



Simon-Kucher  
**engine**



## Case Study

Driving a bank's digitalization initiative to more than 200% new app users

## Introduction

**Gamification** is meant to make – mostly boring – things fun. Banks have lots of potential in this regard. By drawing on experiences from other industries (e.g. fashion platforms, ride-hailing apps, health trackers, etc.) they can use this technique to spice up their digital offering. Goal is to convince their customers to complete their financial health and wealth portfolio with them.

## Situation & Objectives

That's what a German bank wanted to do. The idea: turn increasing financial health and wealth into a digital game to get customers excited about their finances! We set out to develop an innovative platform and app for self-advisory and digital sales. All within the existing online and mobile banking solution. Our plan had two main objectives:

- **Attention:** More customer attention and interest toward better financial health and a sustainable financial future
- **Action:** More cross-selling of additional products and increased loyalty towards the bank



## Approach & Solution

How were we going to do it? We transformed the bank's digital sales platform into a sticker album to make it more appealing to customers' natural urge to play. This customer-centric focus (combined with behavioral science and design thinking) came really into play when we integrated into the bank's existing IT systems and databases in a way that allowed for an instantly personalized customer experience. Individual product recommendations, exciting incentives within a new loyalty program, and a playful user interface – a winning combination!

**Hausbank Manager:** Ensuring more successful up- and cross-selling opportunities by basing a loyalty program for bank products on gamification.

### Personal customer experience

A personalized financial health cockpit with clear customer stories and (robo) advisory wealth checks identifies and offers customers exactly the right product solutions and the optimal volumes

### Digital end-to-end solution

Integration with the bank's existing IT systems and databases allowed the use of existing customer data. By thus increasing likelihoods of making a sale, the new platform gained acceptance from the sales force from the beginning

### Increased efficiency

A deeper understanding of their customers saves advisers time and resources by proposing the perfect product quicker, while also simplifying the digital closing process

## Impact

(Selection of the three highest growth rates on a product/solution level)

205%

more new app users

122%

more fund saving plan sales

105%

more credit card sales



Happier customers + happier advisers

Transferring insights from behavioral economics and goal setting theory to a gamified digital sales platform brought a massive increase in cross-selling. The bank's new platform integrates offline with mobile to create connected and personal experiences for customers. This digital, end-to-end solution lets the customer talk, and delivers a financial health check at the click of a button. It is visually intuitive and boosts loyalty by harnessing psychological effects to bring out the "collector" in every customer. Most importantly, it's fun.

**Simon-Kucher Engine** combines over thirty-five years of unique monetization expertise with proven digital solutions that fit to you.

### What we do

**It's simple.** We power businesses' growth. Through our digital technology and business-oriented thinking, delivered as a service. Straightforward and built to achieve the results you need – quickly and reliably.

### What we deliver

**Easy to use products:** Cloud-based software as a service products, easy to use and implement.

**Tailored solutions:** Designed to help our clients grow and adapt to the ever-changing digital landscape, achieving the results they need.

If you want to use digital products to accelerate your company's power, find out what our solutions can do for you. We support your business with intelligent engines, smart toolkits, and intuitive platforms – all quickly and reliably delivered by our team of product managers, developers, and engineers.



### Wolfgang Johann Mitschke

Managing Director

- 📍 Taunusanlage 9 -10  
Marianturm  
60329 Frankfurt/Main  
Germany
- ☎ Tel. +49 3336 77 28  
Mobile +49 3168 9980
- ✉ wolgangjohann.mitschke@simon-kucher.com
- 🖱 [www.simon-kucher.com/engine](http://www.simon-kucher.com/engine)



### Dr. Christoph Bauer

Partner

- 📍 Am Sandtorkai 74  
20457 Hamburg  
Germany
- ☎ Tel. +49 40 309978 100
- ✉ christoph.bauer@simon-kucher.com
- 🖱 [www.simon-kucher.com](http://www.simon-kucher.com)