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Twimbit
CX Banking App
Benchmarks 2023
Thailand

Disclaimer

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01

Growth opportunities for App-based banking in Thailand

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Thailand has around **55 Mn** smart phone users

Over 61.21 Mn internet users in Thailand

The average time a user spends on the internet is **8.06 hours** per day

In 2022, Thailand users downloaded over **2.26 Bn** apps

Thailand to achieve a digital economy valued between **USD 100–165 Bn** by 2030

94% consumers in Thailand use digital payment across multiple forms

$ 11.71 Bn Prepaid card and e-wallet market size in 2022

Over 22.8 Bn mobile banking transactions

Thailand ranked **1st** globally in real-time payments transactions per capita in 2022 and Thailanders will conduct **32 Bn** transactions via real-time payments in 2027
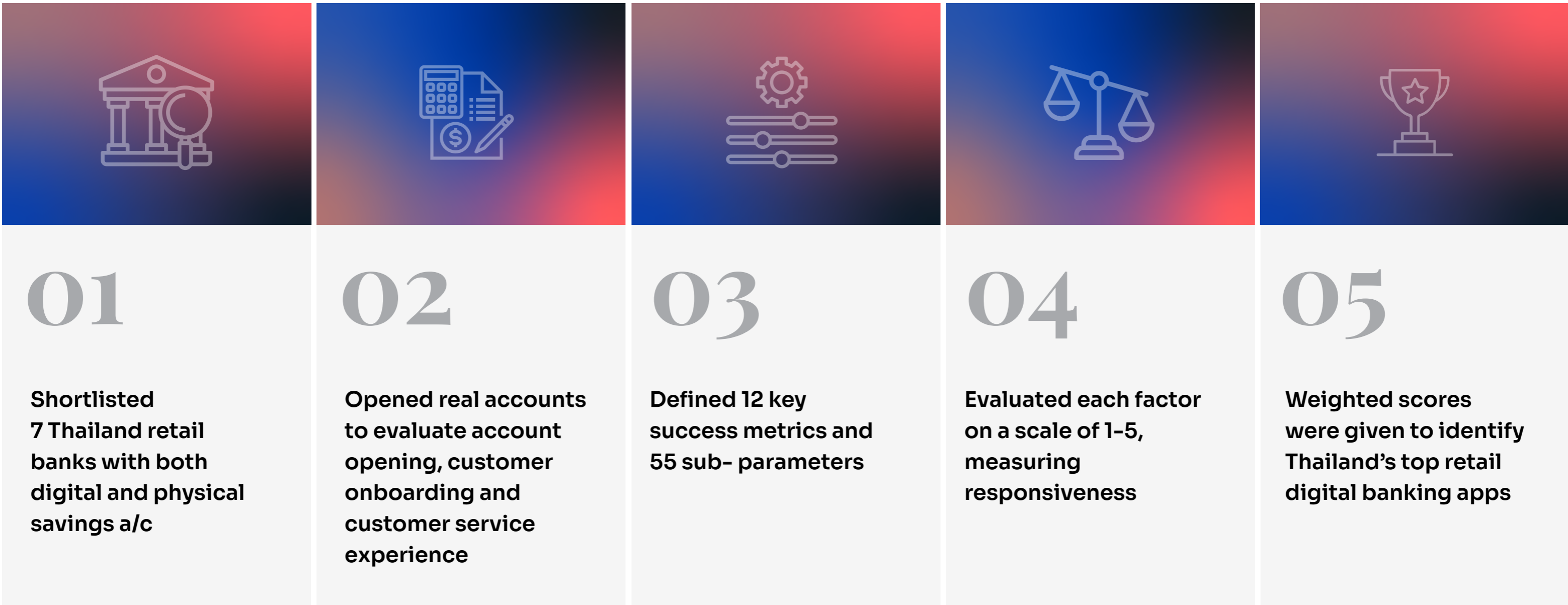
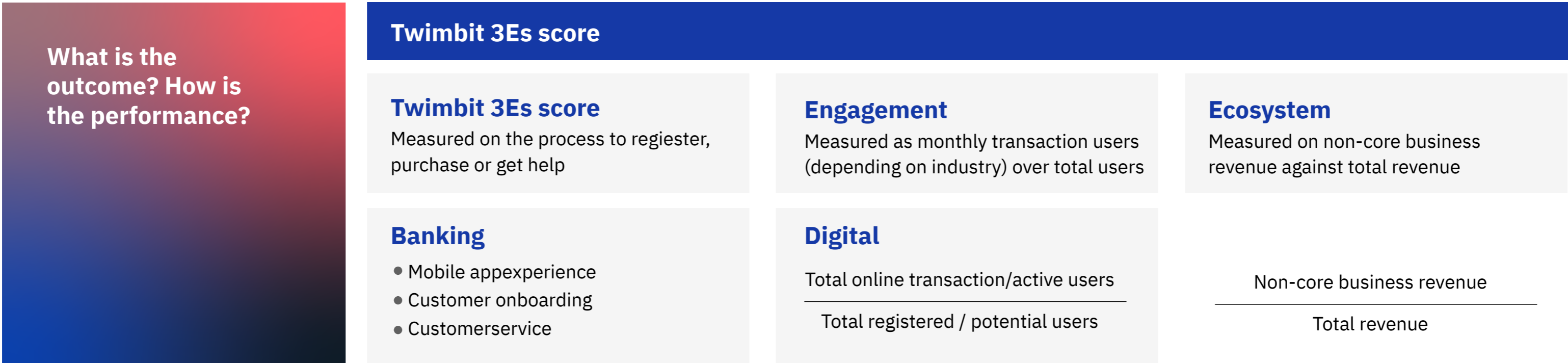Average transaction value per user in the neo-banking market amounts to **USD 7.15 K** in 2023
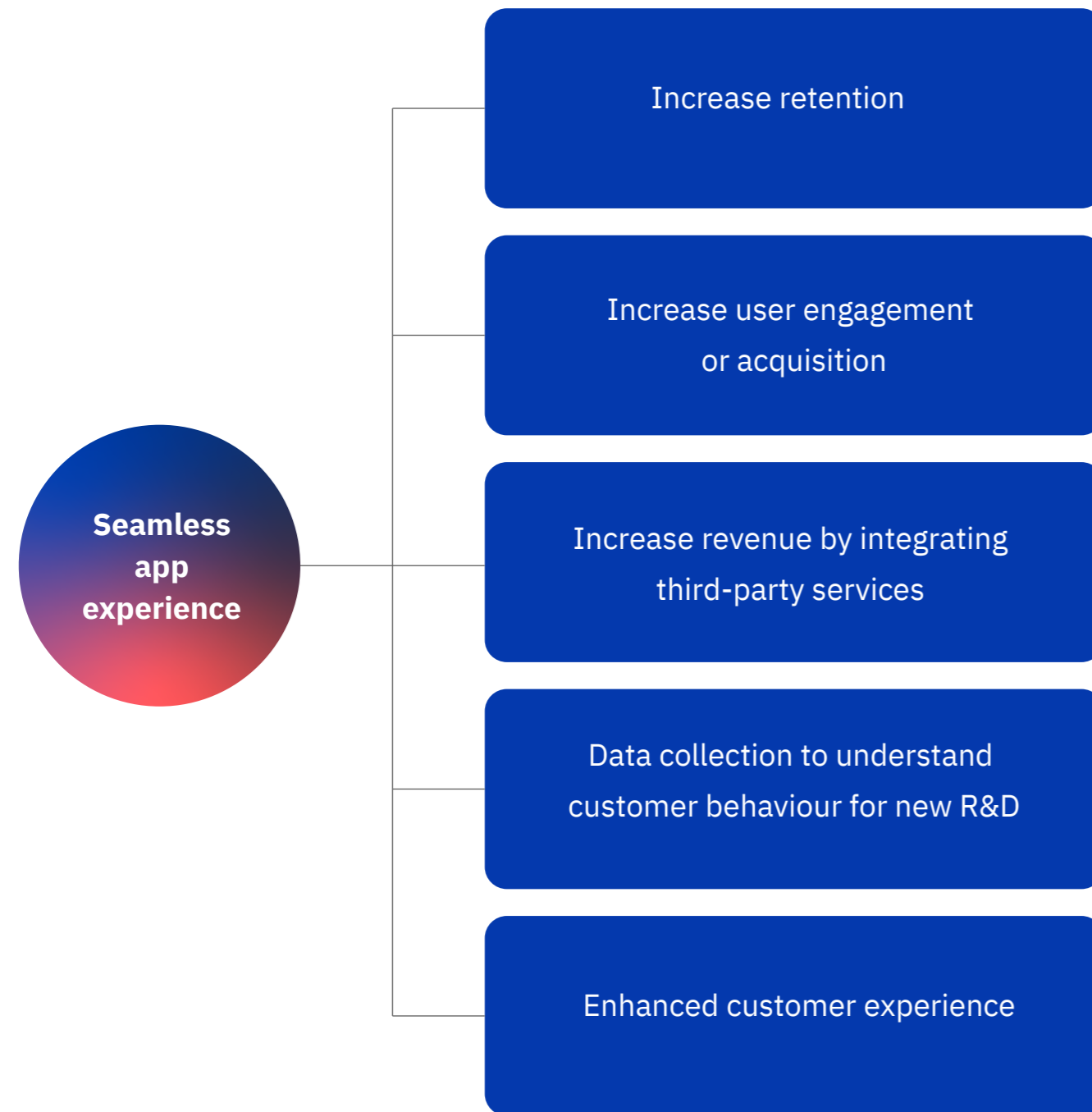
DECK 3 – Digital + service best practices

