

NUCORO

The Future of Money Management

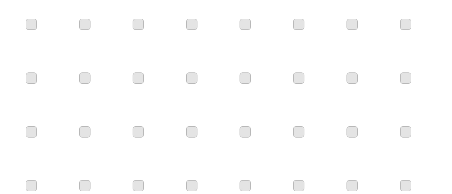
Part 2: Understanding your
clients' needs in depth

Contents



You can read Part 1: The opportunity in savings and investments [here](#).

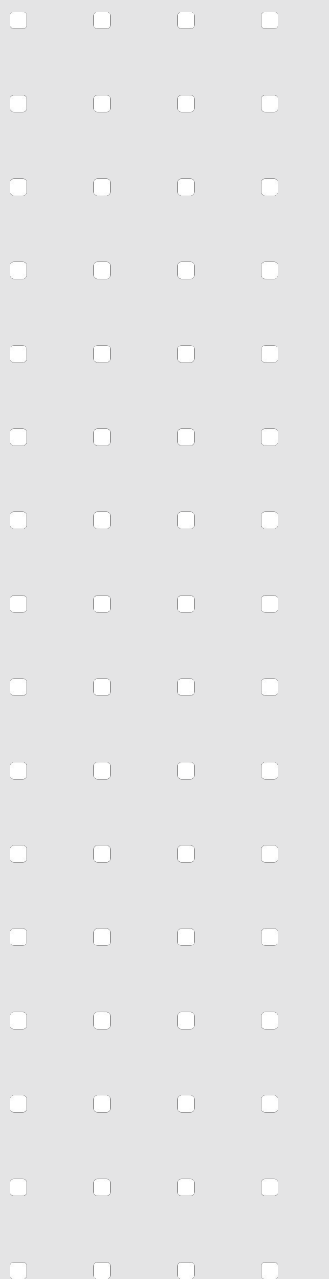
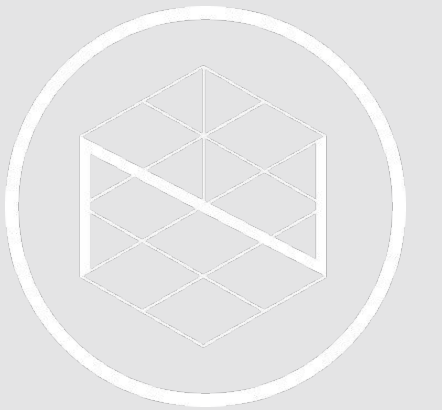
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- 2.1** Understanding the four key target audiences
 - 2.2** Executing on this opportunity
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2.1

Understanding your clients' needs in depth

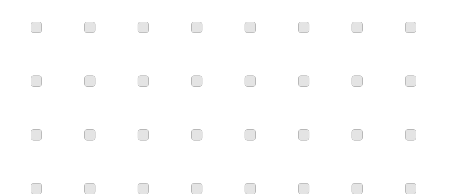
While their preferences are changing, the good news is that by and large retail banks still have these individuals as customers. Their first and most important financial relationship continues to be their traditional bank. As long as this is the case, banks must use this window of opportunity to build propositions that cater to their customers' specific money management needs.



Four potential target audiences



Retail banks have largely unexplored sub-segments within their existing client base. These client personas differ significantly when it comes to their understanding of financial products and their financial situation. What they have in common is that when it comes to money, their closest and most trusted point of contact is still their bank.



Tailored positioning



Four profiles with different goals, preferences and aspirations are looking for help with their finances. To understand their profiles in depth and provide them with an appropriate solution to their needs, it is helpful to look beyond the obvious metrics of wealth and knowledge.

Help me save

“I know what I want, but I am unsure about what to do and need you to guide me along most steps of the way.”

