

Nationwide's Mobile strategy

James Smith

IBM Summit 25.9.14

Confidential



On your side

Let's cover

Nationwide
today

Our six
strategic
priorities

The business
case for Mobile

Delivering
Mobile & the
challenges

Lessons we
have learnt

What's next...

**Most
trusted**

FS brand on
the high street

e

No.1

for customer
satisfaction on
the high street

14m+ members

700 branches

Internet bank
launched in

1997

**Third
largest**

provider by
assets

£190bn assets...

mutual model underpinned by
member service

Let's cover

Nationwide
today

Our six
strategic
priorities

The business
case for Mobile

Delivering
Mobile & the
challenges

Lessons we
have learnt

What's next...



On your side

Develop a new **distribution** standard based on common digital platforms

Shape an iconic **brand** that resonates in a digitally enabled world

Develop our **culture & people** to be ready for a “Digital Society”

Invest in digitally oriented **processes** and **technologies** to deliver a 24/7 operating model

Meet and surpass all **regulatory** requirements, setting the example of “what good looks like”

Deliver a robust **financial** performance to support a more sophisticated approach to distributing member value

Our six strategic priorities



On your side

Let's cover

Nationwide
today

Our six
strategic
priorities

The business
case for Mobile

Delivering
Mobile & the
challenges

Lessons we
have learnt

What's next...

The business drivers

- Maintain relevance - be present in customers' lives
- Hard financial business case
- Stakeholder expectation

Relevance to banking

- Move – make it easy & secure
- Store – allow me to see what I have
- Loan – show me you know and value me

The business case

- Pricing, product & service

The main protagonists

- Top down: Chairman, CEO, COO...
- Bottom up, Members and new customer demand

The business case for Mobile



On your side

Let's cover

Nationwide
today

Our six
strategic
priorities

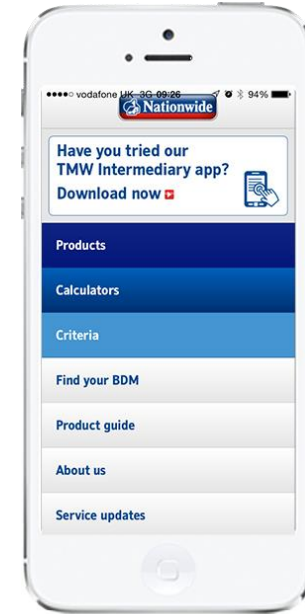
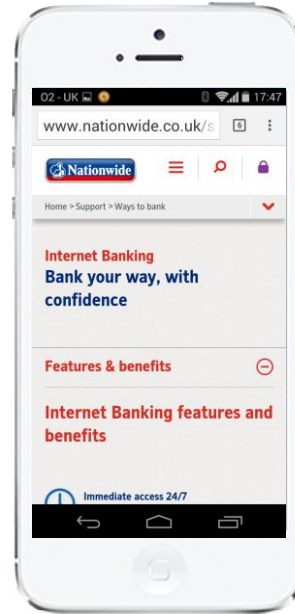
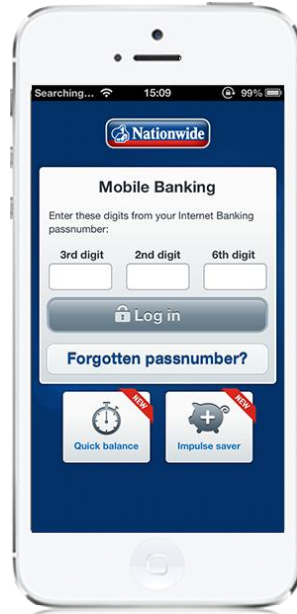
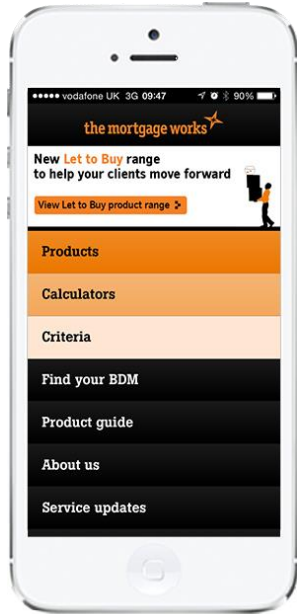
The business
case for Mobile

Delivering
Mobile & the
challenges

Lessons we
have learnt

What's next...