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Section

02

Twimbit App CX framework

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Twimbit CX research methodology

01
Shortlisted
7 Thailand retail
banks with both
digital and physical
savings a/c

02
Opened real accounts
to evaluate account
opening, customer
onboarding and
customer service
experience

03
Defined 12 key
success metrics and
55 sub– parameters

04
Evaluated each factor
on a scale of 1–5,
measuring
responsiveness

05
Weighted scores
were given to identify
Thailand's top retail
digital banking apps

Limitation and challenges: Twimbit's primary objective is to recognize the leading retail digital banking apps. However, our team of analysts has observed that only limited banks in Thailand provide end-to-end digital account opening processes. In light of this, our approach is to prioritise banks offering digital account opening procedures, also considering a select number of major banks that still rely solely on physical processes.

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Twimbit 3Es framework assesses the performance of a digital business by evaluating its efficiency, engagement, and ecosystem

What is the outcome? How is the performance?

Twimbit 3Es score

Twimbit 3Es score
Measured on the process to regiester, purchase or get help

Engagement
Measured as monthly transaction users (depending on industry) over total users

Ecosystem
Measured on non-core business revenue against total revenue

Banking
- Mobile appexperience
- Customer onboarding
- Customerservice

Digital

$$\frac{\text{Total online transaction/active users}}{\text{Total registered / potential users}}$$

$$\frac{\text{Non-core business revenue}}{\text{Total revenue}}$$

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App orchestrates embedded experiences

Continuously optimizing the app experience can enhance user engagement, strengthen customer relationships, and ultimately boost revenue

Seamless app experience

- Increase retention
- Increase user engagement or acquisition
- Increase revenue by integrating third-party services
- Data collection to understand customer behaviour for new R&D
- Enhanced customer experience

Digital Efficiency Value

Measure the success of efforts to boost efficiencies in account opening, purchasing products via digital channels, performing transactions, interacting with the bank digitally, and closing the account.

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Section **03**

The Digital Experience (TDEX) score of Thailand's top 7 banks

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Top 7 banks to ace digital app experience in Thailand

TDEX score		Score 1-5

01	TMRW by UOB	3.65
02	krungsri กรุงศรี	3.35
03	Bangkok Bank	3.32
04	KBank	3.28
05	SCB	3.25
06	Krungthai	3.23
07	ttb	2.91

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Twimbit TDEX score

A diagnostic framework to evaluate the digital experience of a company

Mobile app experience

- Mobile application availability and capabilities
- App activation convenience
- App security and privacy

Customer onboarding experience

- Discovery journey
- Clarity of products or services
- Ease of account opening
- Activation convenience
- Debit card application

Customer service experience

- Customer support channels
- Time taken to response to query
- Self-service potential: FAQs
- Self-service potential: IVR

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How digital banking apps are performing?

