



Creating the *most engaging* experience in Banking

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Head of Digital Experience

Our story so far...



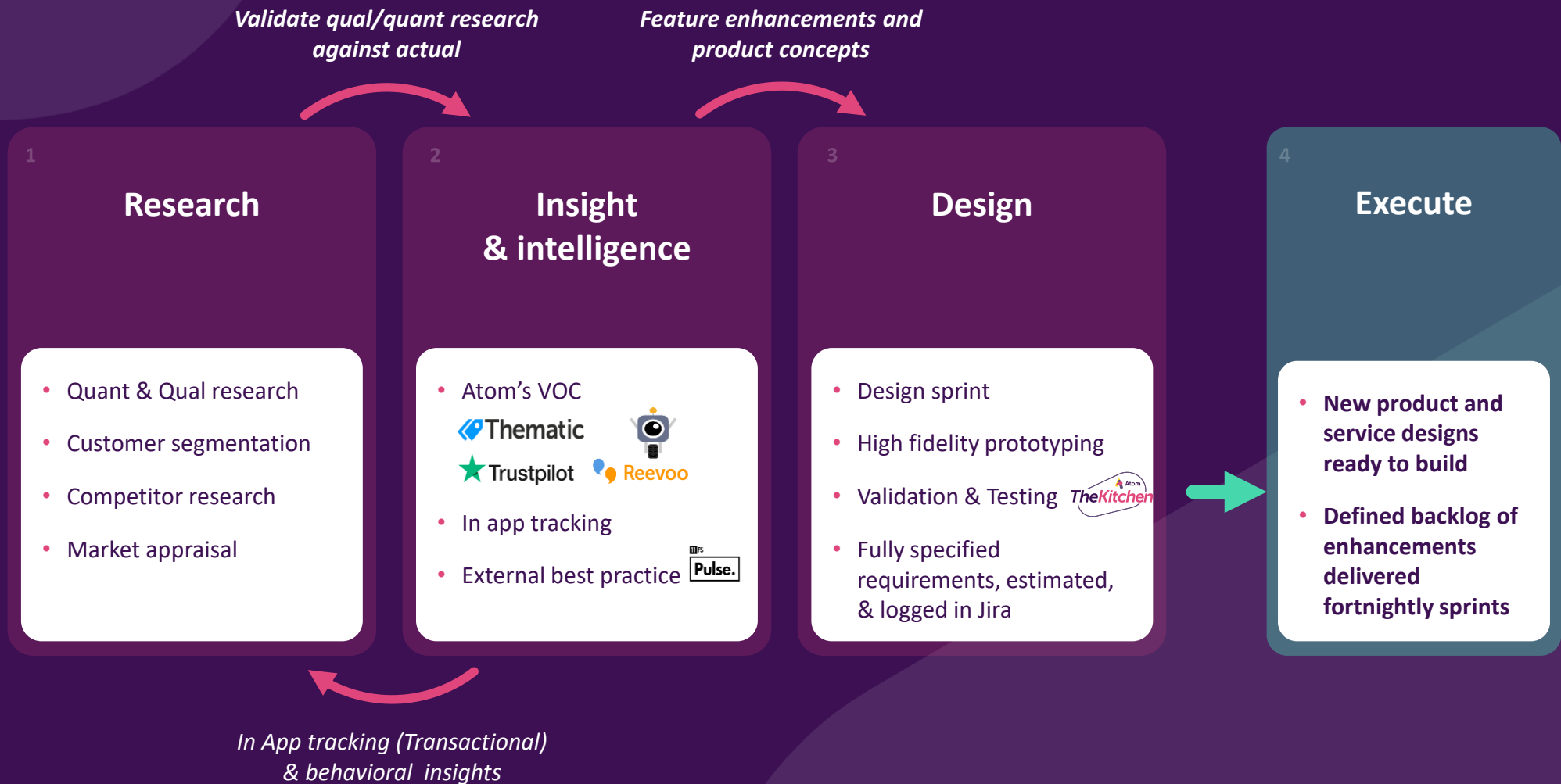
DX: Team Purpose

To collaborate with others across the business to develop brilliant, human centered digital solutions that *make customers lives easier.*

