



CASE STUDY

Redefining Customer Engagement

Revolutionizing Banking Through Innovative Digital Solutions and Personalized Financial Insights

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Redefining Customer Engagement

Credit Agricole Bank Polska (CABP) is a vital part of the globally renowned Credit Agricole Group, a leading European Banking Group operating in 46 countries, serving over 53 million customers daily. In Poland, they have a successful presence of over 20 years and are highly regarded as one of the most recommended banks

The Challenge

Faced with specific challenges, Credit Agricole Bank Polska embarked on a visionary journey to reshape its digital banking strategy. With an existing banking application for individual and corporate customers nearing the end of its life cycle, the bank recognized the need for a complete transformation to meet the evolving demands of the market.

The key challenge was to craft an entirely new mobile app from the ground up, one that would not only alleviate the constraints of the existing application but also align seamlessly with CABP's ambitious objectives, all of which have been successfully achieved:

- Elevated User Experience:** The new app aimed to provide customers with a refreshed and innovative user experience, surpassing industry standards and offering a cutting-edge design.
- Empowered Financial Guidance:** empowering customers with personalized tools and insights to effectively manage their finances, including insights, categorization, savings, and investments.
- Enhanced Conversational banking:** Improve customer Interaction by facilitating easy and effective communication between customers and the bank, nurturing robust relationships and enhancing overall customer satisfaction

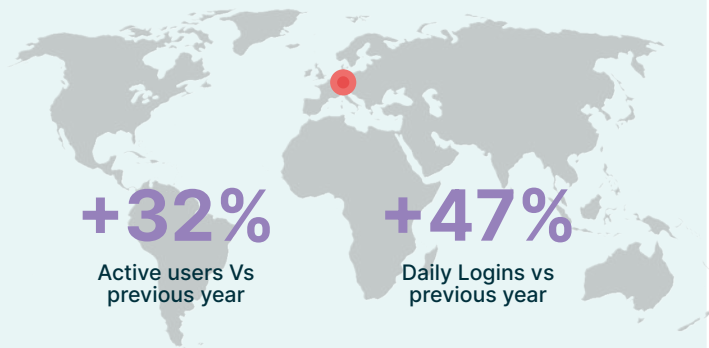


DEPLOYMENT: On Premise

PRODUCTS: PFM + Engager + Data Enrichment

COUNTRY: Poland

YEAR: 2023



96%
Categorization
accuracy

2M
Transactions
categorized per day

*Data presented as of the end of 2023.

AWARDS:



"Online and mobile banking" subcategory, in the Gold Bank survey, in the Zloty Bankier 2023 ranking



TechnoBiznes 2024 Award for Excellence in Financial Technology.



TechnoBiznes
2023

Złoty Bankier

By using AI and ML technologies, Credit Agricole Bank Polska is taking customer engagement to the next level, driving the future of digital banking into the personalization era.

