

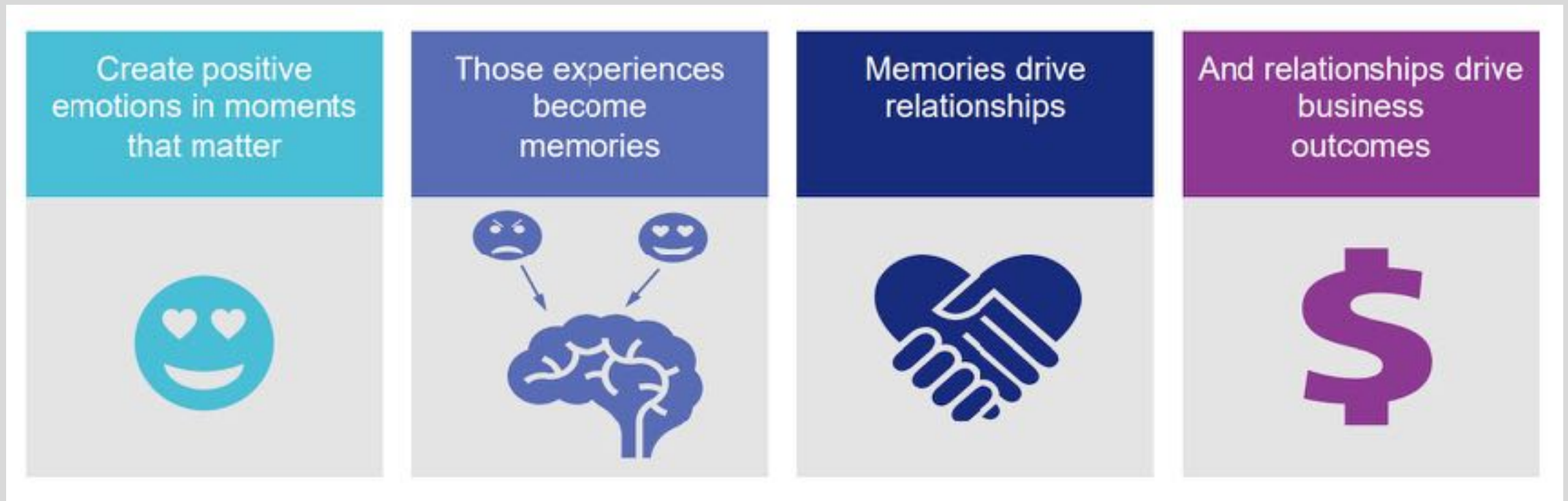
# Customer Engagement

Reverse Innovation

Challenge Pitch  
by PPCBank

# Positive Emotions Matter

Don't Sell the Products, Share the Memories



# Engagement Banking

## Continuous Interaction with Customers

- Customer Relationship
- Brand Loyalty
- Customer Satisfaction
- NPS

**Who we are**

# Cambodian Banks - Perception

**General Public - 60% keep their money in Safe or Gold**

## **Bank Users**

- 52% in Frustrated Mind