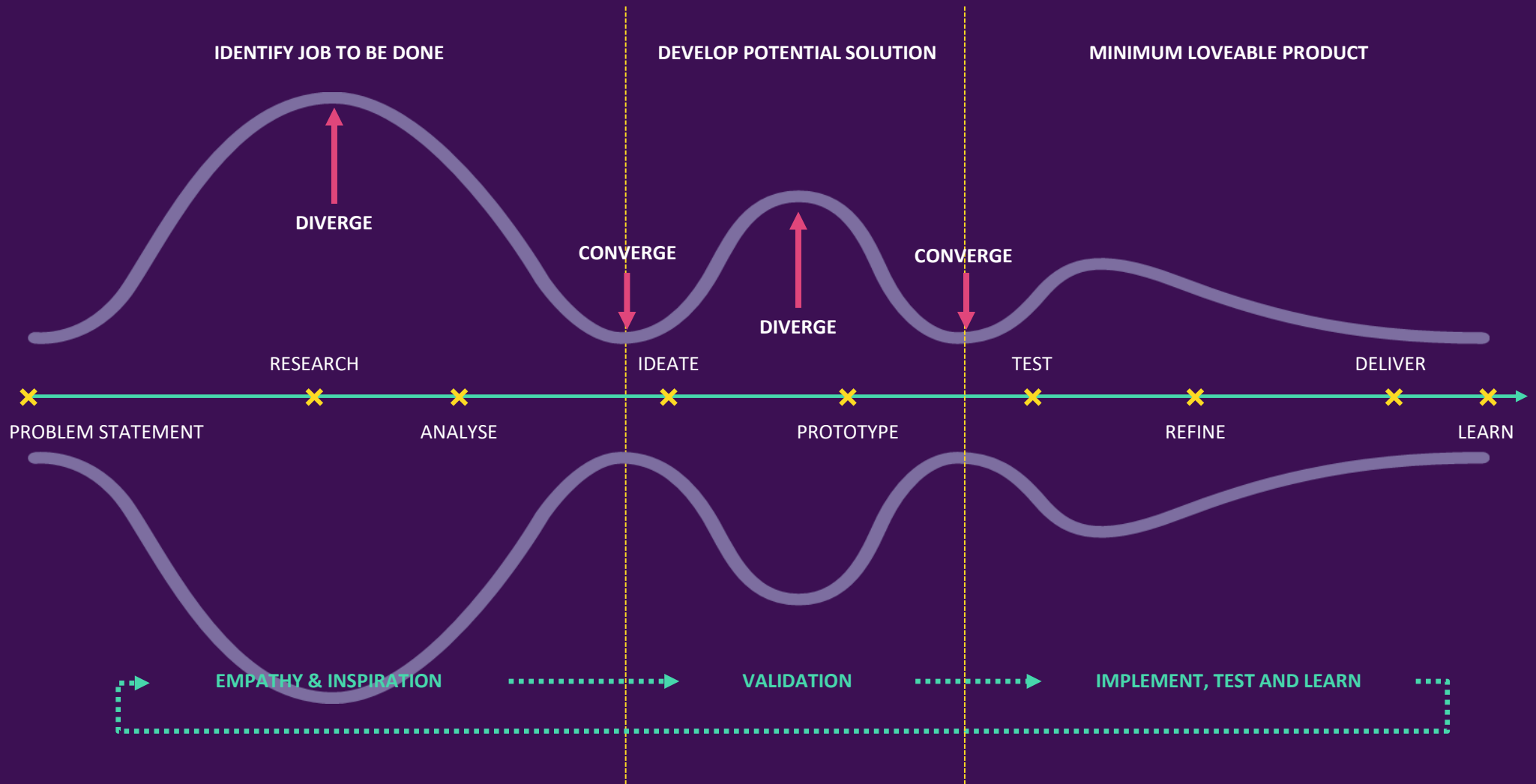
We utilise insight to inform and enable the *continuous improvement* of the overall Atom experience.