Invest for me

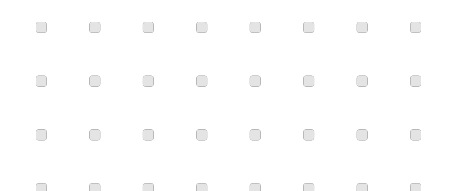
“I understand the importance of planning ahead and, with the right tools, am confident to take control of my money.”

Let me trade

“I know what to do and want it to be exciting for me to execute my plans and realise my ideas.”

Support my growth

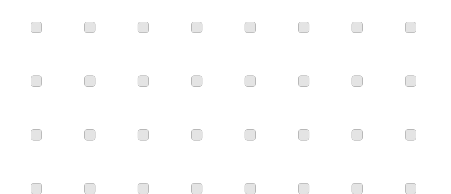
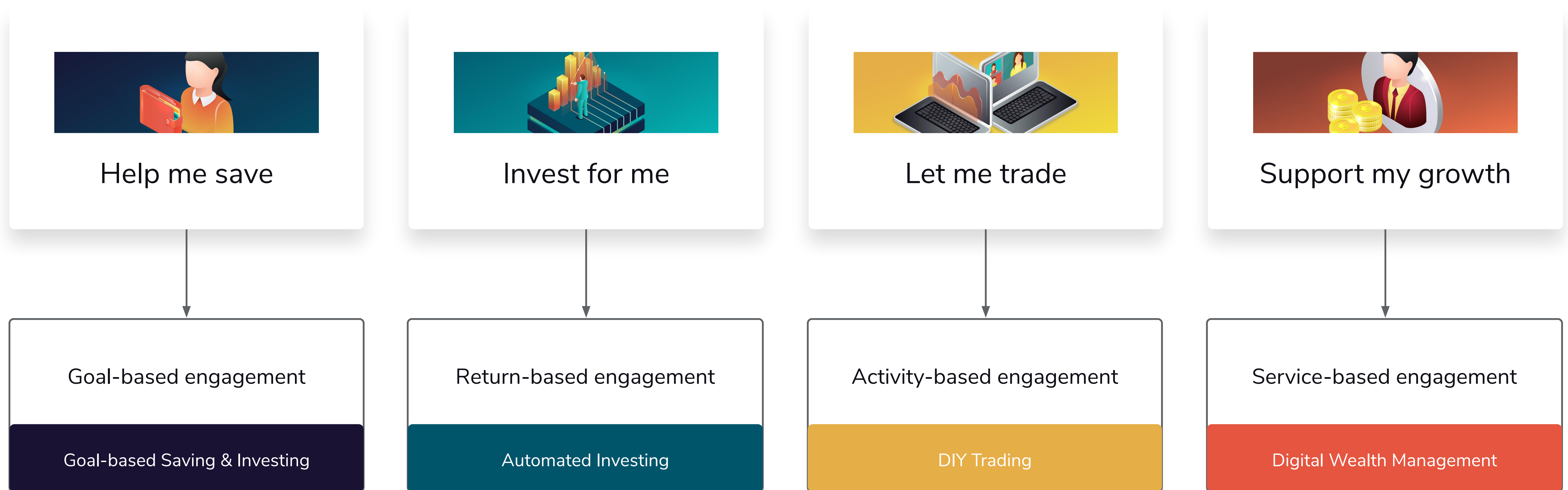
“I have achieved a lot because I know what to do and need a competent partner for me and my family to go even further.”



Motivations for engagement



Most importantly, each user persona has a very different primary motivator for engagement with their finances. The propositions need to respect these differences when defining the experience, messaging and positioning.



