



Customer Centricity (orientation client) dans l'environnement B2B

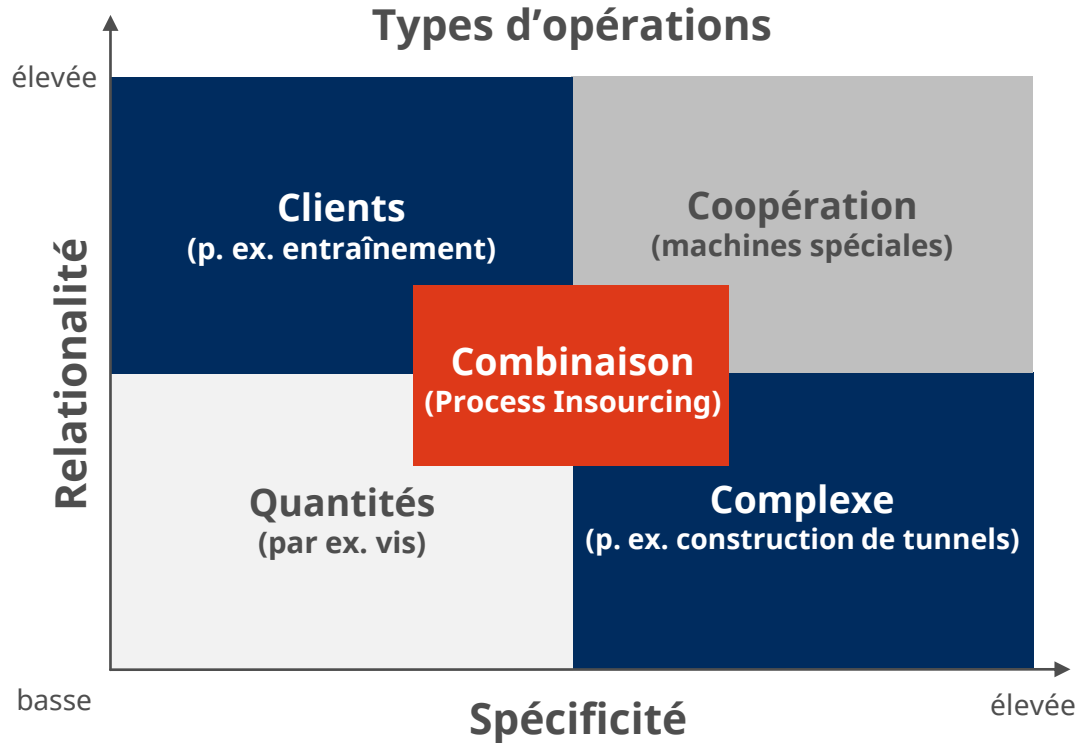
Swiss Banking Services Forum 2023

Dieter Goerdten
Head Banking Services, SIX

Programme

- 1** **Customer Centricity dans l'environnement B2B**
- 2** **Banking Services: attentes de la clientèle**
- 3** **Satisfaction de la clientèle 2023**
- 4** **Conclusions et perspective**
- 5** **Merci!**

Types d'opération sur les marchés B2B



- **Spécificité:** le degré d'adaptation de solutions en fonction des besoins et problèmes posés.
- **Relationalité:** intensité nécessaire de la relation entre le fournisseur et le demandeur dans le processus de développement et de mise en œuvre de la solution.

Services bancaires (BBS) en tant que fournisseur B2B: nous fournissons des services aux canaux clients de la banque

Banking Client Channels



BBS Value Cells



- (1) White-label debit card management resp. billing solutions provided for banks by BBS which are being used by end-clients of banks.
- (2) BBS provides the processing for TWINT as well as the SIX Account Gateway allowing issuing banks to connect to TWINT among others.