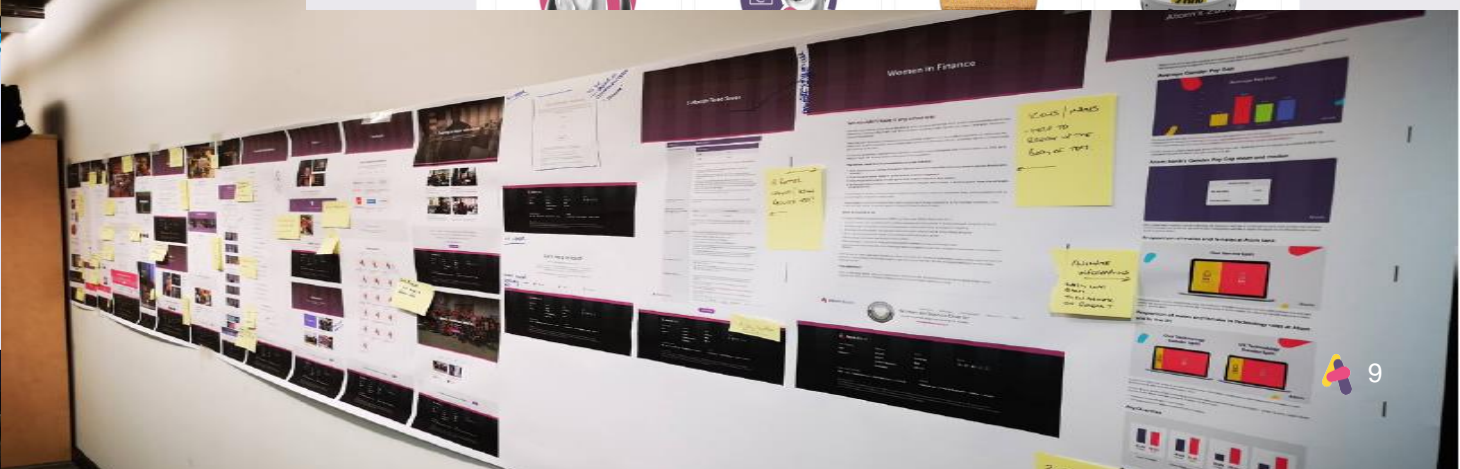
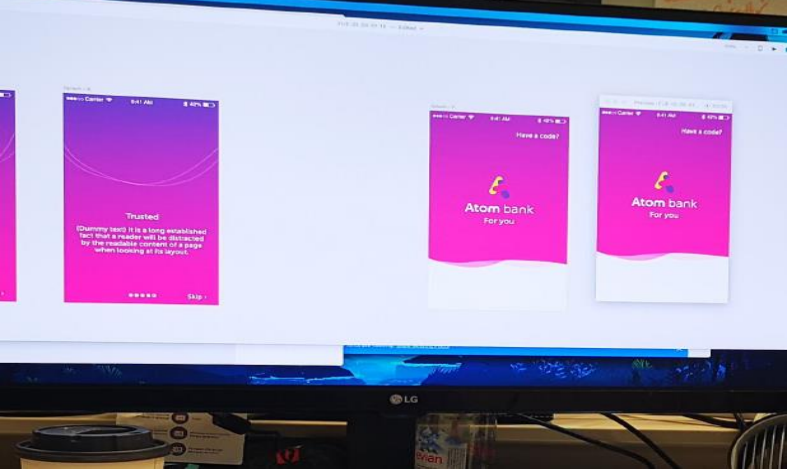
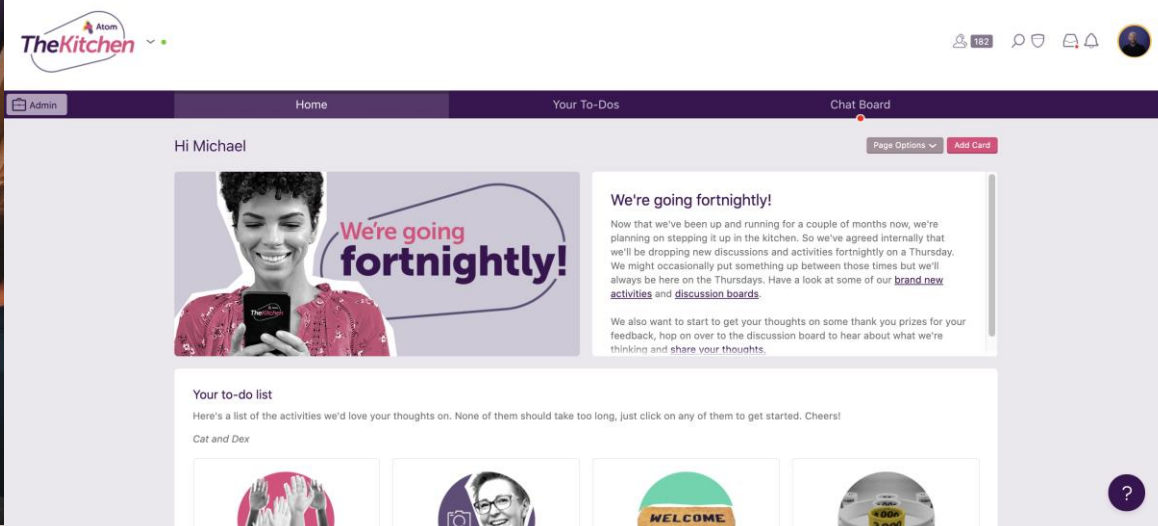
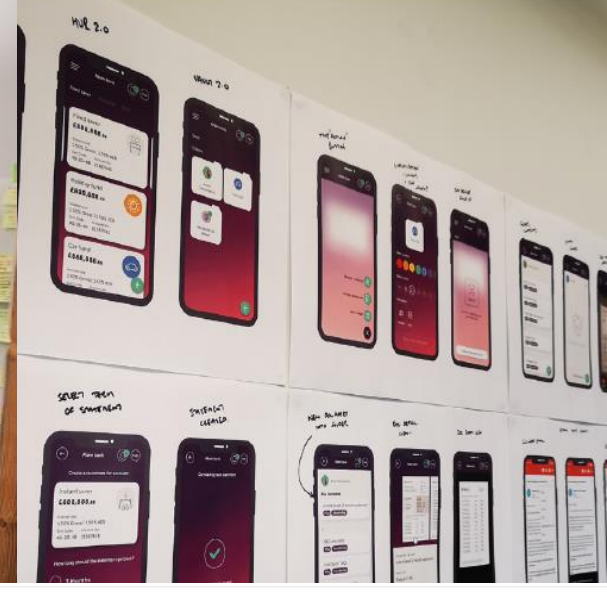


