

BKS Bank

An Inward View on Personalization

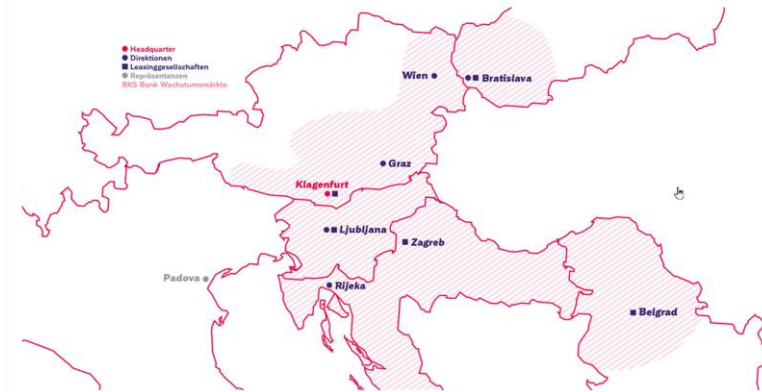
BKS Bank AG, 15.11.2024



Introduction to BKS Bank AG

BKS Bank

BKS Bank AG, founded in 1922, has a long-standing tradition of serving the regional SME-corporate market. As of YE2023, we had €10.6b in assets, 1,146 employees, and 64 branches across four southeastern federal states. We are the 10th largest bank in Austria, with ongoing expansion into Slovenia, Slovakia, Serbia and Croatia. BKS is part of the 3 Banken Group, alongside sister banks OBK and BTV.