Mobile app experience	Bangkok bank	Bank of Ayudhya	Kasikorn bank	Krungthai bank	SCB	TTB	TMRW
Mobile application availability and capabilities	5.00	4.44	4.44	4.44	5.00	4.44	3.61
App activation convenience	4.33	2.67	4.00	3.00	2.33	3.67	4.33
App security and privacy	4.33	4.17	4.17	3.33	4.17	3.33	4.17

Customer onboarding experience	Bangkok bank	Bank of Ayudhya	Kasikorn bank	Krungthai bank	SCB	TTB	TMRW
Discovery journey	4.38	4.22	4.38	4.06	4.06	4.06	4.22
Clarity of products or services	2.00	3.75	1.75	2.50	3.25	2.42	3.57
Ease of account opening	2.54	1.62	2.69	1.92	2.69	2.08	2.38
Activation convenience	3.00	3.00	3.00	3.50	3.50	3.00	3.00
Debit card application	3.42	3.42	3.67	3.42	2.48	3.42	3.17

Customer service experience	Bangkok bank	Bank of Ayudhya	Kasikorn bank	Krungthai bank	SCB	TTB	TMRW
Customer support channels	2.00	3.00	3.50	3.00	3.00	2.00	4.50
Time taken to response to query	1.80	3.00	3.20	2.55	2.40	2.00	4.55
Self-service potential: FAQs	3.54	3.54	1.45	3.54	3.54	1.86	3.54
Self-service potential: IVR	2.00	2.80	2.00	3.00	2.00	1.80	2.00

*TTB – TMBThanachart bank

Mobile app experience

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Mobile application availability and capabilities

Mobile app experience	Bangkok bank	Bank of Ayudhya	Kasikorn bank	Krungthai bank	SCB	TTB	TMRW
Mobile application availability and capabilities	**5.00**	4.44	4.44	4.44	**5.00**	4.44	3.61

Area of improvement

Evaluating criteria	Bangkok bank	Bank of Ayudhya	Kasikorn bank	Krungthai bank	SCB	TTB	TMRW
Availability of App	✓	✓	✓	✓	✓	✓	A separate neobank app from traditional bank app UOB
Ease of locating app on Play store/App store	✓	✓	✓	✓	✓	✓	✓
App loading time	✓	Moderate	Moderate	Moderate	✓	Moderate	Moderate

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App activation convenience

Mobile app experience	Bangkok bank	Bank of Ayudhya	Kasikorn bank	Krungthai bank	SCB	TTB	TMRW
App activation convenience	**4.33**	2.67	4.00	3.00	2.33	3.67	**4.33**

Area of improvement

Evaluating criteria	Bangkok bank	Bank of Ayudhya	Kasikorn bank	Krungthai bank	SCB	TTB	TMRW
Efficiency of banking app activation (first screen CTA menu)	Does not differentiate "sign in" from "sign up". Does not provide ease of applying for other banking products at the beginning apart from a/c opening	Does not differentiate "sign in" from "sign up". Does not provide ease of applying for other banking products at the beginning apart from a/c opening	Does not provide ease of applying for other banking products at the beginning apart from a/c opening	Does not differentiate "sign in" from "sign up". Does not provide ease of applying for other banking products at the beginning apart from a/c opening	Does not differentiate "sign in" from "sign up". Does not provide ease of applying for other banking products at the beginning apart from a/c opening	Does not differentiate "sign in" from "sign up". Does not provide ease of applying for other banking products at the beginning apart from a/c opening	✓
Numbers of steps taken to register/sign up on App	✓	< 10 steps after a/c opened	✓	<8 steps	18 steps after a/c opened	✓	✓
App loading time	✓	< 5 minutes	✓	< 5 minutes	< 5 minutes	✓	✓

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TMRW and Kasikorn bank are clearly differentiating 'Sign-in' and 'Sign-up' CTA making it easier for new and existing customers to access the app
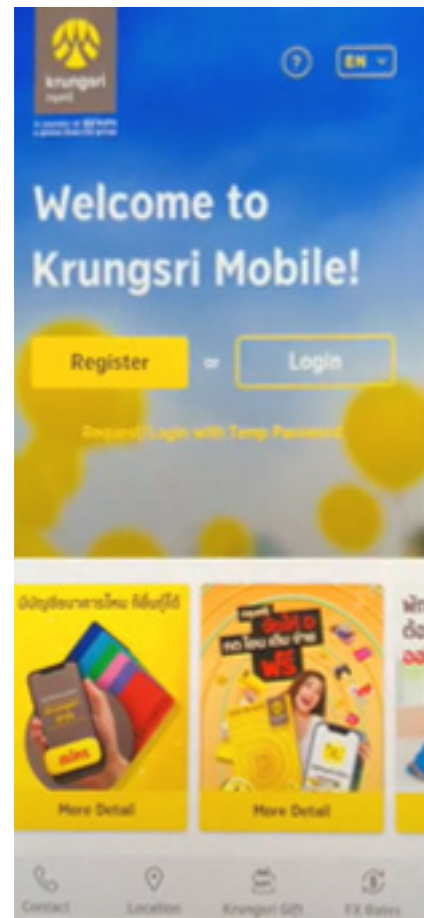
Bank of Ayudhya: Customer can register or login in the app only after physical a/c opening at the branch.