Digital Experience Design Framework



The Double Diamond







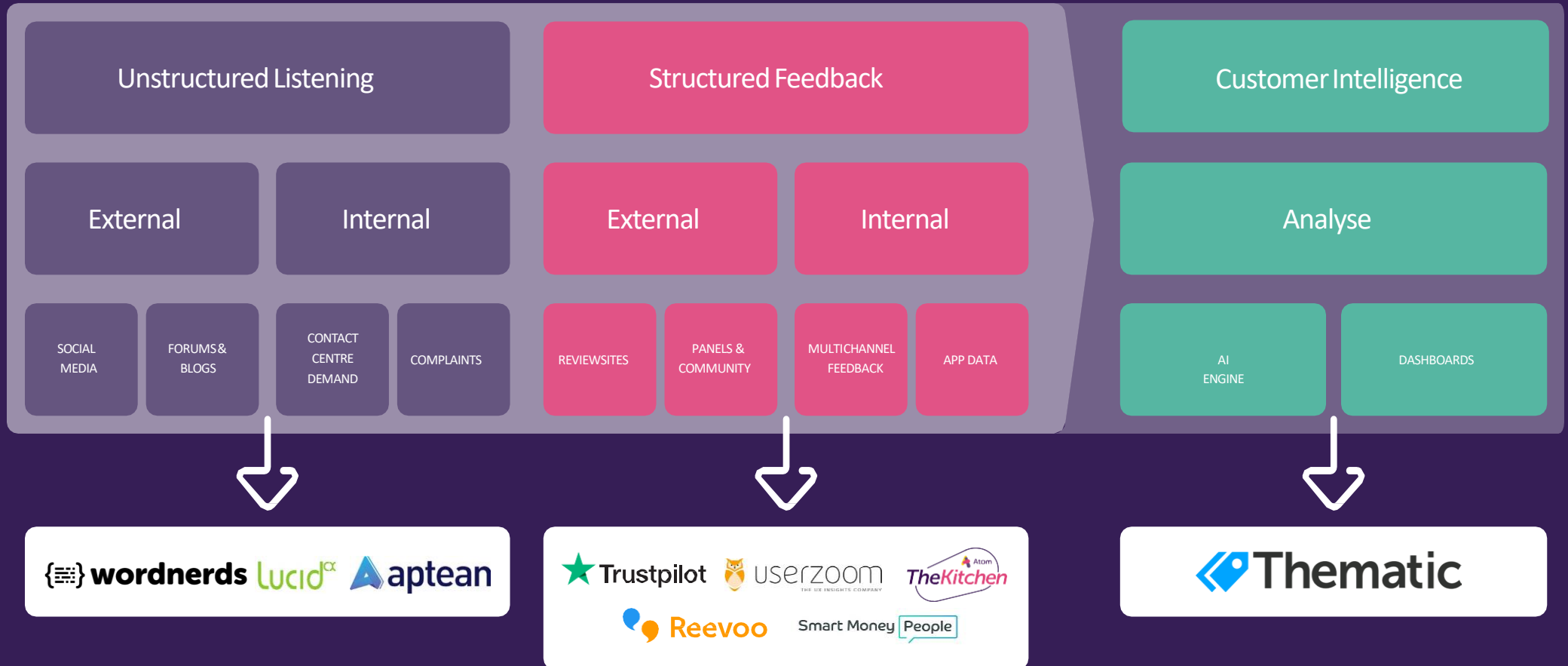
Atom

VOC Program



Driving Continuous Improvement

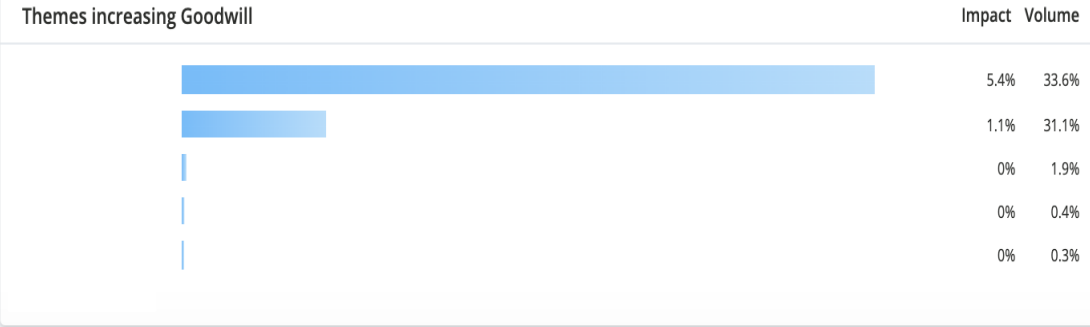
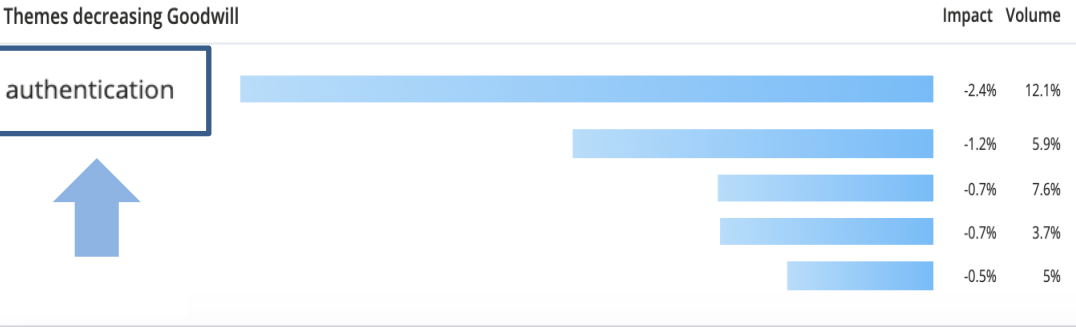
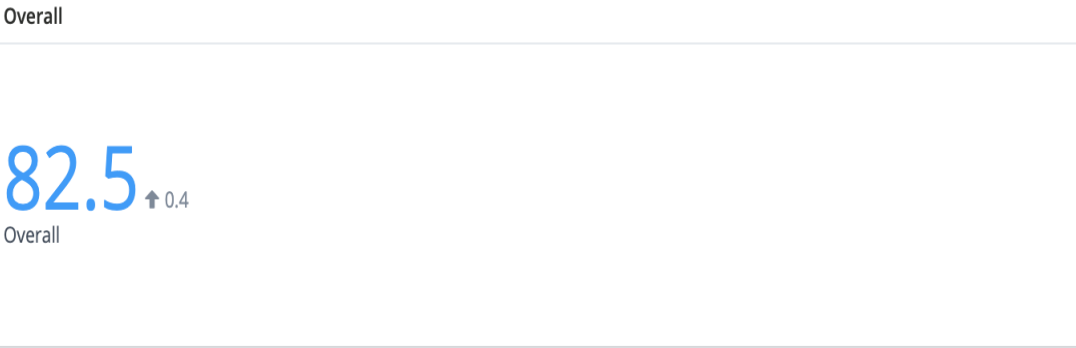
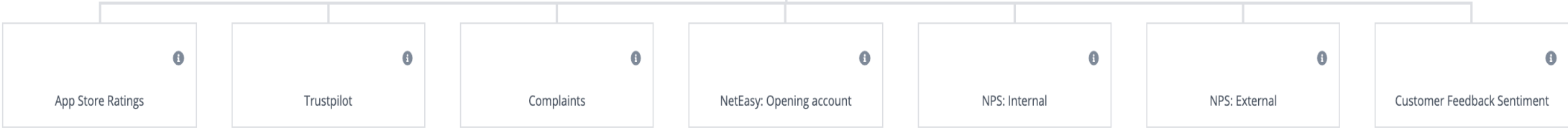
We combine unstructured listening , structured feedback and real time APP data, to understand how Atom is performing from the customers perspective across all channels and touchpoints