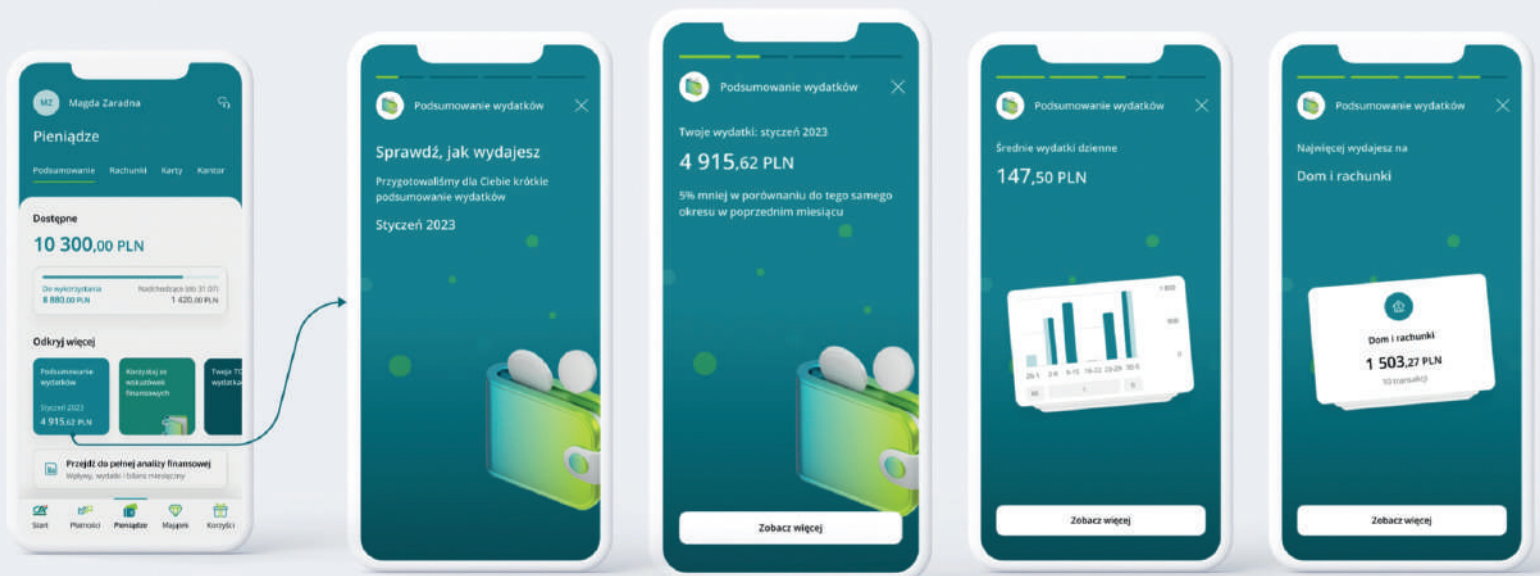
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- 4. Integrated Beyond Banking experience:** Seamlessly integrated non-banking services, enriching the app's offerings and delivering added value to the customers.
- 5. Established One-Stop Financial Hub:** Comprehensive Daily Banking by creating a banking hub within the app, granting users access to an extensive array of banking services, streamlining daily financial management.
- 6. Improved customer-centric selling points:** The app was intended to serve as a platform for promoting the bank's products and services in a user-friendly and engaging manner.
- 7. Leveraged loyalty and reward programs:** harnessing the power of the Benefits Club with its expansive discount program, seamlessly embedded in the app to deliver tailor-made offers.
- 8. Enlightened Financial Understanding:** Empowering users with knowledge through an innovative financial education program, fostering financial literacy.
- 9. Elevated Security Measures:** Ensured the highest level of security for every user interaction within the app, providing a safe and protected environment.

“ Working with Strands and other partners, CABP aimed to achieve these goals and revolutionize the banking experience for its customers, creating a future-ready app that would set new benchmarks in the Polish banking industry.



Katarzyna Tomczyk-Czykier, Director of the Innovation and Retail Banking Digitalization Division, Omnichannel Tribe Owner, Credit Agricole Bank Polska. ”



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The Solution

Strands provided solution Credit Agricole Bank Polska needed to meet its goals. The new mobile app, "CA24 Mobile - Full of Benefits," introduced a unique and innovative user experience. The app's interface, including elements like accordion cards, a slide-out drawer, and a bottom menu, facilitated quicker and more convenient financial management for customers.

Moreover, the inclusion of a friendly avatar, Dito, and content written in inclusive language enhanced customer engagement. The most significant differentiator of the app was the Benefits Club, offering personalized discounts from top brands at nearly 10,000 locations through a unique "River of Benefits." In addition, the app featured many PFM functions, enabling users to closely monitor their household budgets and make informed decisions. The app's search engine enhanced overall usability, making relevant information readily accessible to users.

The Implementation and Results

The implementation of the new mobile app significantly impacted Credit Agricole Bank Polska's customers, leading to clear improvements in key metrics. The bank observed an impressive **50,000+ increase** of customers in their first year after launching and now counting with more than 32% of active users compared to the previous year (Data presented as of the end of 2023.), cementing its position as the leader in the Customer Relationship Index (CRI) due to exceptional customer relationships. After implementing the app, **the account activation rate increased from 60% to 65%**. User engagement was robust, with over 436,933 users, 8,439,009 transactions, and 38,020,298 logins (**+47% compared to the previous year**). The app's success resulted in an enhanced banking experience for customers, driving increased user engagement, account openings, and improved customer retention.