BBS: développement, numérisation et exploitation de services à valeur ajoutée pour les banques suisses

Nos promesses de prestations



Réduction des coûts et expertise

Nos services permettent à nos clients de réduire leurs coûts en créant des économies d'échelle et en mutualisant l'expertise



Effets de réseau

Nous créons des effets de réseau en introduisant et en exploitant des plates-formes communes pour la place financière



Sécurité et stabilité

Nous exploitons des infrastructures stables et sécurisées pour le trafic des paiements de la Suisse

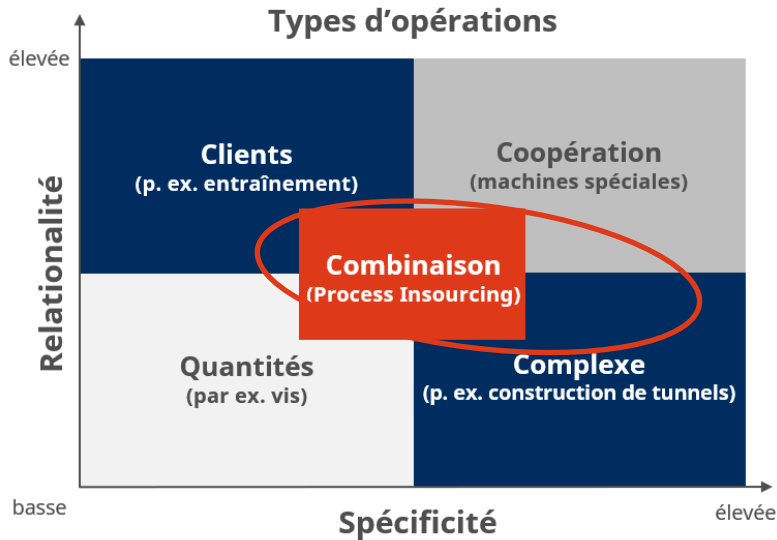


Numérisation et impulsion d'innovations

Nous numérisons des services et aidons les innovations à percer sur le marché

... nos solutions favorisent la durabilité et l'inclusivité.

Positionnement dans le contexte B2B: exigences posées aux BBS



Produits et services «adéquats»

Expertise professionnelle, compétence

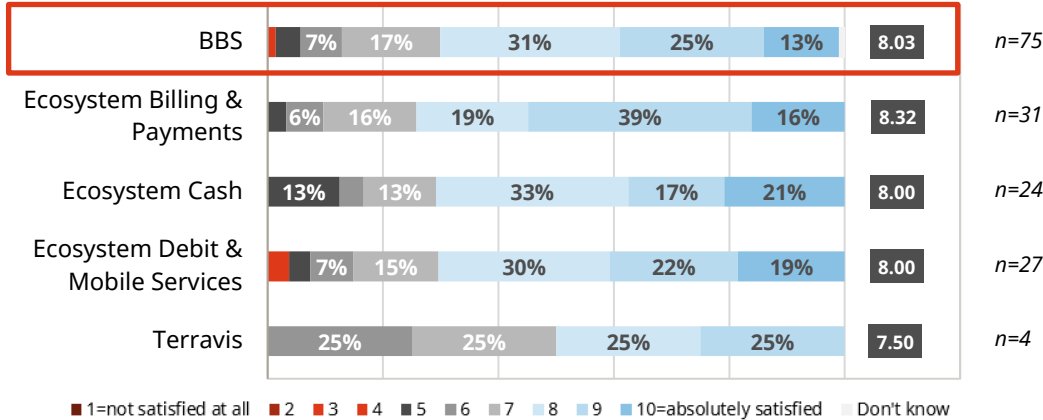
Qualité consistante

Proximité, accessibilité

Sécurité, stabilité, fiabilité

Satisfaction de la clientèle: aperçu BBS 2023

Overall Satisfaction



Main Strengths¹

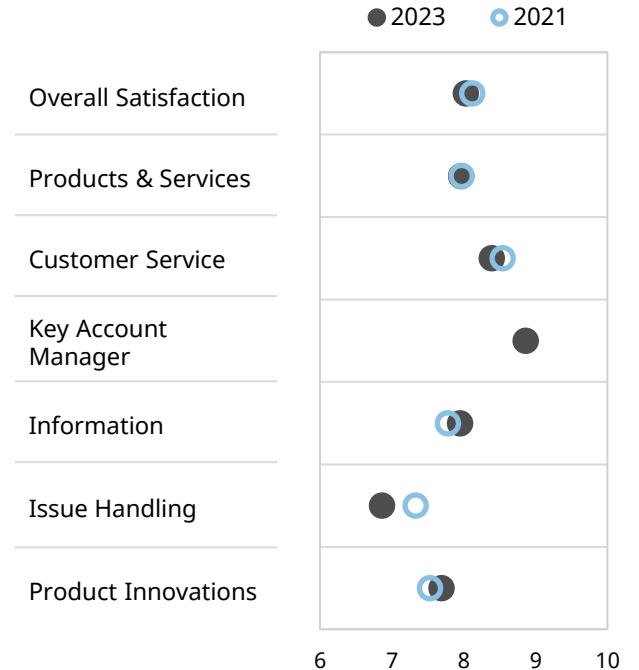
- > Reliability and stability of the services
- > Professionalism and know-how
- > Friendliness, helpfulness, motivation of employees