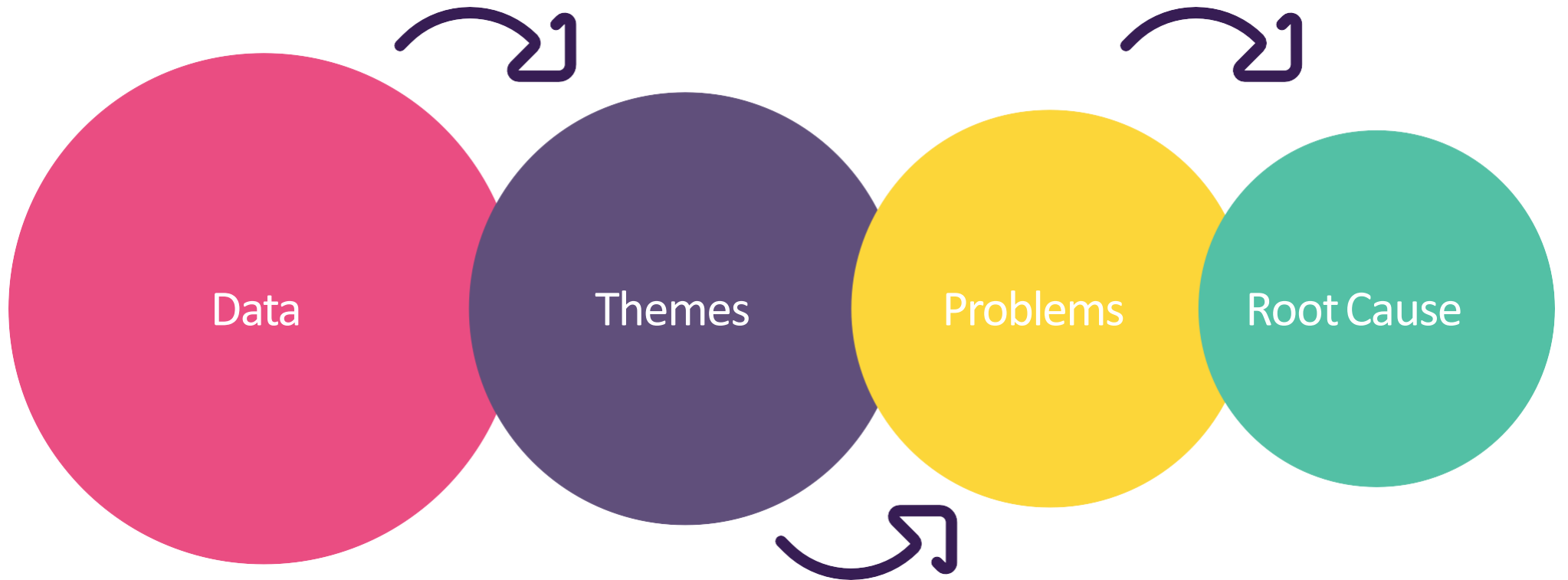


CUSTOMER GOODWILL SCORE

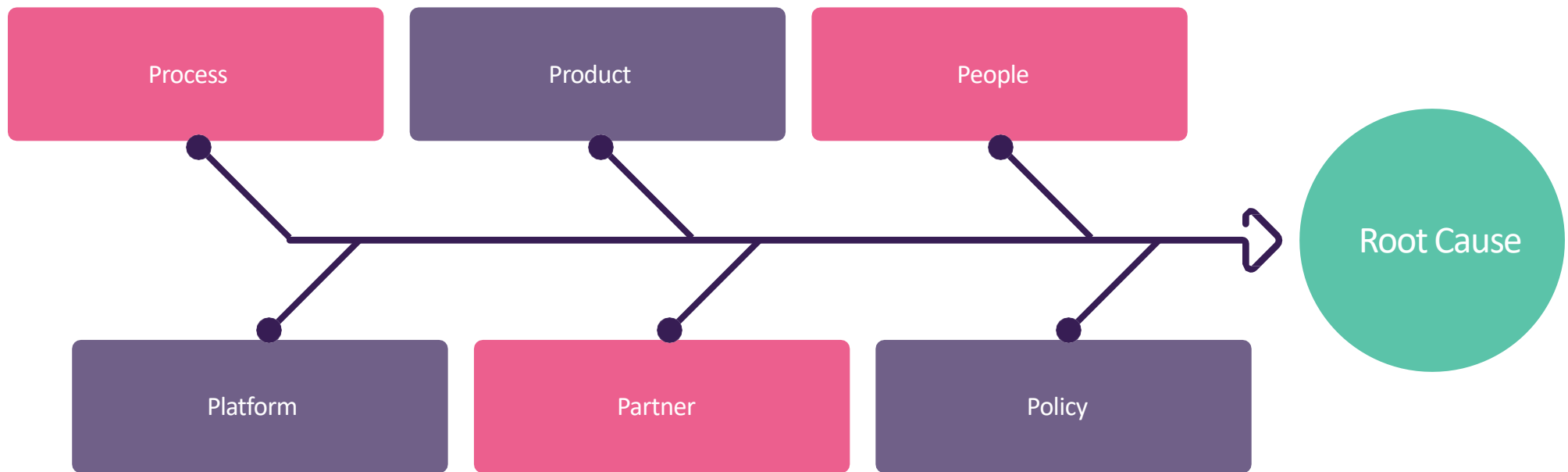


Overall Goodwill
82.5 $\uparrow 0.4$

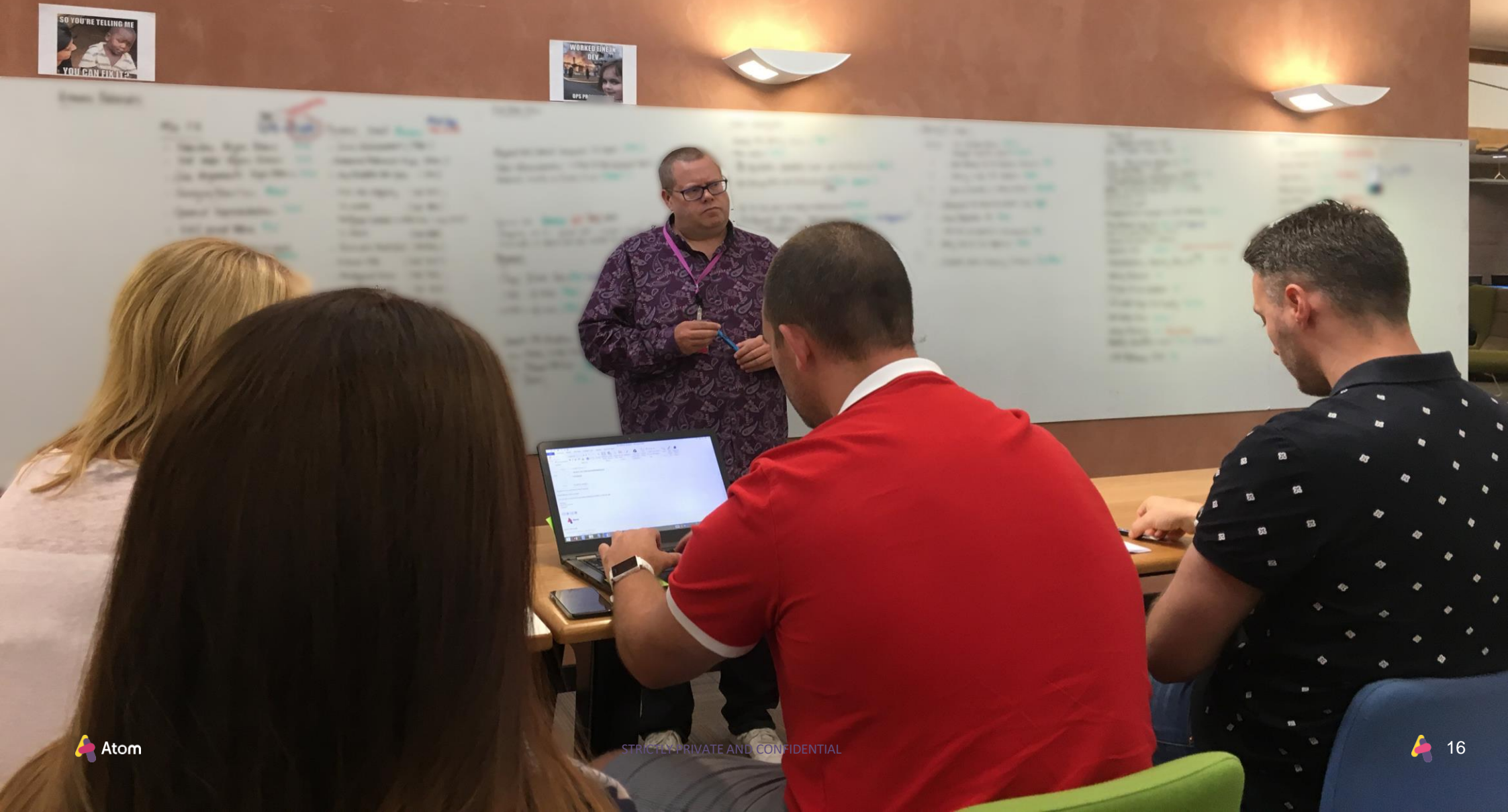




ROOT CAUSE ANALYSIS



Once root cause has been identified, cross functional agreement is reached to prioritise the changes required to solve the problem