A

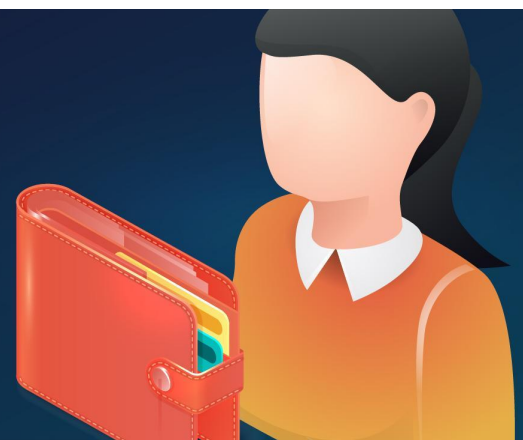
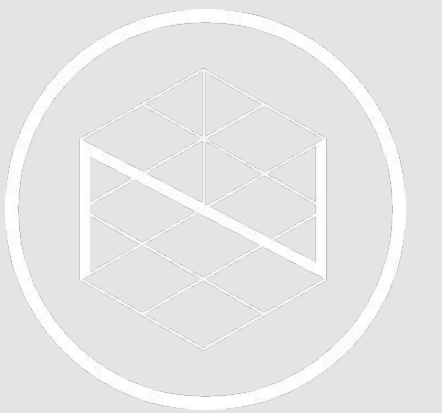
Help me save

My situation

- I use a large portion of my income to finance my current lifestyle and only have a small or no safety cushion
- I find engaging with my financial future an overwhelming topic
- I do not differentiate between investments or savings, but want to achieve my objectives
- I will compare prices and fees, but as I know and trust my bank will primarily rely on their offering
- I will compare offerings based on their seamlessness and simplicity and expect them to be free or have a low flat, predictable fee like many other services that I use

The opportunity

Activate savers and guide them towards a more complex investment proposition when the opportunity arises.



Fintechs ahead of the game in goal-based saving & investing

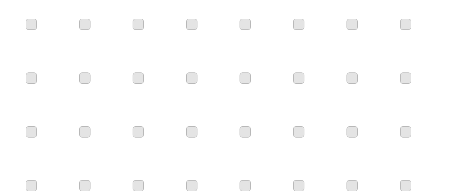


moneybox

Wealthsimple

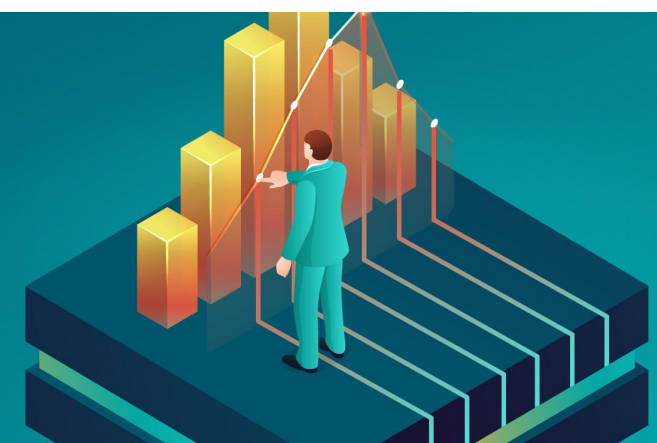
acorns

2.1A



B

Invest for me

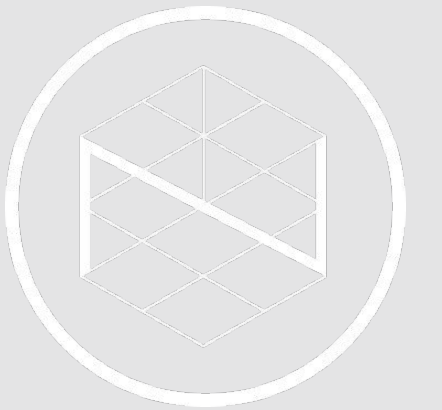


My situation

- I understand the long-term importance of financially preparing for retirement and other goals
- I have some knowledge but am sometimes not confident enough to act on my own and will turn to an outside party for execution
- I will research and compare charges and fees, and will not accept high costs for average performance and returns
- I have beliefs and support certain causes and want to see this reflected in the management of my money

The opportunity

Empower active investors with planning tools and partially or fully automated investment experiences.



