

REINVENTARE CON IL DESIGN IL MONDO BANCA: DAL FISICO AL DIGITALE CON UMANITÀ.

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8 APRILE 2016

CREA[®]
INTERNATIONAL



-
TROVARE
UN NUOVO
CAPITANO
CORAGGIOSO
-

WANTED
“brave captain”



IBRIDAZIONE

Un team di business-digital strategist e ricercatori di tendenze retail nel settore del design dei servizi.



WELLS FARGO

WELLS FARGO

EXIT

WELLS
FARGO

AM, don't see Talbot
any more

Thank You

Call 1-800-
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or to schedule a
visit. Call 1-800-
WELLS-1234

WELLS
FARGO

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Mon - Fri
9:00am - 5:00pm
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24-hour teller service
For After-Hours Emergency
Call 1-800-935-5678



STANDPIPE AND
SPRINKLER
CONTROL VALVE
LOCATED 13
OPPOSITE THIS SIGN

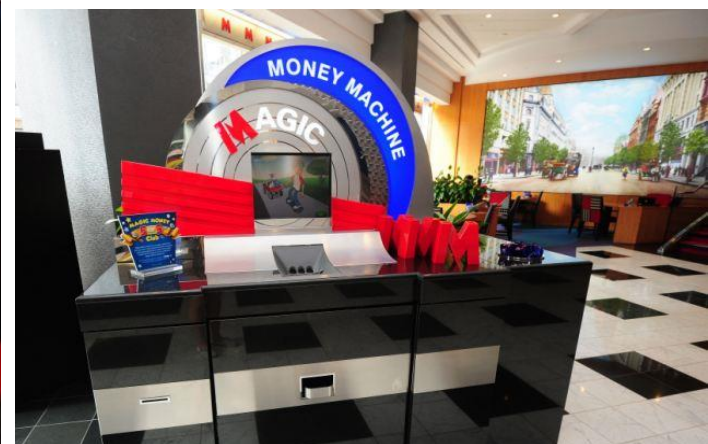
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WELLS FARGO



SMART BANKING

Inghilterra

soluzione bancaria innovativa



ESCLUSIVITÀ

Inghilterra

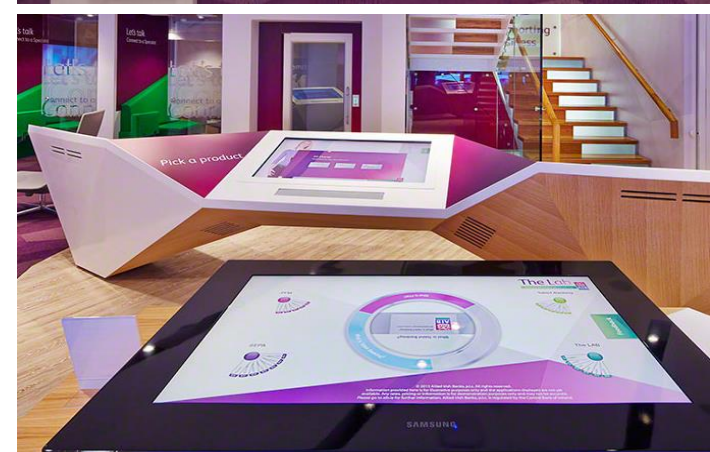
comunità lounge, consulenza diretta su prodotti finanziari



INNOVAZIONE TECNOLOGICA

Irlanda

una filiale HUB per esporre e testare i prodotti offrendo al cliente un'esperienza digitale