SCB – Only already customers can access the app
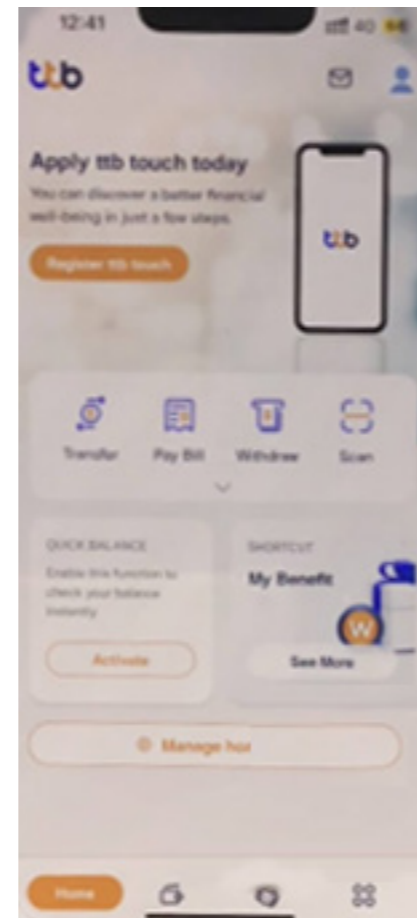
TTB – Provide clear CTA only for registeration
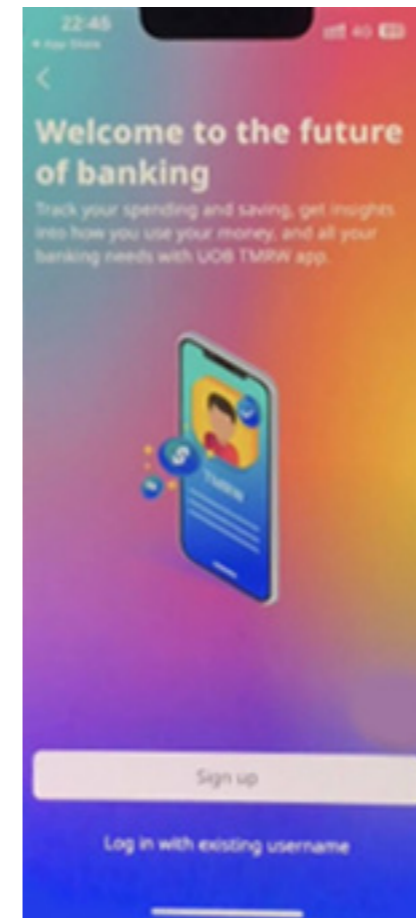
TMRW – Provide clear CTA for new customers as well as for existing customers log in

Bangkok bank – No CTA differentiation for new and existing user
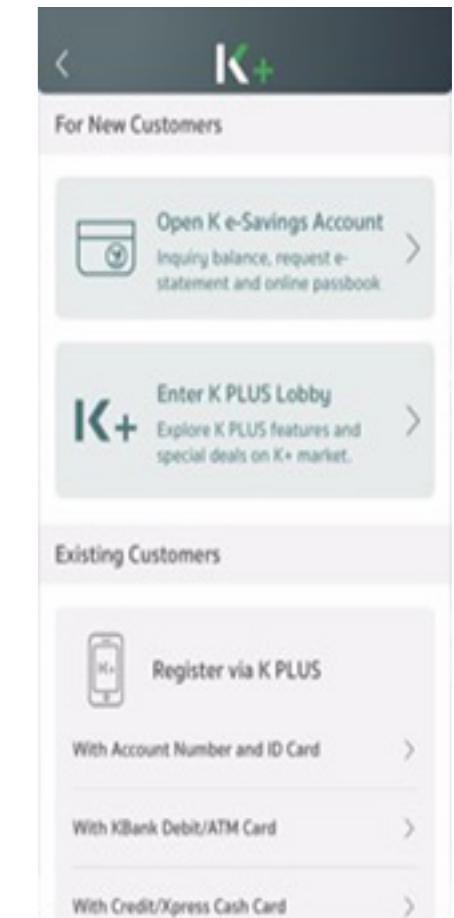
Kasikorn Bank – Provide clear CTA for new customers as well as for existing customers registeration