Fintechs ahead of the game in automated investing

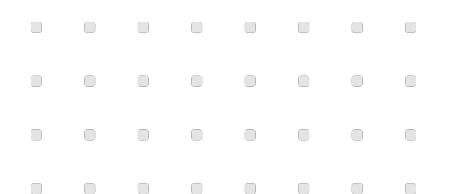


Betterment



2.1B

The future of money management



C

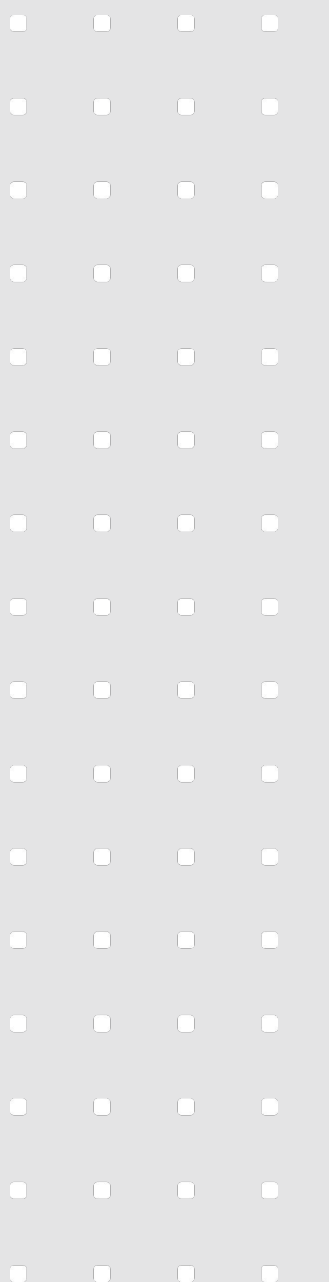
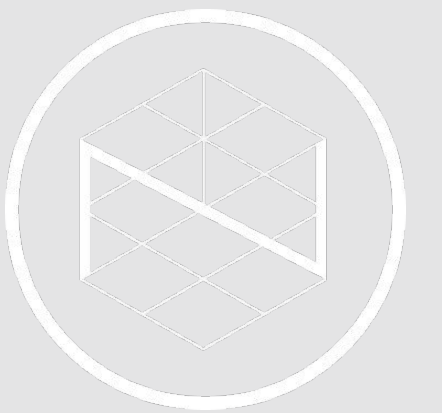
Let me trade

My situation

- I want to invest in companies and brands I know, like and trust
- I sometimes invest only small amounts and want to pay a low flat fee for my high activity level
- I want a slick and enjoyable experience that makes investing exciting and fun
- I do not need advice. I will explore the experience on my own and will look for information elsewhere to guide my decision making
- I want to create my own portfolio and track and analyse the performance of my investments myself

The opportunity

Intrigue do-it-yourself clients with sleek, exciting tools to trade on their own.



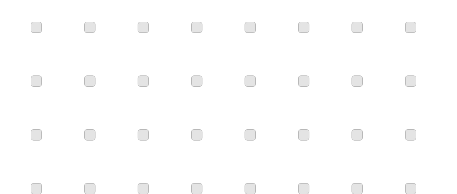
Fintechs ahead of the game in DIY trading