DESIGN INNOVATIVO

Giappone

Giochi di luce per rafforzare l'identità del brand

喜ばれることに喜びを
巣鴨信用金庫



DESIGN INNOVATIVO

Giappone

paesaggio iconico

喜ばれることに喜びを
巣鴨信用金庫



SPAZI PER LA BUSINESS COMUNITY

Polonia

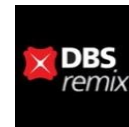
Spazi co-working per le nuove start-up



BANKING PER LA GENERAZIONE Y

Singapore

servizi educativi per la generazione Y



SWITCHING BANKING

Olanda

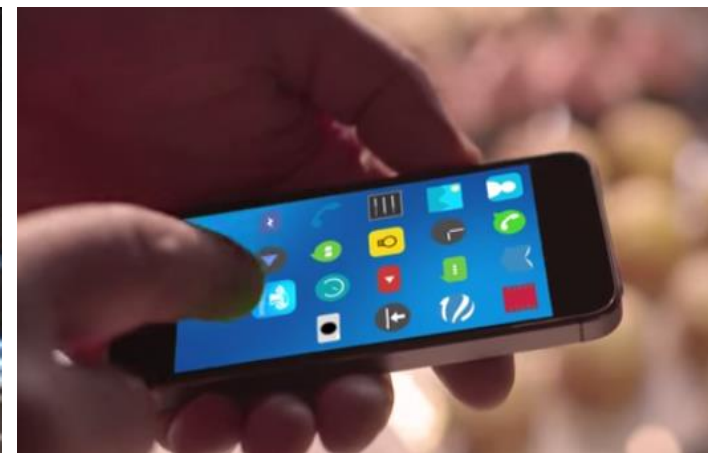
Pop-Up store



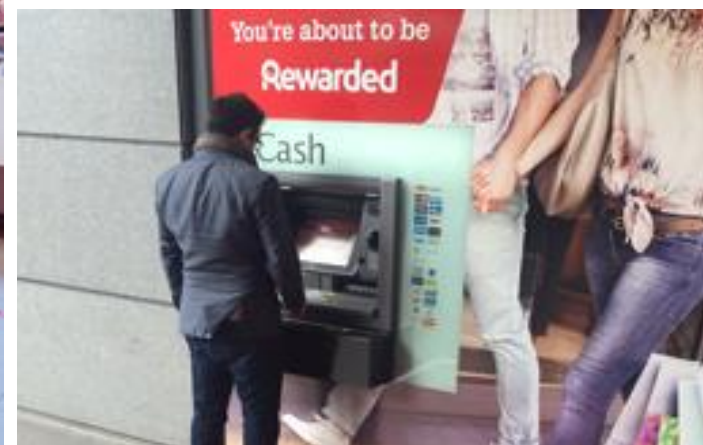
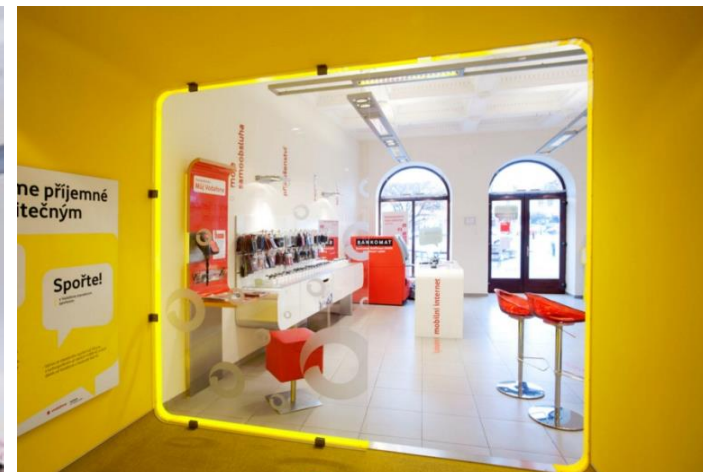
NOMAD BANKING

Polonia

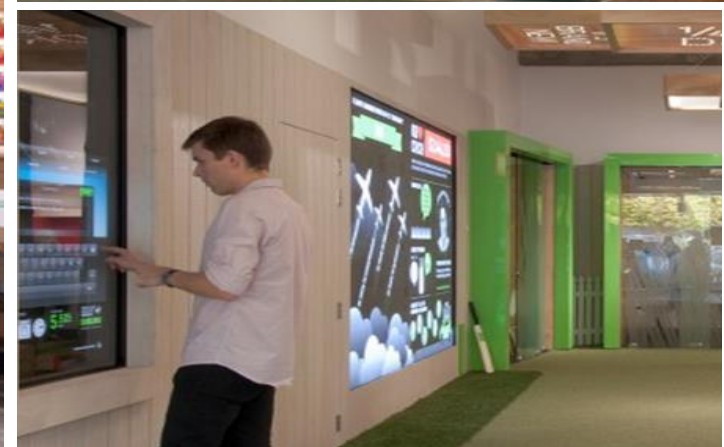
Servizio ATM



IBRIDO BANCARIO
Repubblica Ceca
Telecom+banca



IBRIDO BANCARIO
Nuova Zelanda
Banca+Posta



-
IL MONDO DIGITALE
È CAPACE
DI COMPRENDERE
SENTIMENTI,
EMOZIONI
E STATI D'ANIMO?
-





DIGITAL RETAIL EXPERIENCE

What does *Digital* mean today?

Multiple
Devices



Smartphone and Tablet. But large screen too.