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App security and privacy

Mobile app experience	Bangkok bank	Bank of Ayudhya	Kasikorn bank	Krungthai bank	SCB	TTB	TMRW
App security and privacy	**4.33**	4.17	4.17	3.33	4.17	3.33	4.17

Area of improvement

Evaluating criteria	Bangkok bank	Bank of Ayudhya	Kasikorn bank	Krungthai bank	SCB	TTB	TMRW
Type of authentication asked during the journey	✓	✓	✓	No MPIN	✓	No biometric authentication	✓
Ease of locating app on Play store/App store	Need to manually edit and enable fingerprint in app settings after the account opening process	✓	Need to manually edit and enable fingerprint and face authentication in app settings after the account opening process	✓	✓	Need to manually edit and enable fingerprint and face authentication in app settings after the account opening process	Need to manually edit and enable fingerprint and face authentication in app settings after the account opening process

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Banking apps enable biometric authentication during the a/c opening process eliminating manual enable face id/fingerprint activation in app settings

Bank of Ayudhya

Siam commercial bank

Krungthai bank

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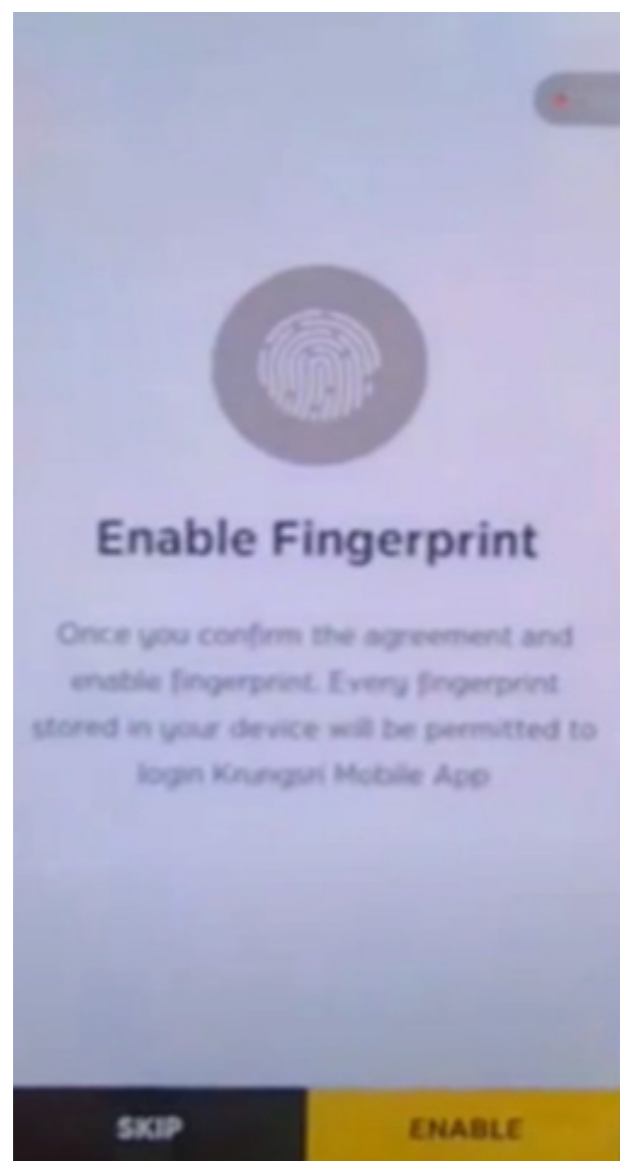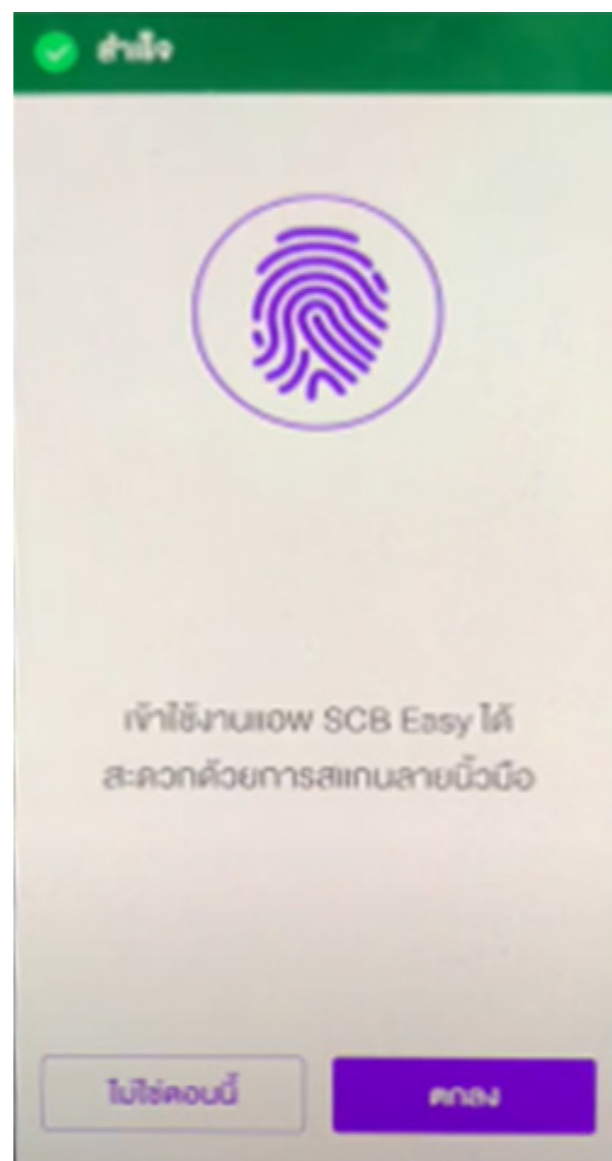
All banking apps allow creating MPIN to access the app during the a/c opening process
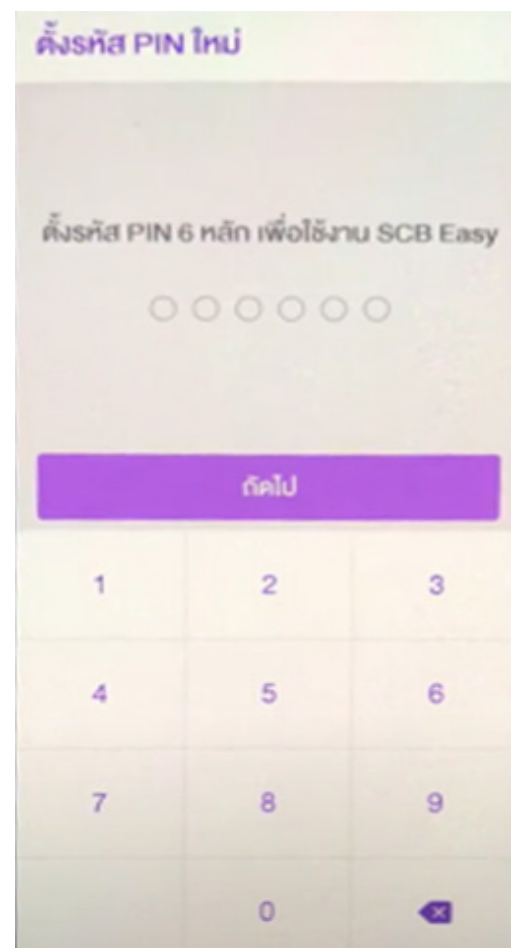
SCB