Revolut

Robinhood 

2.1C



D

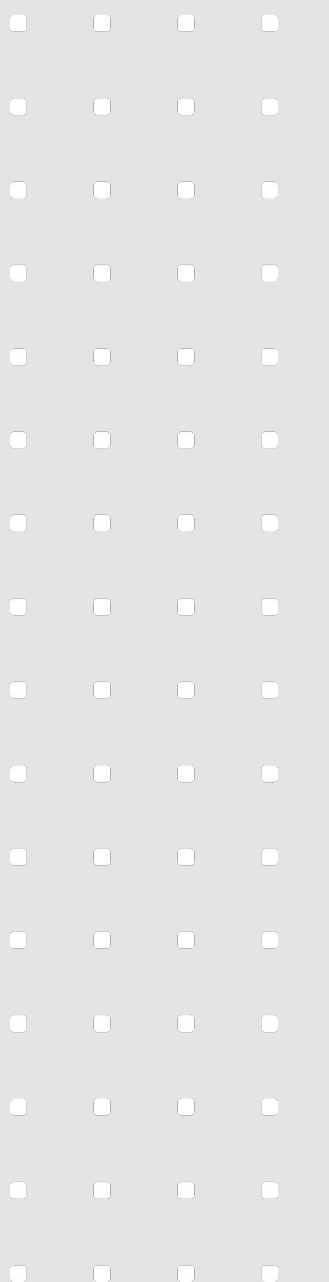
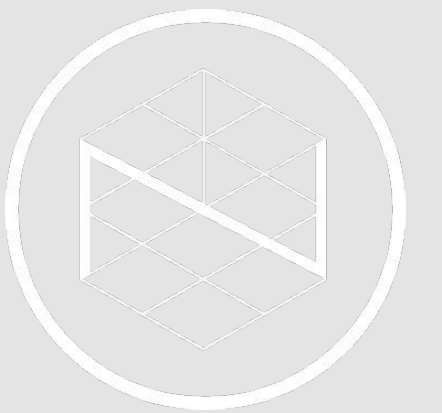
Support
my
growth

My situation

- I want to secure my family's lifestyle and accumulate wealth for future generations
- I need help building new revenue streams and want to explore new ways to grow my money
- I want to leave a lasting impression and create a legacy through philanthropic objectives
- I need an advisor who understands my objectives, values and goals and helps me to make the right choices to achieve them
- I want to be able to trust the company and its people to make significant decisions on my behalf

The opportunity

Entice HNWI with
digitally-augmented advice
and profitable service through
automated processes.



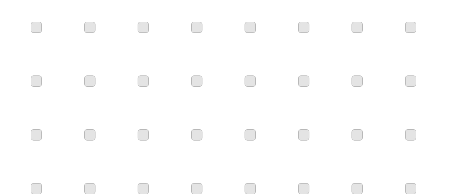
Fintechs ahead of the game in digital wealth management



personal
CAPITAL

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INVESTING

2.1D

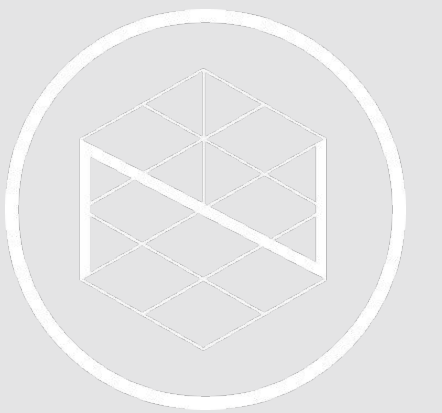


2.2

How to **execute on the opportunity** in saving and investing

The different personas have different needs and very different drivers for engagement. The one thing they have in common is a requirement for a seamless digital experience to support them in what they are looking to achieve.

