

BANKING APP TESTING

A better way of banking

clar^{iter}

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INTESA  SANPAOLO

ALL OF YOUR MONEY AT YOUR FINGERTIPS

Managing your customers' money is serious business, not least if you're one of the biggest banks with customers of all ages right across the country. Banking has changed.

It's not what it used to be, and it's now become a necessity to offer streamlined, personal banking services fit for a digital age.

Digital transformation can be a bumpy road for banks. As a matter of fact, digital transformation should be all about satisfying fast-changing customer requirements. Banks really need to fully understand what their customers would like to receive from them (Voice of the customers).



THE CHALLENGE

Digital engagement is key to optimising the consumer experience in any industry, yet this is amplified even more when we're talking about banks, who are generally viewed unfavourably by consumers.

When customers use banking services and notice something's out of place, they start to distrust the whole service – and possibly the whole bank entirely.

Banks therefore aim to secure the highest ratings from users on the respective app stores and customer reviews' websites online.

THE CLARITER APPROACH

Clariter engaged more than 500 Intesa customers to run a variety of different tests, focusing on the different features during the onboarding process.

These included the use of the fingerprint function, testing bill payments while using a phone camera, bank transfers, and the tool, JiffyPay.

Usability, accuracy and functionality were all keywords throughout this mission.

THE DIFFERENT PHASES

phase

1

The first phase was dedicated to improve the technical quality of the app on every possible technology – iOS, Android, and the web app.

phase

2

Next, we set out to gather feedback from real users on the customer experience.

phase

3

Finally, we went about improving the visibility and reputation of the app – as a crowd rating.

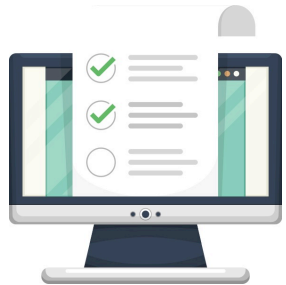
RESULTS



More than 500 Intesa customers contributed to the mission.



320 issues were reported, 21 of them recognised as highly severe, consolidating the app's reliability.



Increased the rating on the stores (3.9/5), with useful suggestions, ideas and general feedback on how to improve the overall customer experience.

CLIENT'S BENEFITS - A BETTER WAY OF BANKING

Clariter was able to identify pressing issues and problems on key features of the app such as:

- General and user experience of the JiffyPay tool;
- Automatic photo scanning for bill payments;
- Frequent crashes of the app in different situations.



AND NOW, WHERE NEXT?

LONDON
ROME
LISBON

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