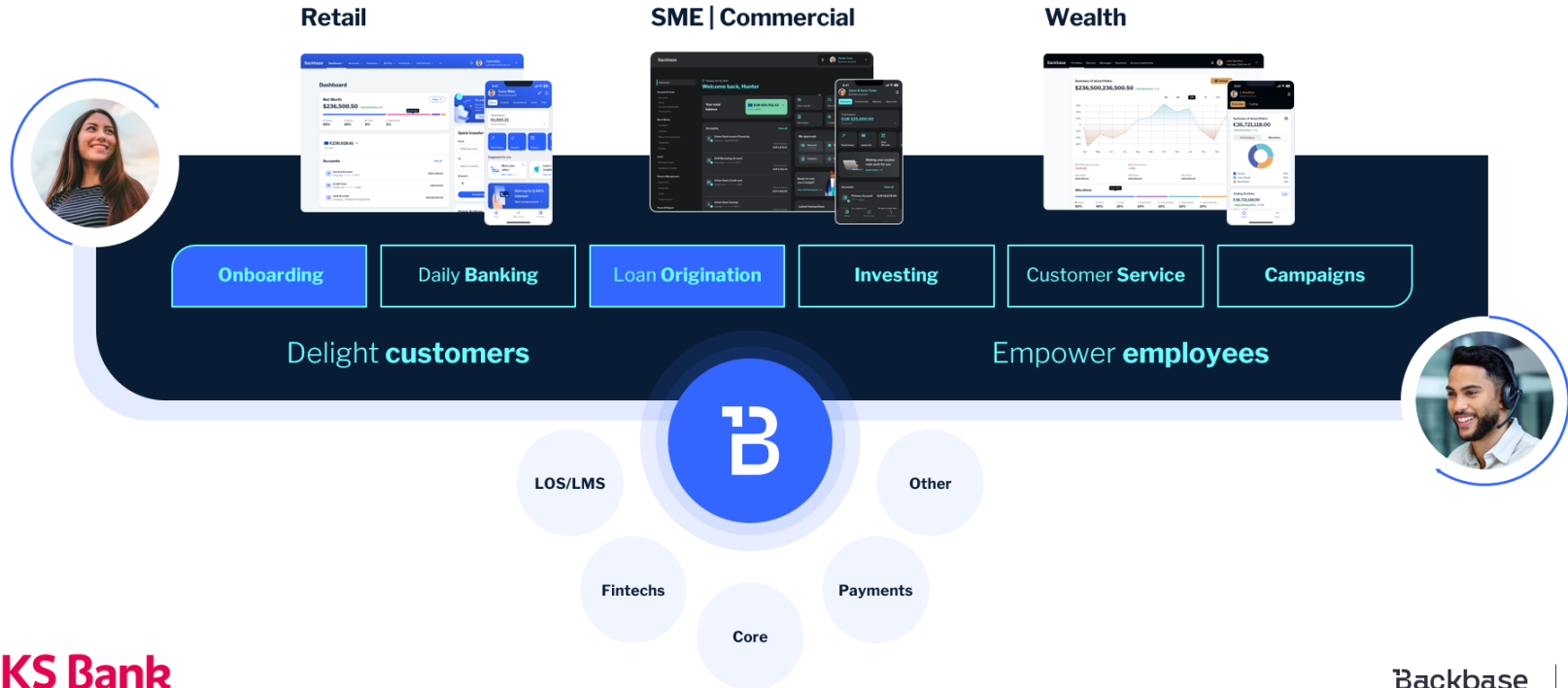


Since 2018, we have developed digital customer journeys for both consumers (account opening, consumer/mortgage lending, vehicle leasing) and SMEs (vehicle leasing and, as of two weeks ago, loans).

These journeys were created with Backbase, a renowned IT platform and service provider from the Netherlands.

Introduction to Backbase

BKS Bank



BKS Bank

Backbase |

Challenge

BKS Bank

BKS's lending model traditionally emphasizes customer service and the individualization/personalization of loan offers, focusing on "finding the right solution for the client." However, this approach presents significant challenges...

- Our current model is **expensive and time-consuming**, as both Front Office and Back Office are involved in generating financing offers. This process typically takes several days—too slow for customer expectations.
- Customers **expect** individualization and personalization from BKS Bank, which comes at a cost.
- Our traditional business model is **difficult to reconcile** with a digitalization strategy focused on product and service standardization—it's a challenge to strike the right balance between the two worlds.
- Technically, we began with a **retail banking** solution and customized it for our needs.

Solution

BKS Bank

4 **standard** SME
products offered

Individualized
document
requirements

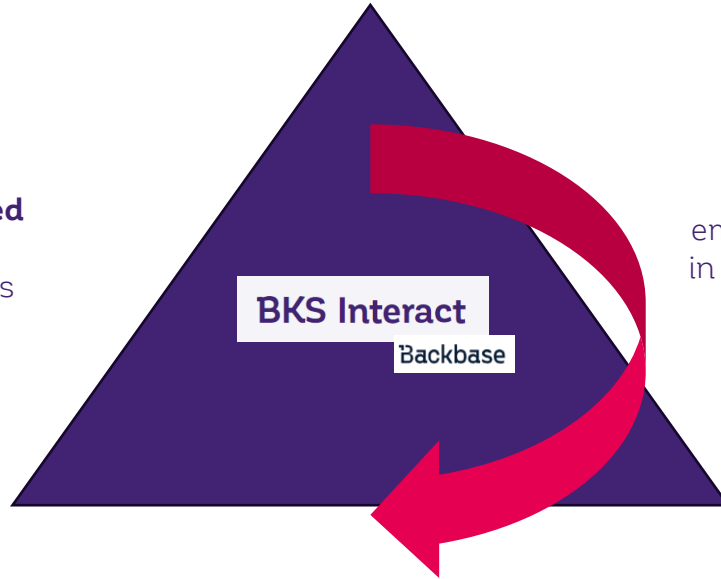
Customer and
employee can work
in **parallel on same**
application

BKS Interact

Backbase

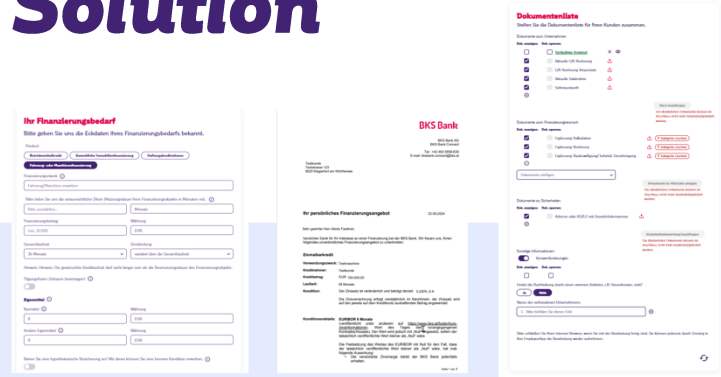
Document list generation
& capture, depending on
customer, collateral,
product

Individualized, non-
binding/ preliminary
financing offer



BKS & Backbase – The Solution

One app
with BKS Journeys for
Retail and SME



Buy
Out-of-the-box apps & journeys

Build
BKS specific journeys

One platform,
one codebase

Backbase Engagement Banking Platform

Back-end
connectors

Out-of-the-box
connectors

Custom connectors

BKS Bank

Backbase