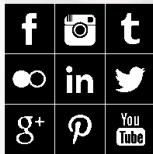
Different
Users



Consumers with a B2C app. But B2B applications too.



Multiple
Interactions



Web and Social Media. But other interactive touch points too.



Different
Usage



Communication
Information
Localization

Purchase
Entertainment
...

DIGITAL RETAIL EXPERIENCE

i pillar

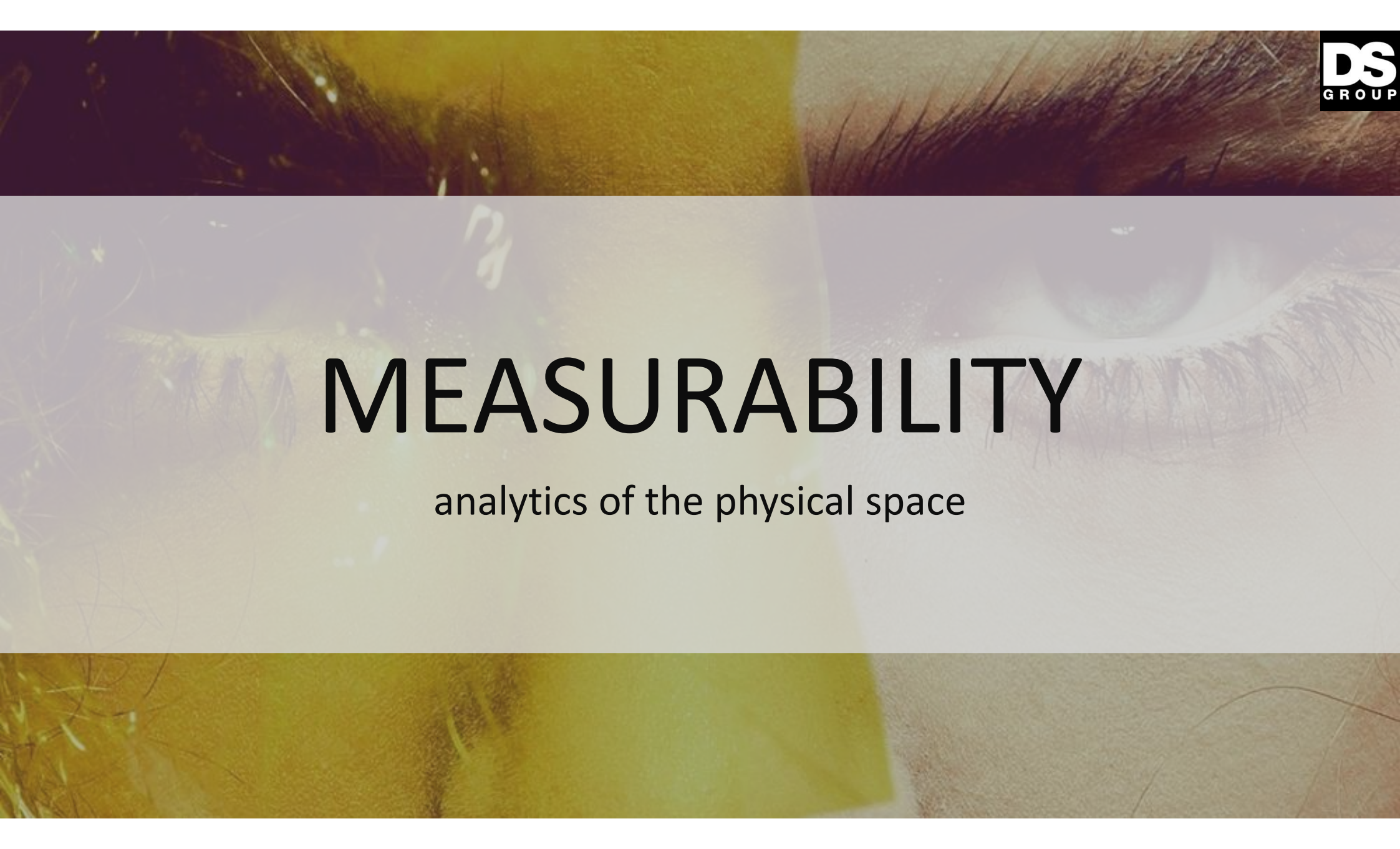
MISURABILITÀ

STORY TELLING

HYBRID SHOPPING

IL CLIENTE AL CENTRO

OMNISCANALITÀ

The background of the slide is a close-up, artistic photograph of a human eye. The eye is looking directly at the viewer, with the iris and pupil clearly visible. The eyelashes are long and dark. The skin around the eye is a warm, yellowish-brown color. The overall image has a soft, slightly blurred quality, giving it a dreamlike or contemplative feel.