- 26% in Indifferent Mind
- 18% in Exclusive Mind

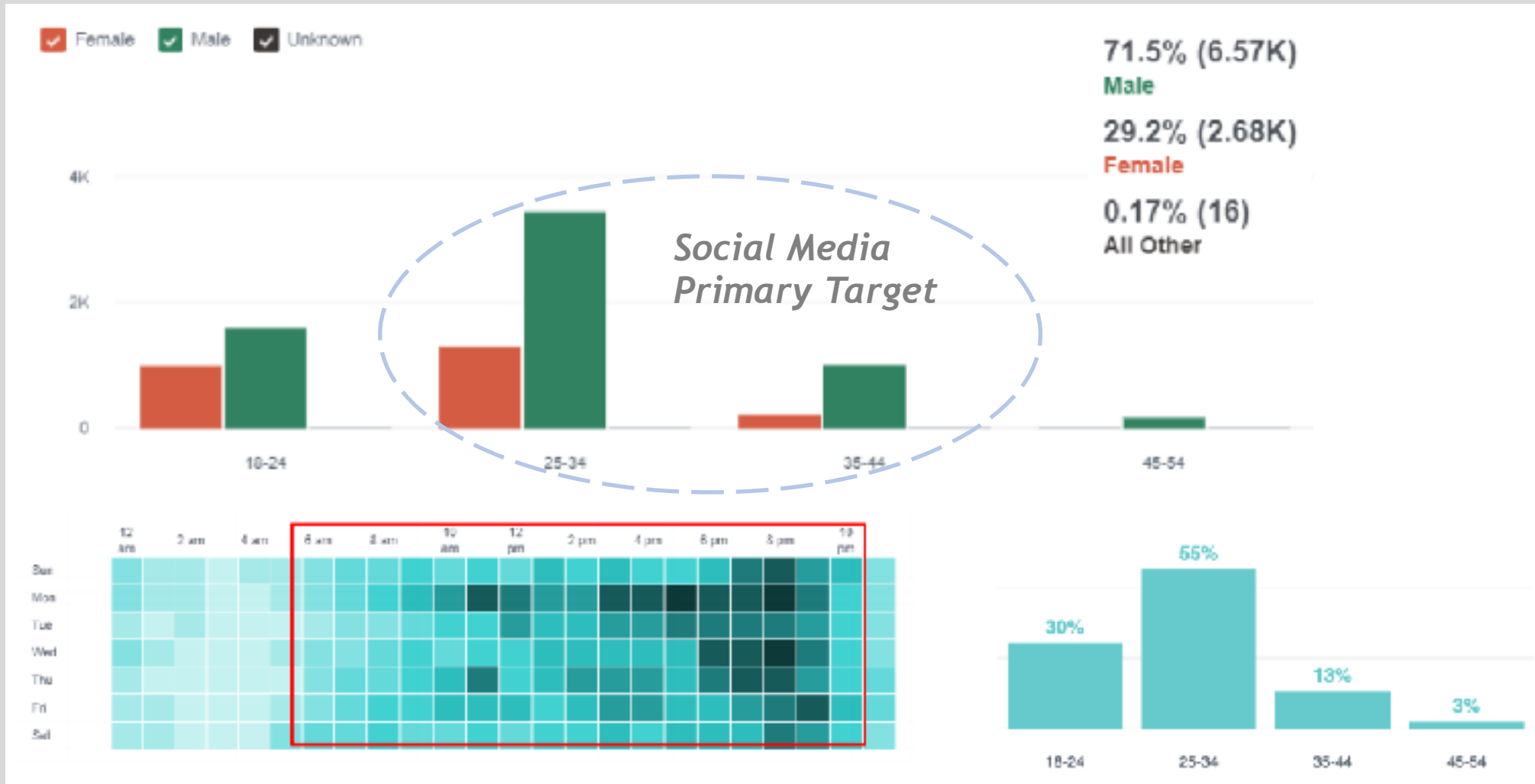
Note : Survey by Kantar TNS in 2017

# PPCBank - Customer Perception

## One of the Average Commercial Bank in Cambodia

- Medium-Size Bank from Korea
- Nice and Clean Design
- Average Rated in Brand Awareness
- Relatively Well-Recognized in Digital-Focused Service