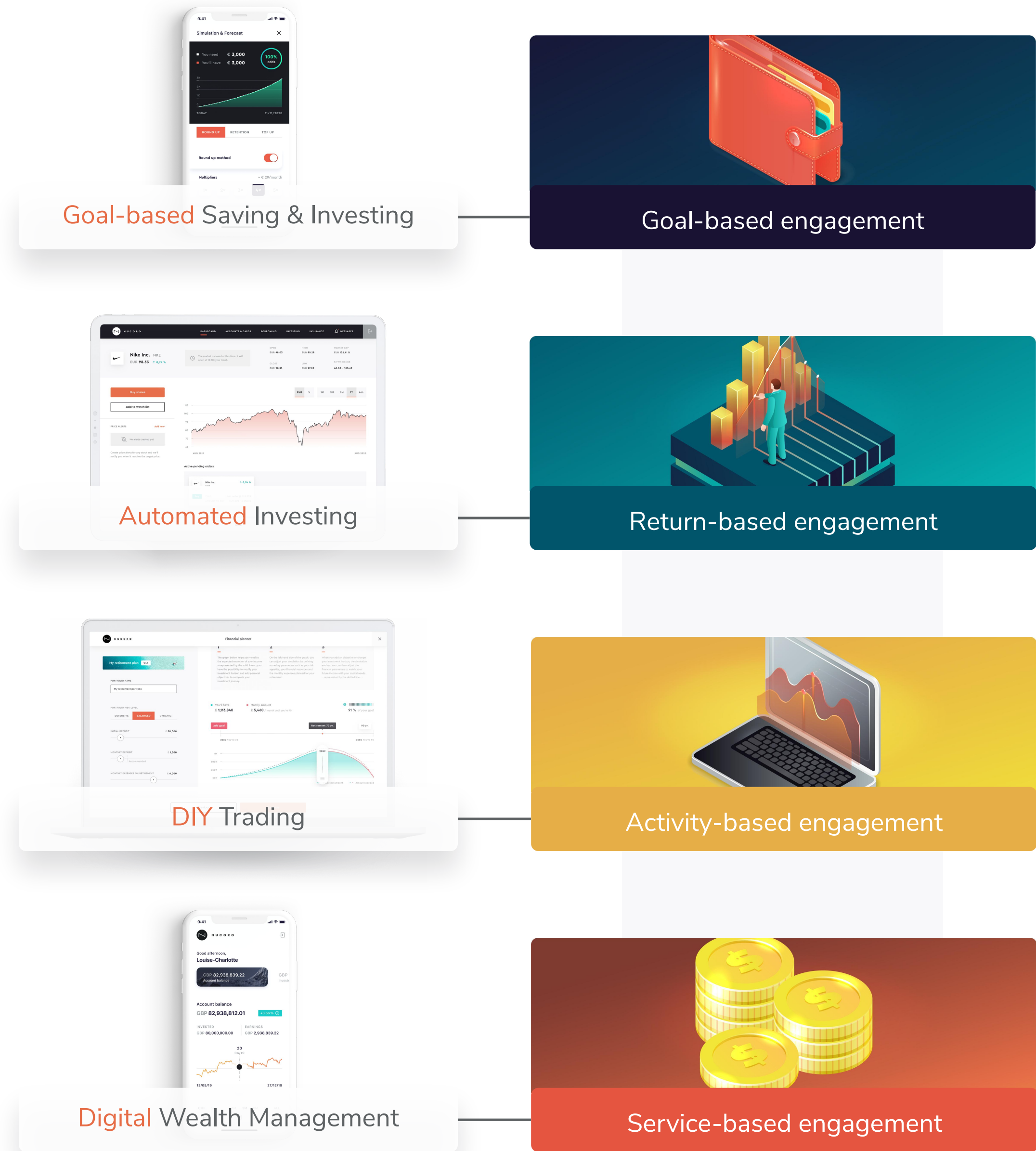
There are two primary routes to achieve this. Firstly, a greenfield approach where offerings are built independently of existing digital experiences. Secondly, an integrated approach which brings these new solutions into an already familiar digital offering. Both approaches have different benefits and considerations that will drive your ultimate decision.



Greenfield approach

Launching a greenfield proposition enables organisations to differentiate UX, brand and offering to acquire new clients. The individual customer can benefit from experiences that are optimised for their specific touchpoints. With a shared technology foundation, additional propositions can easily be launched in later stages. As synergies from existing channels are weaker, a clear strategy for launch and distribution is essential to make this approach successful.