Main Weaknesses¹

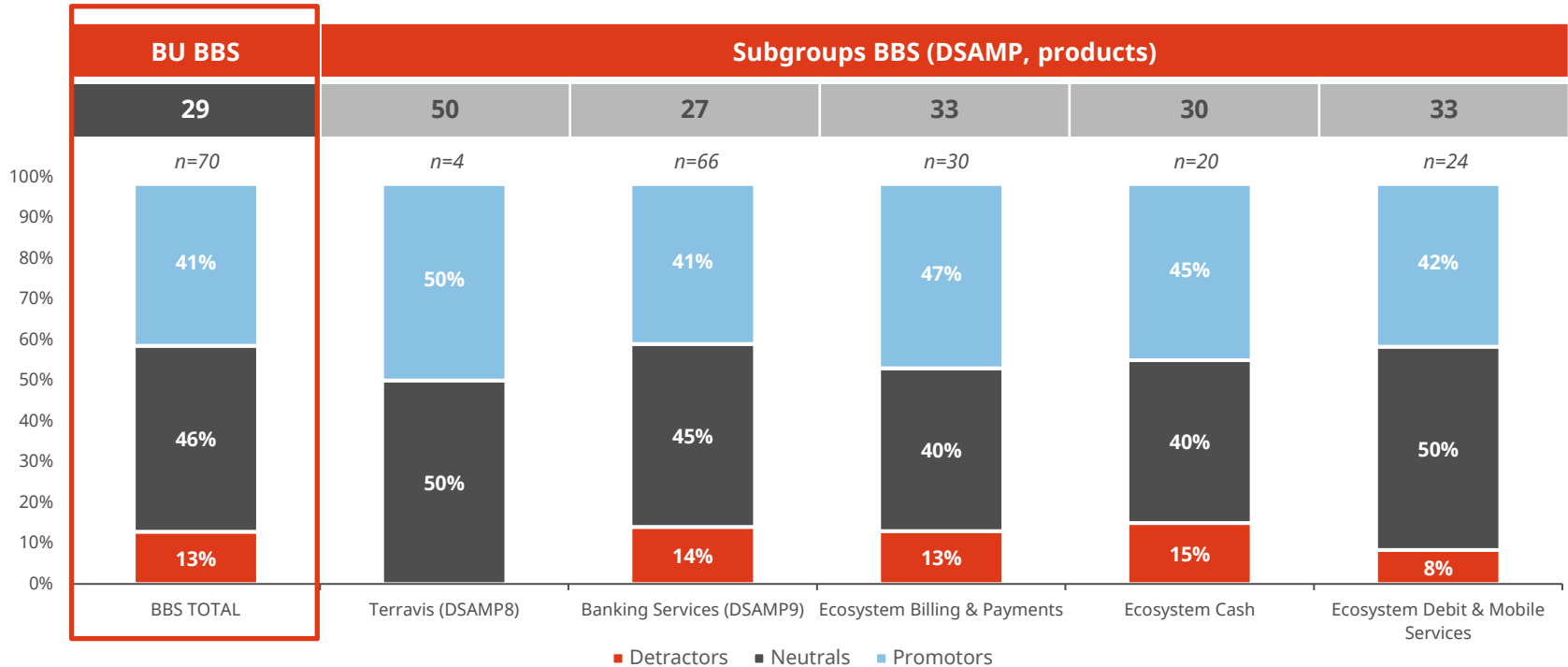
- > Issue handling / information: response times and unclear status
- > Too few resources, capacity overload
- > Long time to market due to extensive need to coordinate stakeholders

