojekten in Mosambik und Laos aus.

Über die im Label integrierte ID-Tracking-Nummer kann die Klimaneutralität der Sparda-Bank Baden-Württemberg transparent online auf der Seite von ClimatePartner eingesehen werden.

[Mehr zur Klimaneutralität](#)



## Wir drucken klimaneutral

Bereits Tausende von Kundenanschriften werden von uns auf umweltfreundlichem Papier und klimaneutral gedruckt. Und das ist erst der Anfang: Wir planen, nach und nach alle Print-Werbemittel auf einen klimaneutralen Druck umzustellen.

# The tops and flops of banks in Germany (selection)

## BW-Bank

### +++ Online banking

Link to the precise description and helpful tips can be quickly found on the homepage. Online demo includes an additional tutorial at the beginning.

### Omnichannel communication

●●●

Customer enquiries are no longer answered at the same speed as they were in the previous year. There is also no dedicated feedback form that gives customers the possibility to express their opinions and suggestions.



## Berliner Volksbank

### +++ Online marketing

Strong performance in the area of SEO (Organic Traffic and Paid Search).

●●●

### Loyalty & ecosystem

There are no real customer loyalty programmes in evidence, with the exception of basic offers for young customers. Customer advantages and ecosystems are also not present.



## Targobank

### ++ Conversion

Many important points can be easily found on the homepage. Customer feedback, awards and the mobile app are clearly highlighted.

●●

### Attractiveness to potential customers

Explanation of the online onboarding process is incomplete. It is not explained to the potential customer how identification should take place.





# Where the winner of Switzerland improved

Comparing 2022 to 2023



## PostFinance

### ++ Website

The bank offers possibilities to navigate by products and by customer requirements.

### + Conversion

Interactive wizard for various products available – the customer is offered matching products by answering a number of questions.

### + Online onboarding

Clear form in the onboarding process, with tips for filling it out and with no duplicate data entry.

### +++ Price transparency

When opening an account online, new customers have the possibility to configure additional features according to their own wishes, and also get a clear overview of the offer and price details.

### + Social media & community

Active social media presence on various platforms and increased engagement rate on its channels.



*PostFinance offers its customers a website that is focused on their needs and gives them an easy way to design products to suit their requirements.*

# Where two losers from Switzerland slipped down the rankings

Comparing 2022 to 2023 (Switzerland)



## Hypothekarbank Lenzburg

### ●●● Online marketing

The figures for SEO and Paid Traffic have declined significantly compared to 2022.

### ● Social media & community

Weak response to customer feedback for mobile app reviews/criticism.

### Mobile apps

- Finding the app and the description of the range of functions are not well implemented.



## Zürcher Kantonalbank

### ●● Attractiveness to potential customers

The call-to-action "Open account" is several clicks removed from the homepage.

### ● Online onboarding

The procedure of the onboarding process is not explained to the customer.

### ●●● Omnichannel communication

No response to customer enquiries within the defined times.





# Where the winner improved further

Comparing 2022 to 2023 (Austria)



## Erste Bank

### ++ Website

The website is noted for having a good user interface design. The screen width is appropriately used, CTAs are clearly identifiable and usable. The quality of the search function has also been improved and provides more meaningful results.

### +++ Omnichannel communication

Potential customers can quickly make a firm appointment and search for an adviser. A wide range of different contact channels is also available. Customer enquiries are answered with relevance to the topic.

### ++ Online banking

Erste Bank presents its online banking in detail with tutorial and numerous guides and explanatory videos. There is also the option to order a step-by-step guide and have this sent free of charge by post.



*Erste Bank was able to maintain its position in first place through its increased focus on website, omnichannel communication and online banking.*

Chris Berger, Co-Founder Finnoconsult

# Where two losers from Austria slipped down the rankings

Comparing 2022 to 2023 (Austria)

Raiffeisen  
Salzburg



## Raiffeisen Bank Salzburg

### ●● Conversion

The procedure for taking out various products is not clearly presented. There are no additional tools for supporting potential customers (such as, e. g. wizards, product comparisons or customer reviews)

### ●● Online onboarding

Online onboarding is still not possible.