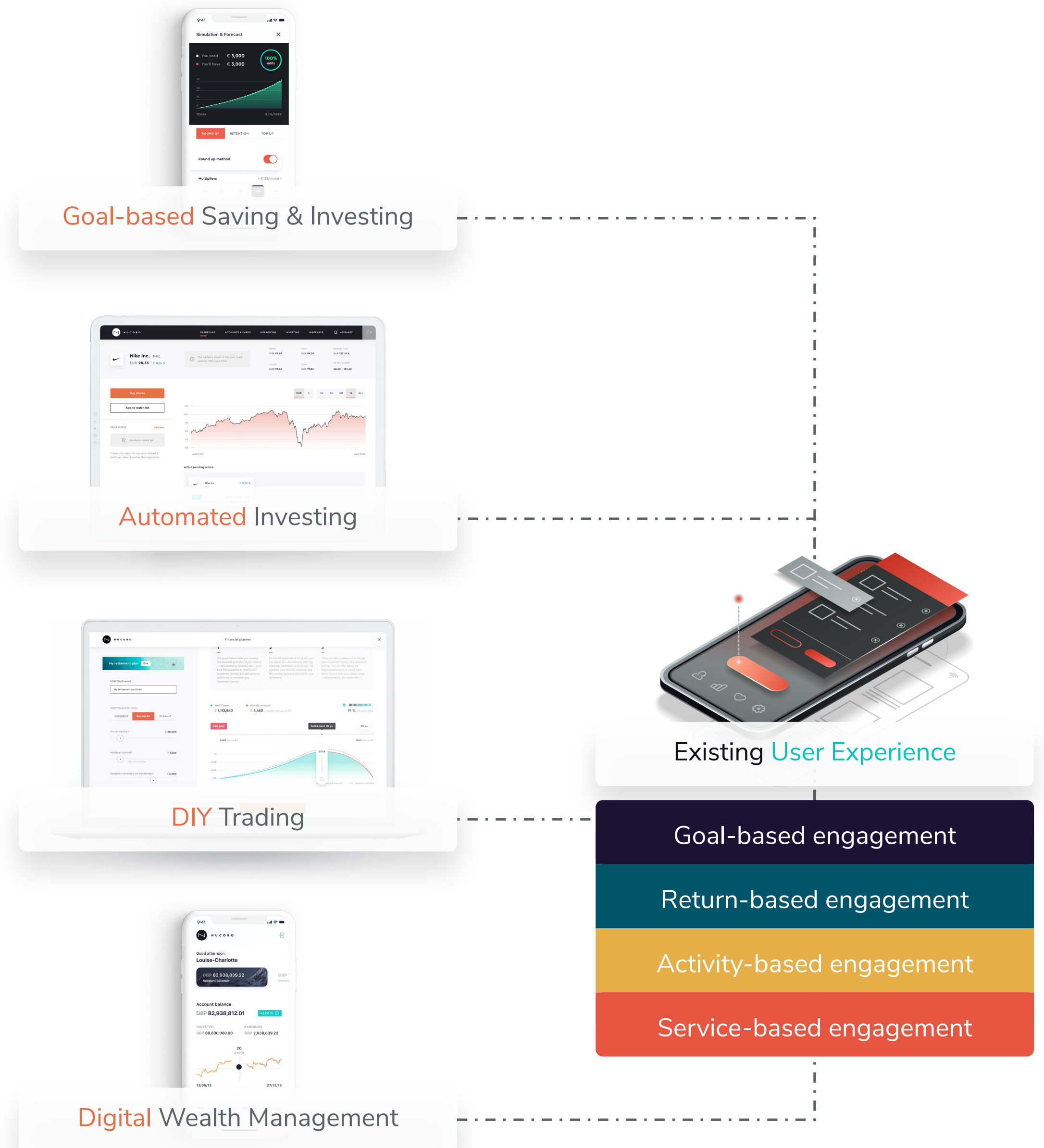
2.2



Integrated approach

To take advantage of existing channels, expand the experience and convert current users, new propositions are best placed within the existing and familiar environments that clients already engage with. Through a deep integration with existing systems, data and financial flows are leveraged to enhance features and reduce friction in the user journeys. Crucially, the existing experience has to be flexible enough to enable the new propositions to exploit their primary engagement drivers.