With the new app in place, CABP is well-positioned to continue its successful journey in the ever-evolving digital banking landscape. The innovative features and personalized experiences offered by the app are expected to solidify CABP's competitive edge in the market. We are creating a modern bank focused on the human being, combining the empathy of responsible employees and intelligent technologies, which allows us to better understand customers, pleasantly surprise them and provide them with real benefits, acting also for the benefit of the environment



Katarzyna Tomczyk-Czykier, Director of the Innovation and Retail Banking Digitalization Division, Omnichannel Tribe Owner, Credit Agricole Bank Polska.



Find out how we can help you become a digital leader



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“CA24 Mobile - Full of Benefits” Deep dive

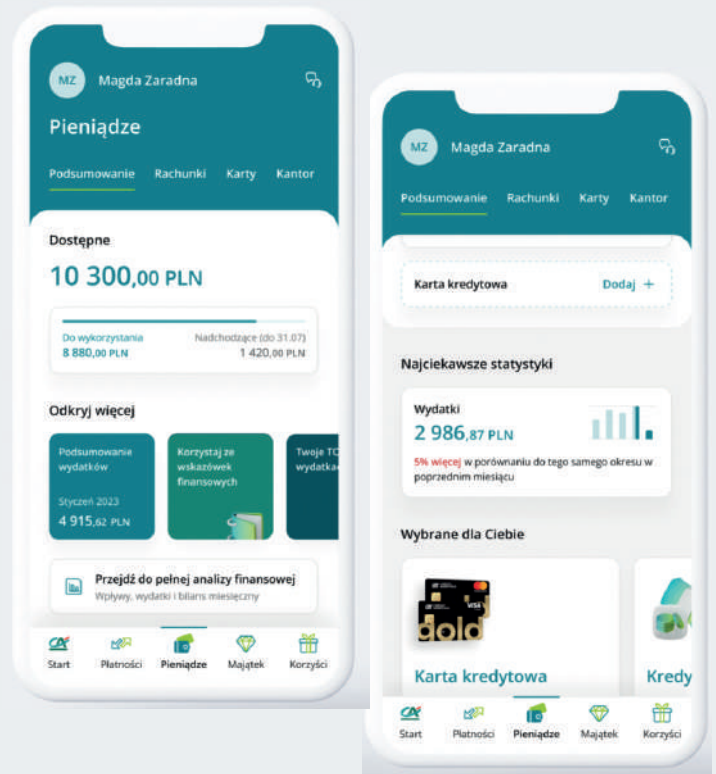
Seize Your Financial Potential!

Dive into a world of financial empowerment by accessing your available funds instantly, providing you with the resources for your financial endeavors. Engage with 'Stories,' a treasure trove of cyclical reports offering spending summaries, insightful financial advice, and even an introduction to in-depth analysis and savvy saving tips.

Analyze and Balance Your Financial World

Master the art of financial analysis with a comprehensive overview of your spendings and incomes. Receive clear-cut notifications like "I spend more than I receive" or "I've got plenty of money left, I can do something with it." Dive into the statistics of your transactions with real-time notifications highlighting your spending trends compared to the previous month. Stay in the know about where your money is going and make informed financial decisions.