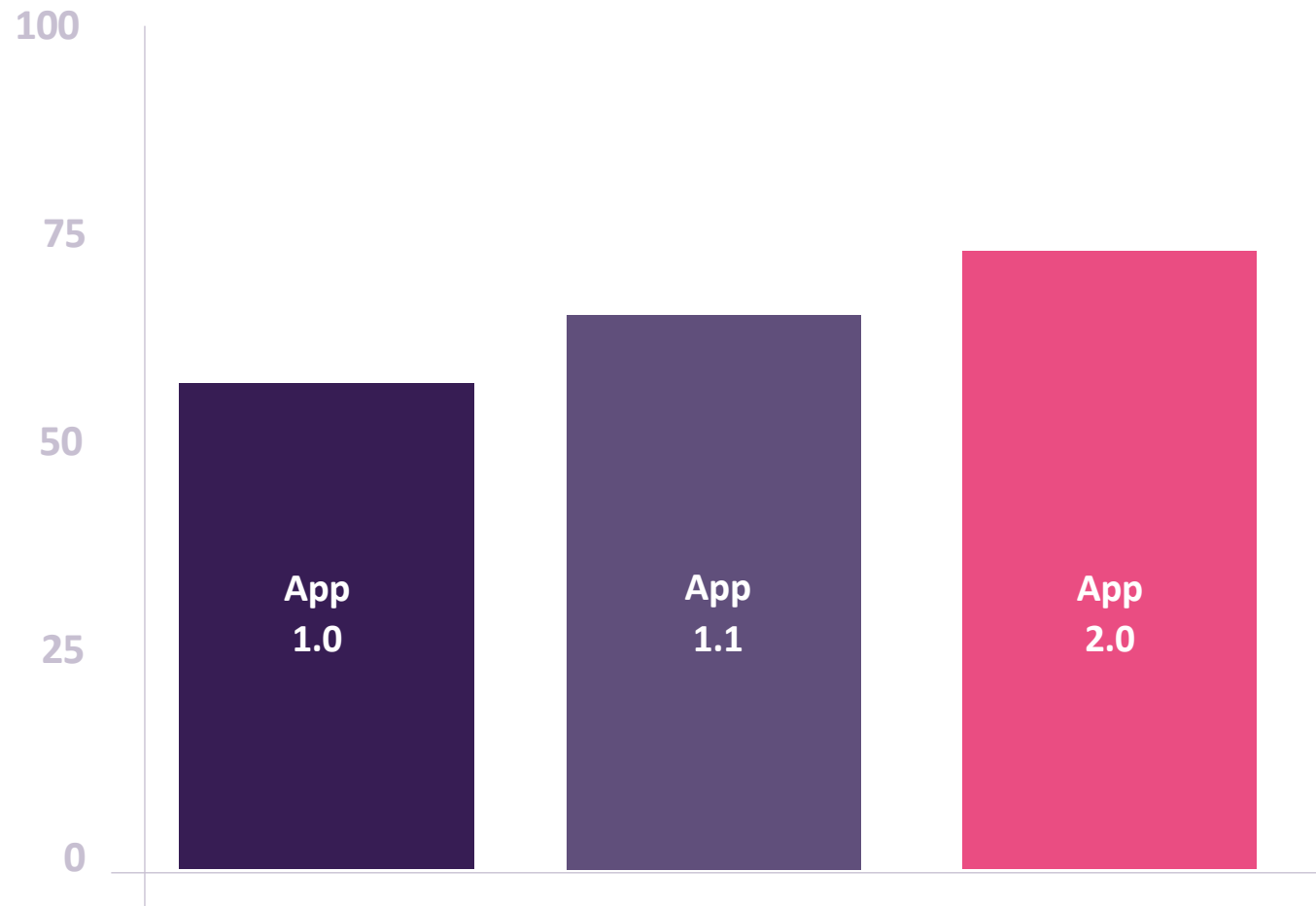
When options regarding solution designs are agreed, the customer panel test and feedback before final solutions are developed, tested and released



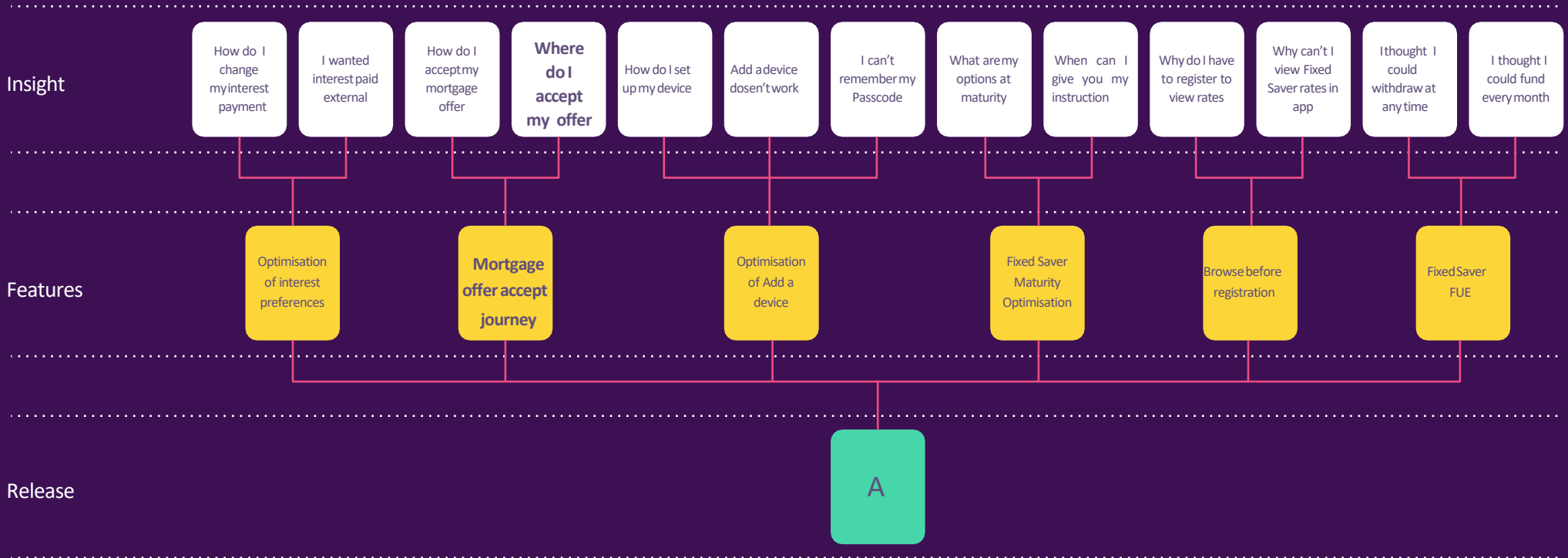
New APP journeys are benchmarked externally to ensure minimum quality standards are met