2.2



Solution variants



Greenfield

Acquire a new target audience or sub-segment with a clear differentiation in the proposition and user experiences.

You need a targeted distribution and customer acquisition strategy leveraging internal and external channels and partners.

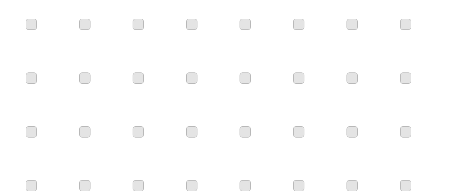
Consider that launching a standalone or sub-brand can help to differentiate the new offering further.

Integrated

Increase engagement of your existing clients and activate or convert them from being savers to becoming investors.

You need an existing retail client base with a high penetration of currently deployed digital experiences.

Consider that accessibility from a familiar environment and seamlessness between propositions will be key to succeed.



Thanks

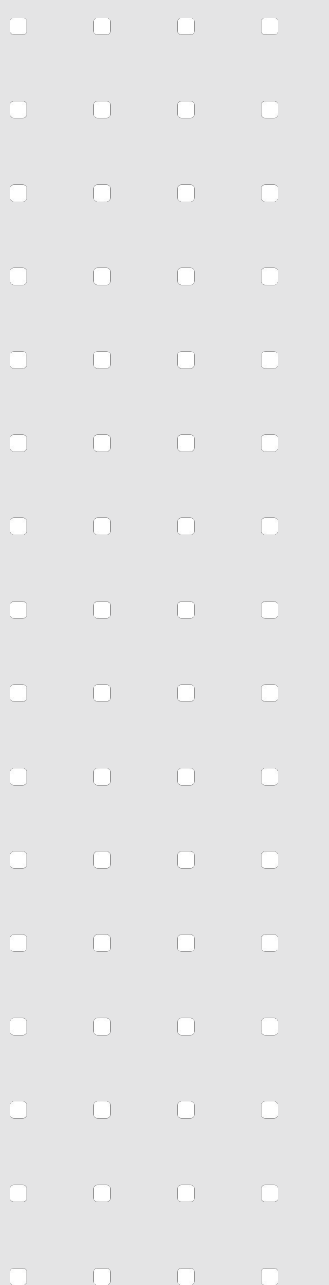
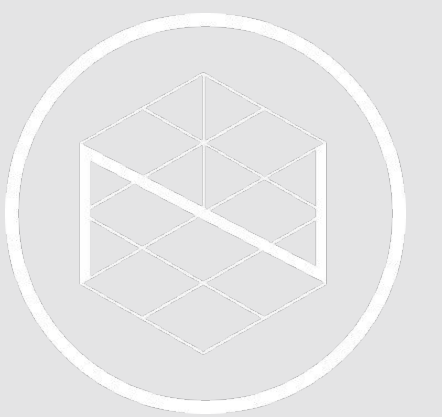
Thanks for reading Part 2 of our series on the Future of Money Management. Keep an eye on your inbox for the next instalment and head over to the [hub](#) to find out more.

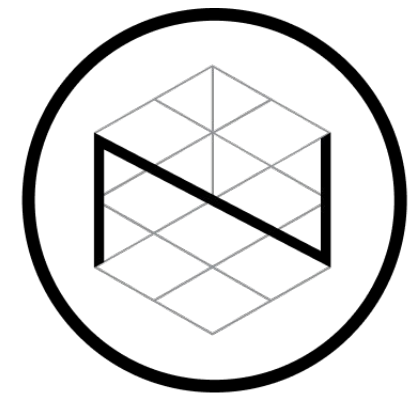
Part 1: The opportunity in saving and investment

Part 2: Understanding your clients' needs in depth

Part 3: Selecting the right technology for money management propositions

For more information on building out new propositions, contact us:
solutions@nucoro.com





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