MEASURABILITY

analytics of the physical space

STORY TELLING

products and services have a history to be communicated

HYBRID SHOPPING

digital purchase in phisical space

The background of the slide is a close-up, artistic photograph of a woman's face. She is wearing large, clear goggles, and her eyes are looking directly at the camera. Her mouth is slightly open, showing her teeth. The image has a soft, ethereal quality with a light blue and white color palette. A semi-transparent white horizontal band runs across the middle of the image, serving as a backdrop for the text.

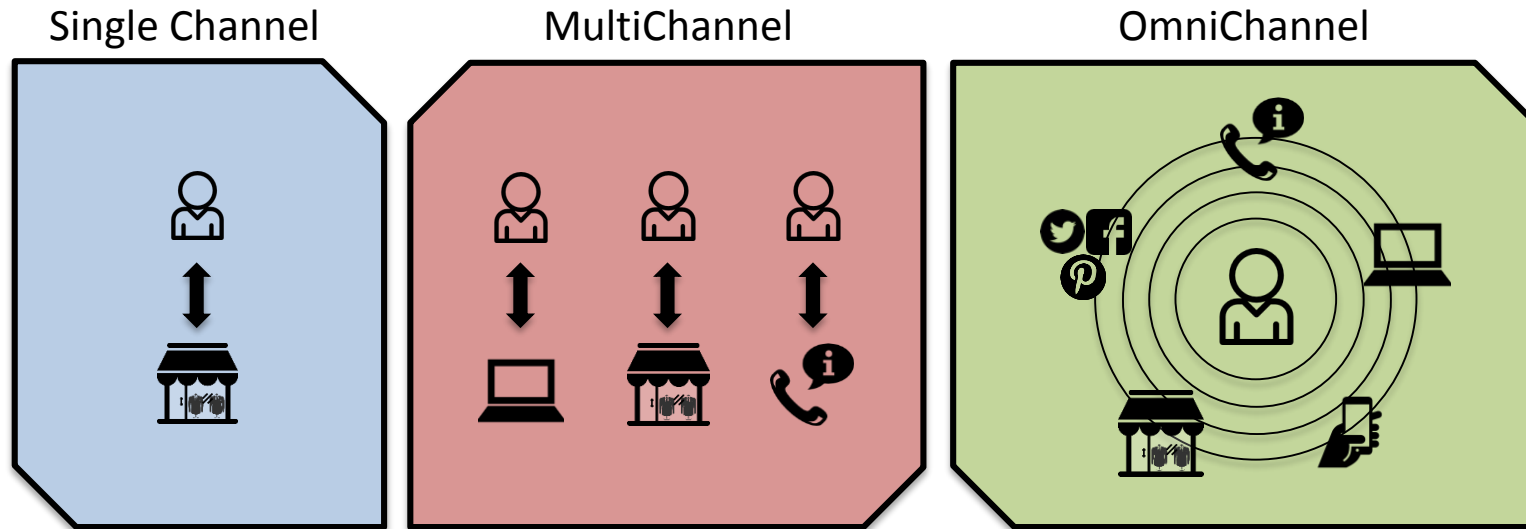
CUSTOMER CENTRIC

targeted and profiled experience

OMNICHANNEL

same experience accross all the channels

STRATEGIA OMNICHANNEL



Unica strategia su tutti i punti di contatto e di interazione con il cliente.

The *Omnichannel* challenge

FRONT
END



B2C App



E-commerce



Screen in store



B2B App



Web & Social

MULTICHANNEL

BOTH ON FRONT-END AND BACK-END

BACK
END



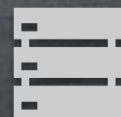
CRM



ERP



CMS



DAM



CC & IVR



Other...

The Answer

FRONT
END



B2C App



E-commerce



Screen in store



B2B App



Web & Social

PLATFORM APPROACH



COMBENIA

BACK
END



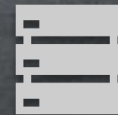
CRM



ERP



CMS



DAM



CC & IVR



Other...

CHE COS'È IL HUMAN RETAIL?

Human Retail si propone di costruire **connessioni umane** nel **mondo fisico**.

L'obiettivo è di creare novi valori e benefici per il cliente, ascoltando e comprendendo i bisogni di ogni individuo e mantenendo il cliente al centro del processo bancario.