$$(\text{Success} + \text{Time} + \text{SEQ}) \div 3 = 65\%$$

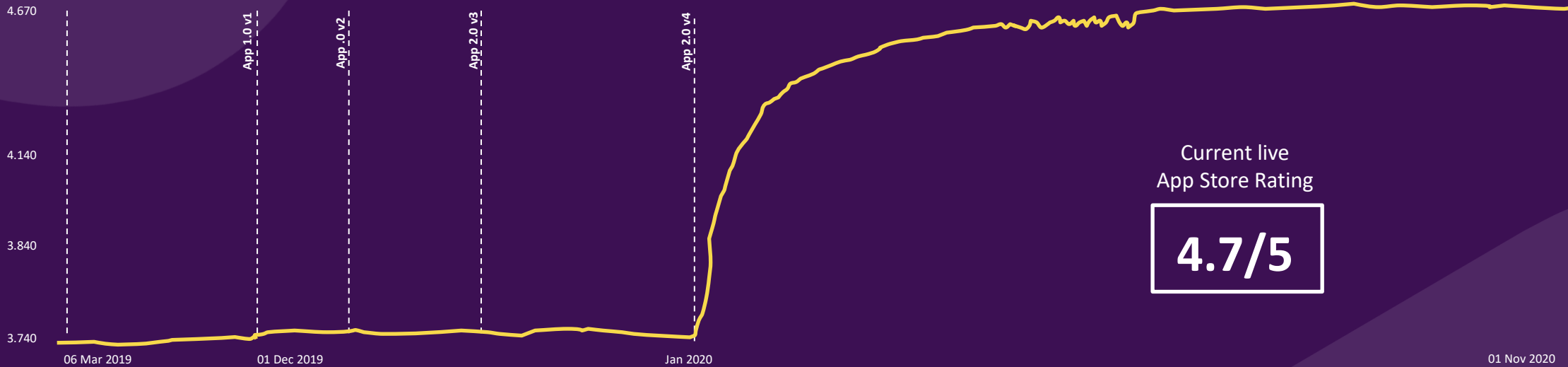
SUM improvements



Insight informs the changes needed to reduce friction and customer effort



Improving App store rating, reducing customer contact and increasing advocacy



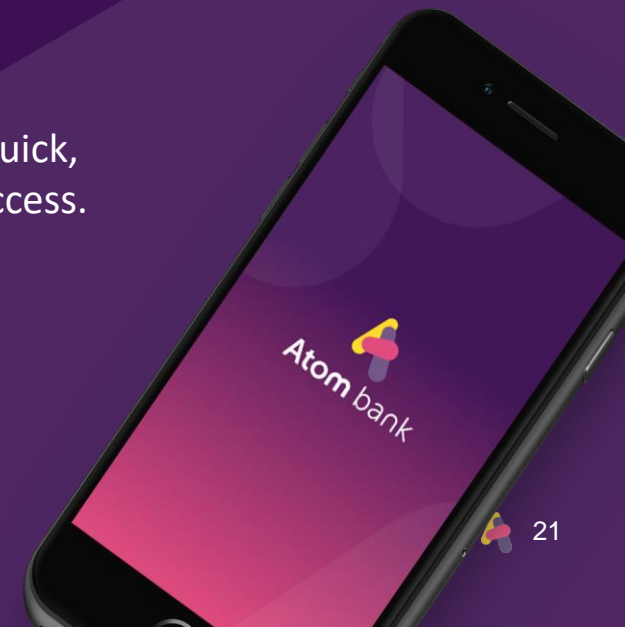
Current live
App Store Rating
4.7/5

“**Five stars.** Unbelievably easy to set up, if I can manage it anyone can. Every step is detailed and easy to follow 👍”

“**Simple and straightforward.** Brilliant way to save securely online. Very quick, simple and straightforward to set up and access. Absolutely brilliant!!!”

Overall NPS has increased in H2 2020 by 6 points

★ Trustpilot **4.6/5**



Thank you