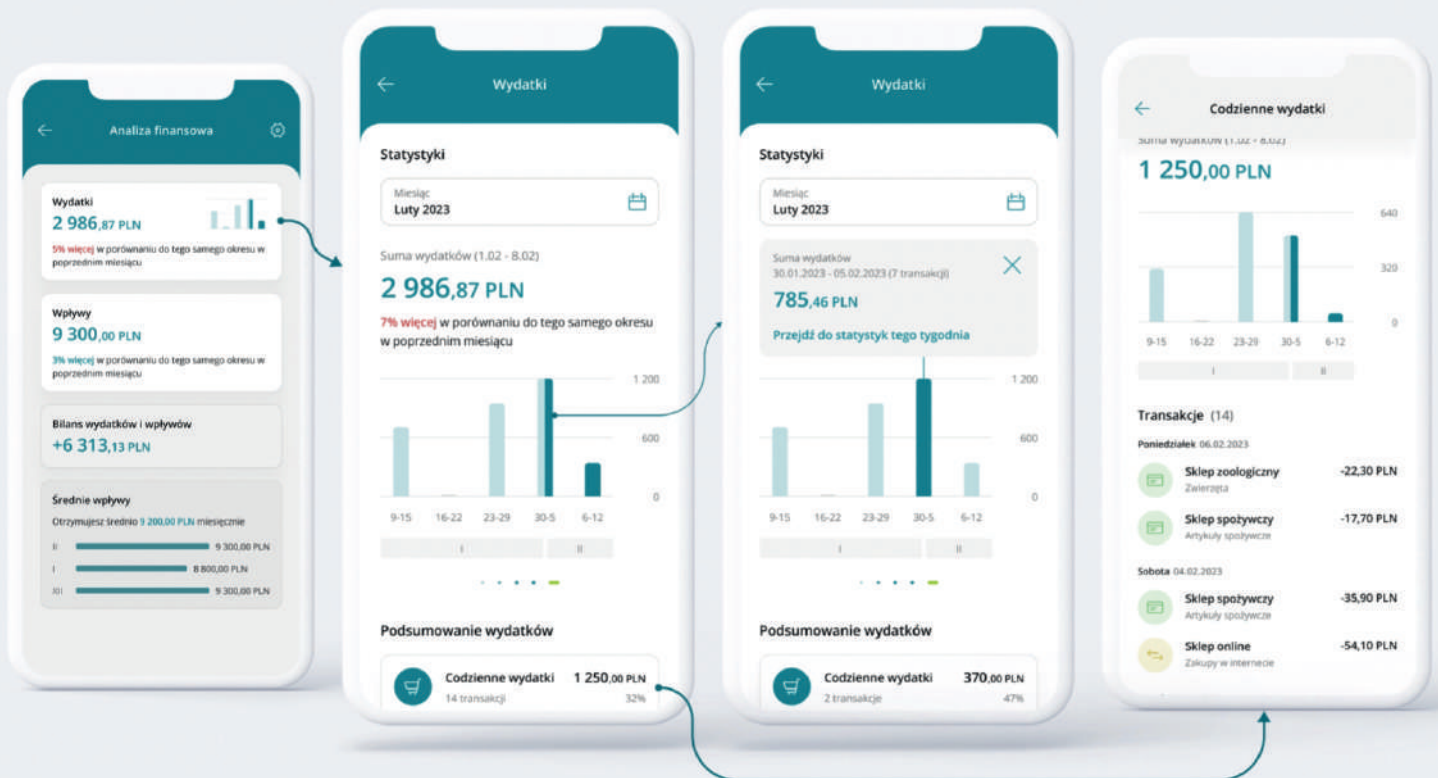
Explore highlighted statistics, with a special focus on your current spendings. Gain insights into above-average expenses in various categories and discover high-impact transactions that shape your financial situation.



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Explore Your Spending and Income Trends with a Swipe

Our intuitive charting feature allows you to effortlessly analyze your monthly transactions. Simply tap on any bar to unveil insights for a specific week, or swipe left and right to navigate through different months. Toggle between WEEK, MONTH, and YEAR views for a detailed breakdown. Plus, discover a handy summary of your spendings and incomes by categories right below the chart. Want more details? Just tap on a category to get the full scoop!



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Why Strands

Strands has a proven track record of serving the banking industry with innovative solutions. With years of experience, Strands understands the specific challenges and needs of financial institutions, allowing them to provide tailored solutions that address industry-specific requirements. By choosing Strands Moneybox, banks benefit from a partner that deeply understands the intricacies of the banking sector and can deliver solutions that align with their strategic goals.

Effective Data Ingestion



Customer-centric offerings rely on effective data collection. However, processing the vast amount of client data poses challenges for financial institutions. Data aggregation enables banks to consolidate customer information from various sources, such as transaction history, account balances, and loan details. This aggregation creates unified customer profiles, allowing banks to gain a comprehensive understanding of each individual customer.

Data Enrichment: Cleansing and Categorization



Strands leverages advanced financial analytics to extract invaluable insights from customer data. Through an in-depth analysis of spending behaviors, savings patterns, and financial habits, Strands equips banks with actionable intelligence. These insights drive well-informed decision-making, enabling banks to refine savings strategies, optimize product offerings, and craft targeted marketing campaigns. The end result? A competitive edge in the market.

Personalization



Tailoring the customer experience is pivotal in effecting lasting behavioral change and enhancing perceived value. Strands empowers financial institutions to customize customer interactions and deliver information that aligns precisely with each individual's unique needs and expectations. Studies show that 66% of customers expect companies to understand their specific financial goals and provide tailored solutions. With Strands' capabilities, banks can meet these expectations, forging deeper connections and catalyzing positive changes in financial habits.



**Discover more at
strands.com**