



## Strategy Review: The Future Direction of Online Banking



### Client Issue

Our client – a leading organisation in the financial services market – wanted to assess the appetite for an internet banking offer amongst their existent large corporate customer base.

Nemea were asked to investigate the market potential for an internet banking offering, and to explore the needs, requirements, and desired timetable to market entry of their large corporate customers.

Our client wanted to ensure that they were truly aware of their corporate customers needs, in order to inform future strategy and product development.

### Our Response

Following initial workshops with our client, we designed a program aimed at understanding both the market and corporate customer requirements – in terms of current processes, and the future direction that they wanted their banking to take.

Working alongside the client we designed, managed, and implemented workshops with a large number of the banks' large corporate customers (after stratifying the customer base by geographical region and industry sector to ensure that the sample was representative).

The workshops were used as an open forum for the banks' clients to discuss their perceptions, appetite, requirements and needs from an online banking offer. The material elicited was analysed and a strategic framework developed.

### Benefits

The end deliverable was a board level report that the bank used to support their future online strategic direction, and inform their product development from initiation to launch. Areas covered included:

- A qualitative and quantitative assessment of the appetite for online banking among their large corporate customer segment
- A detailed outline of customer needs and requirements
- An analysis of the propensity of this group to churn
- Future strategic direction for both online banking and new product development.