### Price transparency

- Transparency has worsened because the prices are not fully shown in all categories.

bank  
99

## Bank 99

### ● Online marketing

Sharp decline in online marketing, especially in the SEO category.

### ● Price transparency

Customers have no possibility to add relevant features to suit their own needs when opening an account because there is no product configurator available.

### Omnichannel communication

- The communication channels are very limited, it is not possible to make online appointments.

# The tops and flops of banks in Austria (selection)

## **BTB** BTB

- ++ Online marketing**  
Good performance in the area of Paid Search and SEO.
- ++ Attractiveness to potential customers**  
"Open account" can be found on the homepage, immediately visible for new customers, without having to scroll (e.g. mobile view).
- +++ Online onboarding**  
Online onboarding present, with good explanation of the procedure and online authentication process.
- Price transparency**  
Not all the prices can be found and the presentation is messy.

## **DADAT** DADAT BANK

- + Online onboarding**  
The onboarding form is well designed with progress bar and marked mandatory fields.
- + Conversion**  
CTA on product pages quick to find and well designed.
- Online marketing**  
The figures for online marketing, especially for Paid Traffic, have fallen.
- Omnichannel communication**  
No feedback possibility available for potential customers. Moreover, the contact channels and consulting possibilities are limited.

## **VKB** VKB Bank

- + Omnichannel communication**  
Appointment can be made online.
- + Innovation and sustainability agenda**  
Sustainability agenda implemented with high visibility.
- Conversion**  
No products available for potential customers to take out online.
- Online onboarding**  
Online onboarding is still not available.



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About Finnconsult



# We know the challenges of financial service providers very well.

We are a “Digital Consulting + Delivery Boutique” with a focus on innovative digital financial services.

For us, successful digital solutions have something in common: the fulfilment of real needs and an outstanding user experience.

We bring user experience together with FinTech & InsureTech expertise to create digital experiences that appeal to customers.



<https://clutch.co/profile/finnoconsult-gmbh#reviews>



# Key Facts Finnoconsult

- **Sales:** 10 million EUR p.a. (average of the last 5 years)
- **Workforce:** 46 experts
- **Locations:** Berlin / Vienna / Paris / Budapest / Zurich
- **Expertise:**

Customer Insights experts	Web & mobile developers	UX experts / UI designers
Business analysts	IT architects	Creatives / innovation experts
Agile facilitators / scrum masters	Requirements engineers	Digital marketing / growth hackers

- **Awards:**



International banking  
Tech Awards '18:  
3rd in "Mobile Apps"  
category



Constantinus Award '18:  
3rd in "Mobile Apps" category



Handelsblatt  
Diamond star '18:  
"Digital Banking" finalist



Capital '20:  
Top-rated FinApps



# Our management team



Chris Berger  
**Finnoconsult**

Function: Chief Strategist / Head of Sales

Track Record (excerpt):

Erste Bank Group: CEO George Labs 2012-15  
Bank Cler: Programme Manager @ Cler Zak 2016-19  
Sparda: Strategic Adviser @ Sparda Teo 2018-20  
Mentor in FinTech Forum D.A.CH.

Locations: Vienna & Zurich



Martin Schachinger  
**Finnoconsult**

Function: Chief Creative / Head of Products

Track Record (excerpt):

Erste Bank Group: auth. Proxy George Labs 2012-15  
Bank Cler: Product Owner @ Cler Zak 2016-19  
Sparda: Product Owner @ Sparda Teo 2018-20

Locations: Vienna & Budapest



Guillaume Vaslin  
**FINNOSTUDIO**

Function: Chief Designer / Head of Marketing

Track Record (excerpt):

Bank Cler: Designer @ Cler Zak 2018-19  
Sparda: Chief Designer @ Sparda Teo 2018-2021

Locations: Berlin & Paris

# Our references since 2015 (excerpt)





**Fiiioconsult**

## **We look forward to meeting you in person!**

We would be happy to tell you more about the study, our expertise, and our best practice experiences.

**Berlin**

**Vienna**

**Paris**

**Zurich**

**Budapest**

## **Bastian Soto**

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~~MAN SOLLTE~~  
~~MAN MÜSSTE~~  
*Wir machen!*



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