Automate, self-serve, simplify lives



Delivering
Mobile & the
challenges



On your side

Proposal

Design

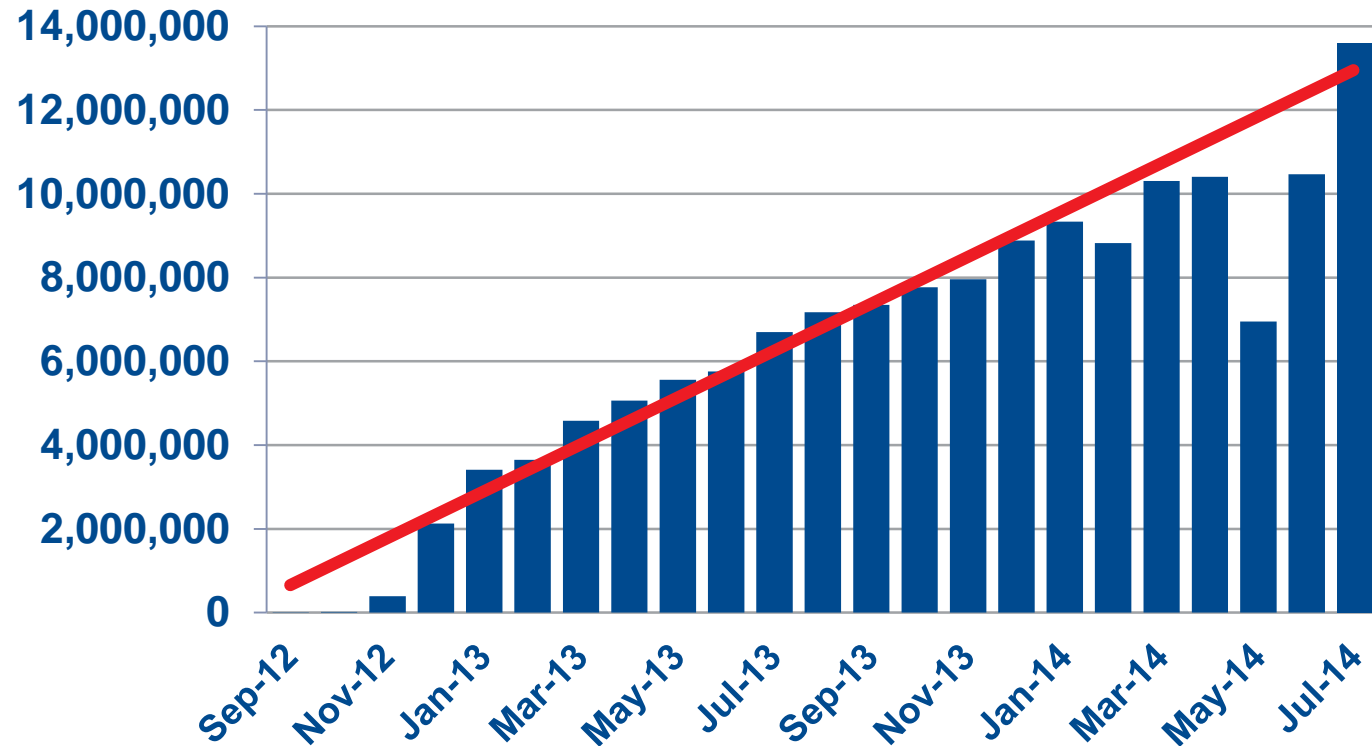
Customer led

Build & test

**Readiness
& roll out**

Business Performance & Operations

Log-Ins



Transactions:

In July, mobile overtook internet bank



Android



iOS



Side-effects:

Customer expectations on availability
Change to peak times



On your side

Let's cover

Nationwide
today

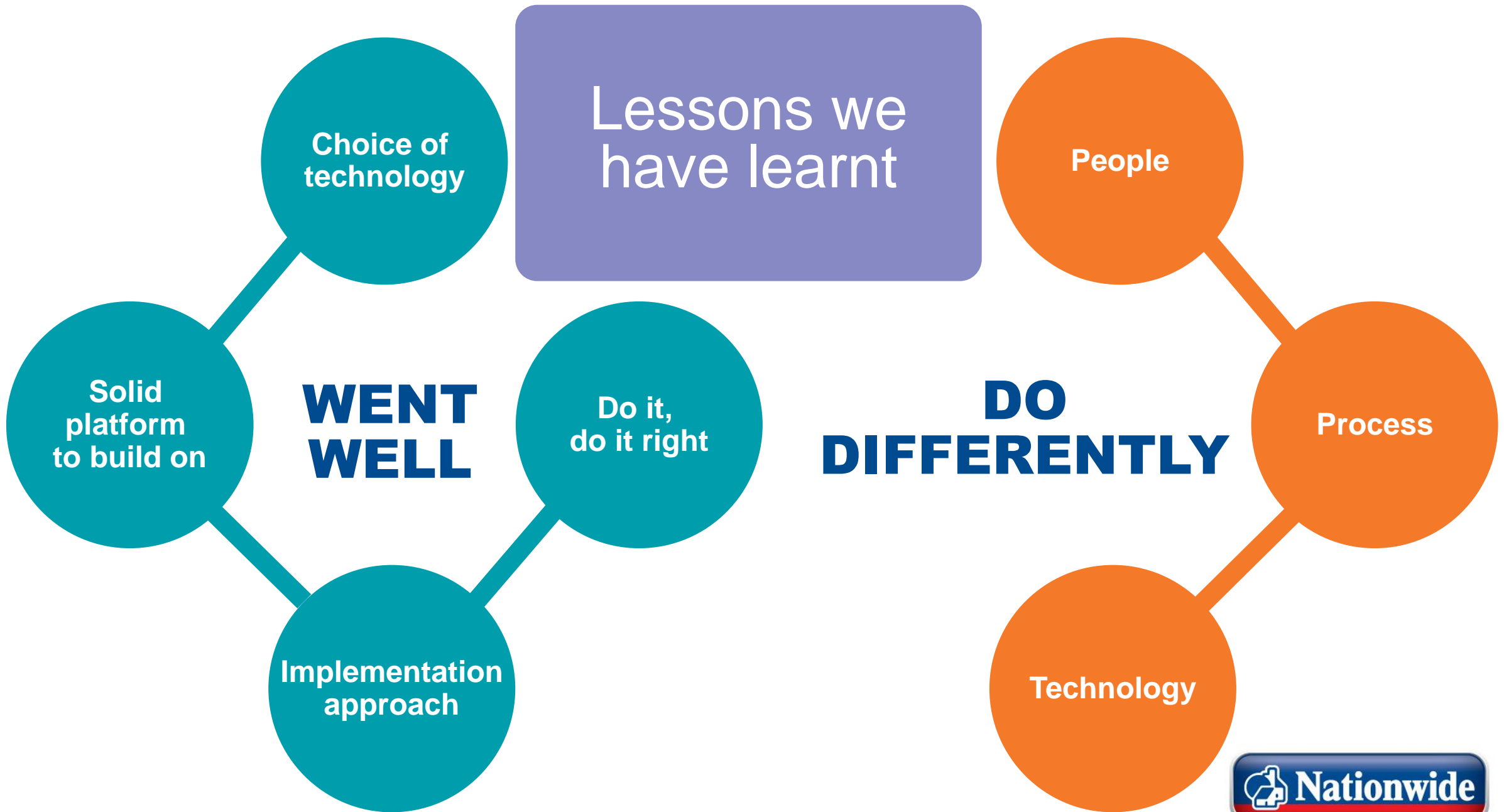
Our six
strategic
priorities

The business
case for Mobile

Delivering
Mobile & the
challenges

Lessons we
have learnt

What's next...



Lessons we have learnt

People

Solid platform to build on

WENT WELL

Do it, do it right

DO DIFFERENTLY

Process

Implementation approach

Technology

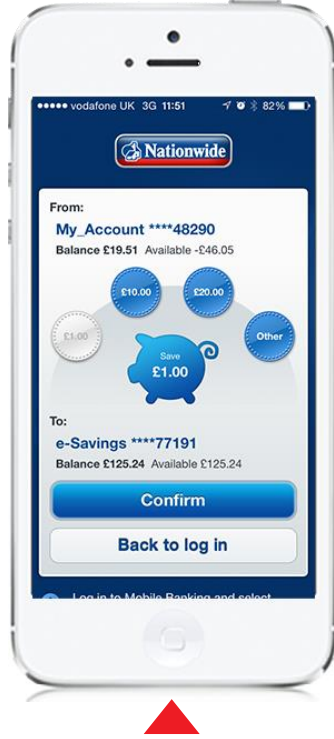


On your side

Since initial go-live



Upgrades



New developments



On your side

Let's cover

Nationwide
today

Our six
strategic
priorities

The business
case for Mobile

Delivering
Mobile & the
challenges

Lessons we
have learnt

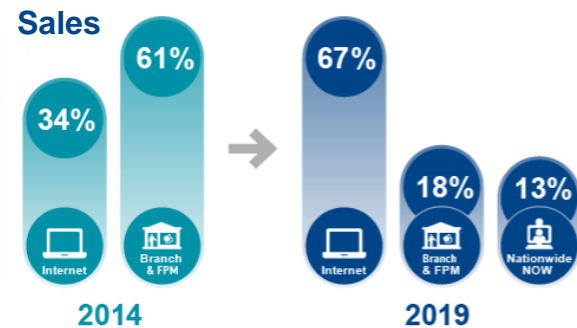
What's next...



On your side

Multi-Channel Digital innovation

- Seamless digital experience across all channels
- Changing role of channels
- BAM to DAM
- Front office / Back office
- Turn the screen around
- Tablet in branch – employee and customer devices...

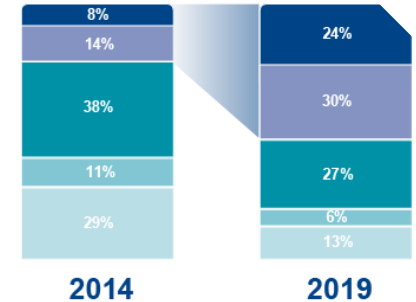


Sales & Service:

Change in role of branches

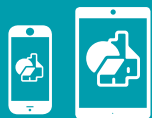
- centre for help and advice
- complex sales processes
- member preference
- adoption of Nationwide NOW

Breathing new life into marginal branches



Optimising solution

- Managing proliferation of devices
- Maintaining compliance
- Controlling cost

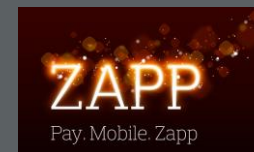


Supporting infrastructure

- Use of data, alerts, etc



New industry opportunities



New capabilities

- Biometric authentication, geo-location...
- IoT...



What's next...



On your side



Nationwide's Mobile strategy

James Smith



On your side