Per indirizzare le vendite ci focalizziamo sulla **marketing relationship** utilizzando contenuti personalizzati, supporto e assistenza clienti.



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**FORNIRE SERVIZI
MULTIDISCIPLINARI
A 360 GRADI**
-



LOW-COST BANK



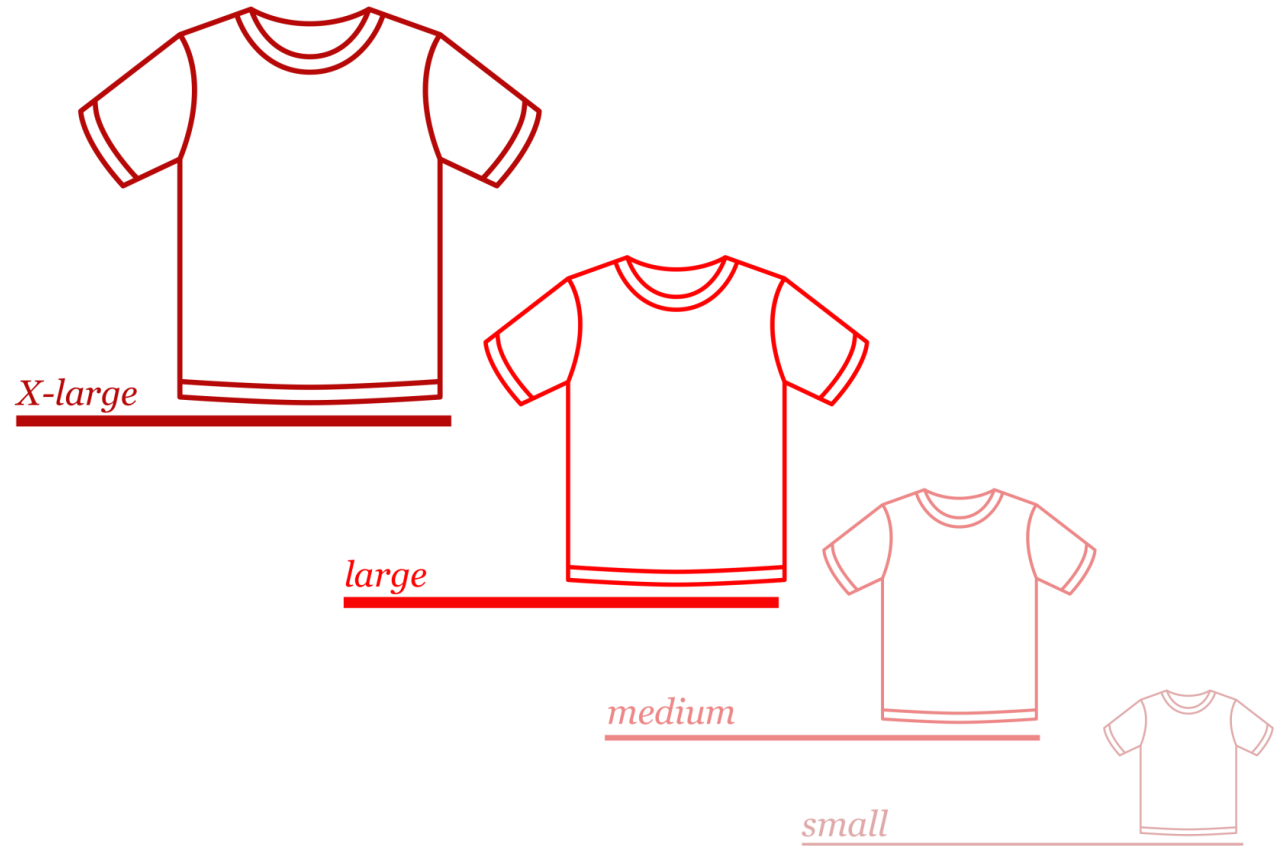
SLOW BANK

I shop
therefore
I am

-

ESPANDERE E REINVENTARE TOUCHPOINTS FICISCI CON NUOVI MODELLI DI SERVIZIO

-



COIN
Italia





*if you have a dream...
come with us!*

WHISPER US YOUR HEART'S
THOUGHTS AND GUIDE OUR HANDS
AND MINDS TO DESIGN THE CONCEPT
OF THE BRAND'S DREAMS

ITALIAN PHYSICAL BRAND DESIGN
BRINGING VALUES THROUGH INNOVATION

