

Scotiabank scores with award-winning mobile banking solution

Overview

Country or Region: Canada

Industry: Banking

Customer Profile

Scotiabank is one of North America's premier financial institutions and Canada's most international bank. With more than 70,000 employees, the company and its affiliates serve some 18.6 million customers in more than 50 countries around the world.

Business Situation

As mobile device use continued to increase among Canadians, so too did the customer's desire to have 24/7 access to banking information.

Solution

The Scotiabank mobile banking solution is a secure, end-to-end, real-time service with a number of capabilities, including bill payment, transfers, as well as domestic and international person-to-person payments.

Benefits

- Increased customer satisfaction
- Cost-savings opportunities
- Foundation for future growth

“Customer adoption is excellent – there’s no doubt about it. We’re experiencing more than 100,000 log-ins per day and in less than one year we’ve gone from zero users to more than 500,000”.

Stephen Gaskin, Vice President of Self Service Customer Experience for Scotiabank.

Serving 18.6 million customers in more than 50 countries across the world, Scotiabank is one of North America's premier financial institutions and Canada's most international bank. As a result of the quickly growing trend toward mobile, the Canadian Scotiabank team decided to work with Microsoft Gold Certified Partner Fiserv to offer triple-play mobile banking, launching the service in October 2010. Leveraging Microsoft's .NET Framework™ and Microsoft SQL Server®, Scotiabank offers mobile banking to Canadian customers via a downloadable app, mobile browser and SMS banking. This award-winning solution has driven increased customer satisfaction, enabled cost-savings for the company, and laid a foundation for future growth and innovation.

Situation

Over the years, the way that people like to do their banking has evolved. While face-to-face interaction in branches continues to be a mainstay, with the 80s came the mainstreaming of bank machines, the early 90s saw people turn to telephone banking, and the late 90s moved a large portion of banking transactions online – along with most everything we do.

Scotiabank is one of North America's premier financial institutions and Canada's most international bank. With more than 70,000 employees, Scotiabank Group and its affiliates serve some 18.6 million customers in more than 50 countries around the world. As a result of the quickly growing trend toward mobile, in late 2009 the Canadian Scotiabank team began to investigate how they could harness mobile technology to better serve customers.

"Customers want multiple ways to bank and at the time we were starting to see just how many people were using mobile devices," says Stephen Gaskin, Vice President of Self Service Customer Experience, Scotiabank. "There was a clear case for mobile to help banking adapt to customers' lifestyles and schedules."

As the market changed, Scotiabank wanted to stay ahead of the curve – so they reached out to Microsoft Gold Certified Partner Fiserv, a global provider of information management and electronic commerce systems for the financial services industry.

"With the emergence of more connected lifestyles and the evolution of mobile technology, banking customers have both the desire and the capability to access their financial information from their phones – wherever they are, whenever they want,"

says Matt Krogstad, Vice President, Business Development, Fiserv.

This market momentum was observed by many of the big Canadian banks, Krogstad adds, which accelerated the urgency for and legitimacy of a Scotiabank mobile banking strategy.

Solution

In October 2010, Scotiabank and Fiserv launched a triple play mobile banking solution built entirely with Microsoft technology. Leveraging Microsoft's .NET Framework™ and Microsoft SQL Server®, Scotiabank now offers mobile banking to Canadian customers via a downloadable app, mobile browser and SMS banking.

"We made the strategic decision to cover the landscape with all three access modes so that we had a comprehensive service for our customers," says Tracy Gomes, Scotiabank's Director of Mobile and Digital Sales.

The Scotiabank mobile banking solution provides a secure, end-to-end, real-time mobile banking service with a number of payment and alert capabilities, including bill payments, transfers, domestic and international person-to-person payments, and a range of retail, small business and investment account details. The service also covers all phone types and carriers across the country.

One notable feature of the mobile channel is its comprehensive SMS banking capabilities, which Gomes says is great for customers who have older feature phones, but is also convenient for customers with smartphones.

"If all you want is your balance, there's an easy way to do that – you text Scotiabank's short code and your balances just come

back. No login requirement, no session," says Krogstad. "It's a very quick way to instantly get your state of financial affairs summarized for you."

Scotiabank is also the only bank to offer Western Union real-time, international money transfers within the intuitive, mobile platform.

"With affiliates serving customers in more than 50 countries around the world, the Western Union international transfer functionality is of particular importance," says Krogstad. "Offering this capability through mobile devices is an added convenience for customers."

The Scotiabank Canadian mobile banking service has been so successful that in June 2011 the bank was recognized with the 2011 Celent Model Bank Award for innovative and effective technology usage in banking.

Benefits

Increased customer satisfaction

The deployment of Scotiabank mobile banking has been a big hit with customers, improving customer retention and acquisition. Customer interest in the mobile channel has also been quickly increasing.

"Customer adoption is excellent – there's no doubt about it," says Gaskin. "We're experiencing more than 100,000 log-ins per day, and in less than one year we've gone from zero users to more than 500,000."

The mobile channel also has a very high ranking on various app marketplaces.

"We have a four out of five star rating in iTunes and similar ratings on the Android and BlackBerry marketplaces," says Gomes.

"Also, the feedback we're seeing in the blogosphere and social media and the adoption of service by customers is proof of the great service."

Cost-savings opportunities

In the mobile channel's first year, customers have performed 100 million exchanges, many of which could have been conducted via more costly channels.

In the long-term, Scotiabank anticipates that the mobile banking channel will have an impact on cost avoidance by moving transactions from higher-cost channels to the more cost-effective and convenient mobile banking solution.

Strong foundation for future growth

Scotiabank selected a solution that can grow as the company's mobile strategy grows. The solution itself is scalable in two ways: operationally (the amount of transactions that can run through it), and with respect to functionality. The mobile channel is flexible and Scotiabank and Fiserv plan to continue to add new functionality and make user interface enhancements on an ongoing basis.

Scotiabank also plans to continue to watch customer interest in technology innovations closely in order to capitalize on opportunities around such things as micropayments, as well as the move towards the digital wallet.

"From our point of view, the mobile banking channel is going to enable us to compete more effectively," says Gomes. "Our goal is to keep up with customers' increasingly higher expectations and ensure we're able to meet them."

For More Information

For more information about Microsoft products and services, call the Microsoft Sales Information Center at (800) 426-9400. In Canada, call the Microsoft Canada Information Centre at (877) 568-2495. Customers in the United States and Canada who are deaf or hard-of-hearing can reach Microsoft text telephone (TTY/TDD) services at (800) 892-5234. Outside the 50 United States and Canada, please contact your local Microsoft subsidiary. To access information using the World Wide Web, go to:

www.microsoft.com

For more information about Fiserv products and services, visit the website at: www.fiserv.com

For more information about Scotiabank products and services, visit the website at: www.scotiabank.com

Microsoft .NET

Microsoft .NET is software that connects people, information, systems, and devices through the use of web services. Web services are a combination of protocols that enable computers to work together by exchanging messages. Web services are based on the standard protocols of XML, SOAP, and WSDL, which allow them to interoperate across platforms and programming languages.

.NET is integrated across Microsoft products and services, providing the ability to quickly build, deploy, manage, and use connected, secure solutions with web services. These solutions provide agile business integration and the promise of information anytime, anywhere, on any device.

For more information about Microsoft .NET and web services, please visit these websites:

www.microsoft.com/net
msdn.microsoft.com/webservices

Software and Services

- Microsoft's .NET Framework™
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Partners

- Fiserv