# PPCBank - Facebook Stats



# Challenges



# Key Drivers of Engagement Banking

## Contents

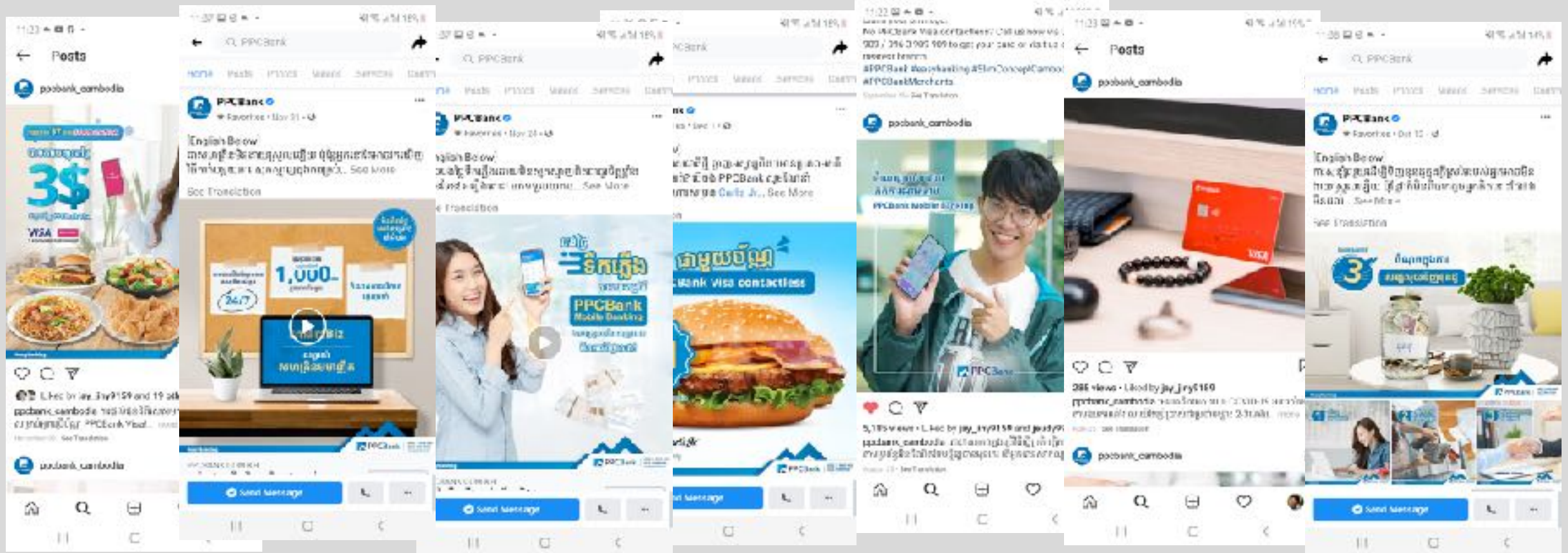
“What are the best contents for bank (potential) users to engage with PPCBank?”

## UI/UX

“What are the UI/UX ideas to impress users and visitors of PPCBank digital channels?”

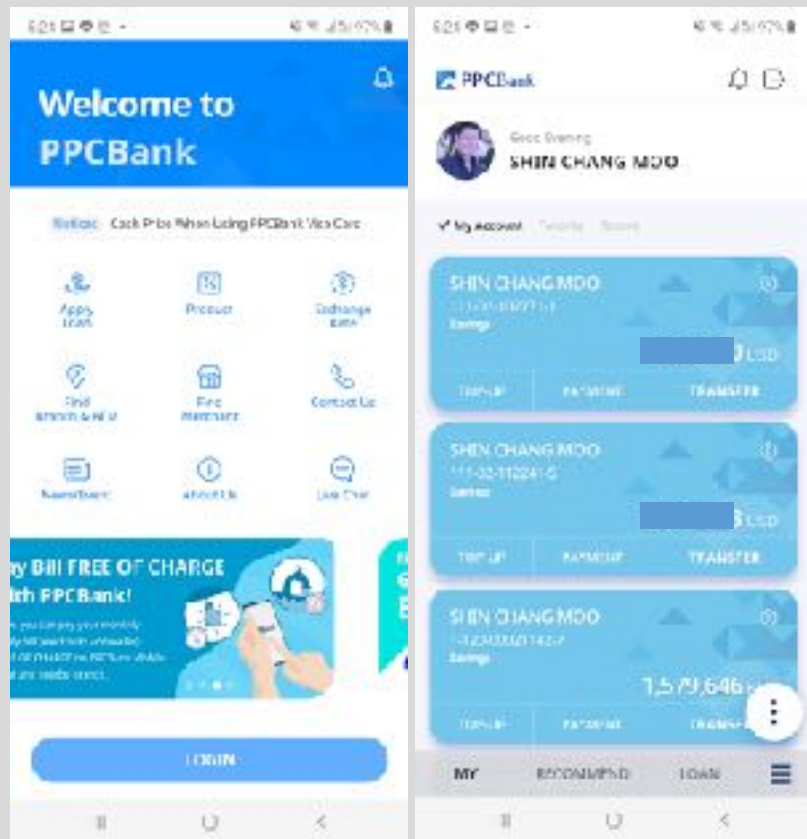
# Contents of PPCBank

#ppcbank @ Facebook, Instagram, YouTube, LinkedIn



# UI/UX of PPCBank

## Mobile App, SmartBiz, Web Page



# Expectations

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- “Out of The Box” Thinking
- I Know How to Google
- Cambodian Context
- Target Group of Age 25~40 in Upper Middle Income
- Propose with Ideas, Examples, Logic, and/or Experience

# Cut





# Defend



Thank you .. See you later