¹) Based on customers' comments

Satisfaction with Subject Areas

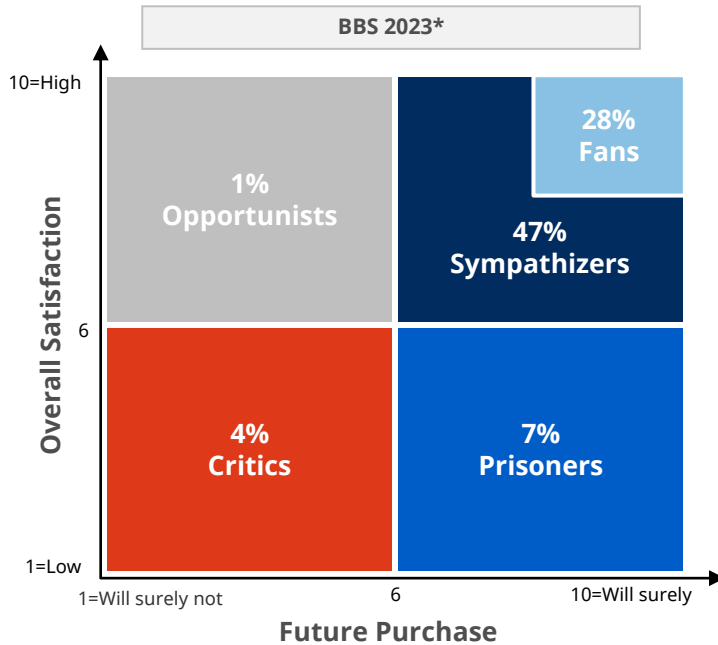


Net Promoter Score (NPS) – Subgroups BBS 2023



Rate the following aspect: If a friend or colleague asked me, I would definitely recommend Scale: 10 – absolutely satisfied to 1 – not satisfied at all (not included: dk/na)

«Customer Segmentation» BBS



Fans: Very satisfied and very loyal customers (satisfaction 9+10, future purchase 9+10).

Sympathizers: Satisfied and loyal customers (satisfaction >6, future purchase >6).

Prisoners: Although they are not really satisfied (≤ 6), they intend to remain a customer (future purchase >6). Longer term problem: Increase satisfaction!

Opportunists: Customers with overall satisfaction >6 but will rather not purchase or use products / services in the future (≤ 6).

Critics: Less satisfied customers (≤ 6) with the risk to lose them (future purchase ≤ 6).

*13% not included due to answer «do not know» regarding future purchases

Measures 2023 – Banking Services

1

Further strengthen customer success management at BBS

Finding: Room for improvement in duration of first answers and issue handling

Measure: Roll-out Jira and ticketing system for clients in addition to on-going efforts re business excellence

> Higher precision and speed in reaction to issues

2

Further improve testing infrastructure

Finding: Some clients state that our test environments are not available to the extent required

Measure: Improve existing test environments and/or introduce new ones

> Reduced number of issues and enhanced product quality

3

Communicate sustainability impact of BBS solutions to customers and internally

Finding: Low ratings for perceived engagement of BBS in fostering sustainability

Measure: Agree on goals, priority measures and storyline and start communicating actively

> Improved client perception of BBS having an active role in promoting sustainability

Satisfaction client versus Promesse de prestations

Objectifs:



Réduction des coûts
et expertise



Effets de réseau

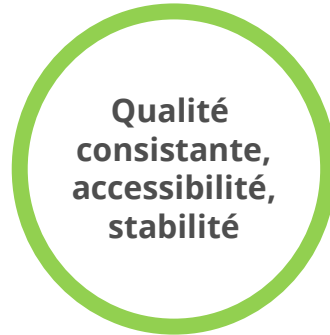


Sécurité et stabilité



Numérisation et
impulsion
d'innovations

Feedback:



Merci de votre confiance!




Q&A

Contact

Dieter Goerdten

Head Banking Services,
SIX

 dieter.goerdten@six-group.com

Disclaimer

This material has been prepared by SIX Group Ltd, its subsidiaries, affiliates and/or their branches (together, "SIX") for the exclusive use of the persons to whom SIX delivers this material. This material or any of its content is not to be construed as a binding agreement, recommendation, investment advice, solicitation, invitation or offer to buy or sell financial information, products, solutions or services. It is solely for information purposes and is subject to change without notice at any time. SIX is under no obligation to update, revise or keep current the content of this material. No representation, warranty, guarantee or undertaking – express or implied – is or will be given by SIX as to the accuracy, completeness, sufficiency, suitability or reliability of the content of this material. Neither SIX nor any of its directors, officers, employees, representatives or agents accept any liability for any loss, damage or injury arising out of or in relation to this material. This material is property of SIX and may not be printed, copied, reproduced, published, passed on, disclosed or distributed in any form without the express prior written consent of SIX.

© 2023 SIX Group Ltd. All rights reserved.