TTB
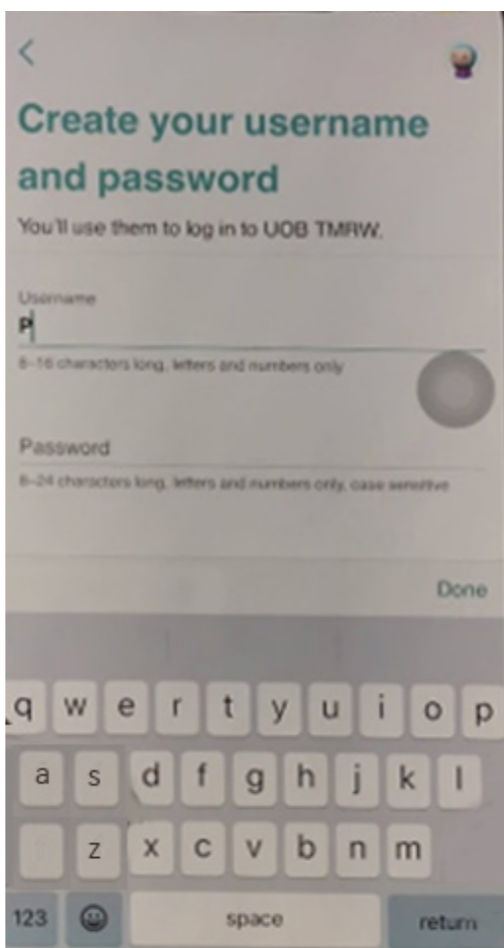
TMRW also ask you to create username and password apart from MPIN while offering chatbot assistance

Bangkok bank

Kasikorn bank

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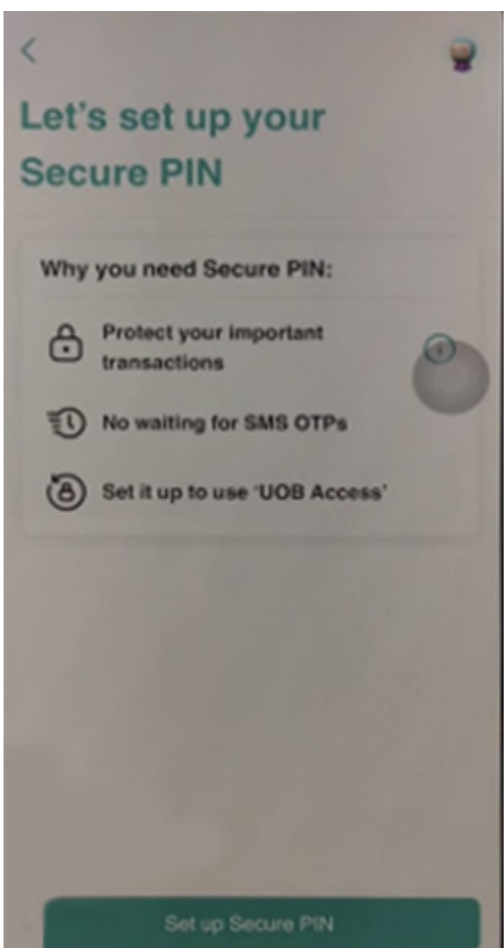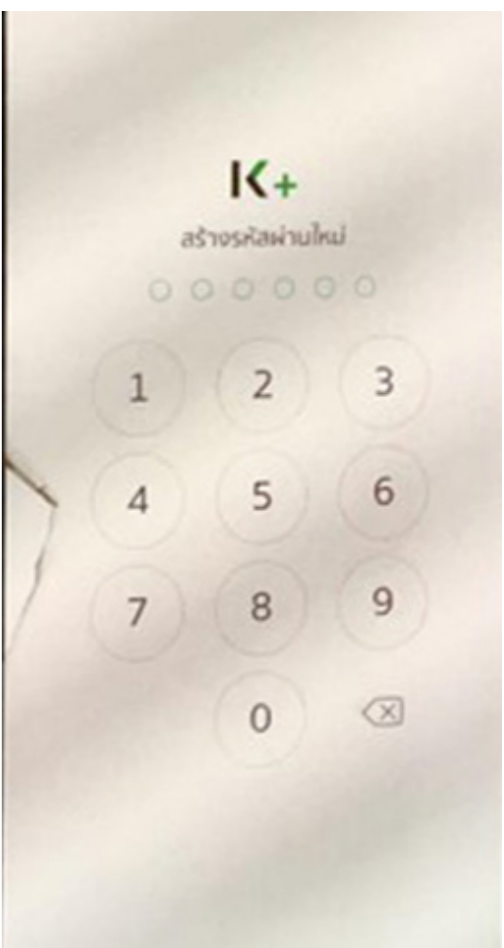
Enabling face id or biometric authentication later in app settings act as an extra step for customers

TTB

TMRW

Bangkok bank

Kasikorn bank

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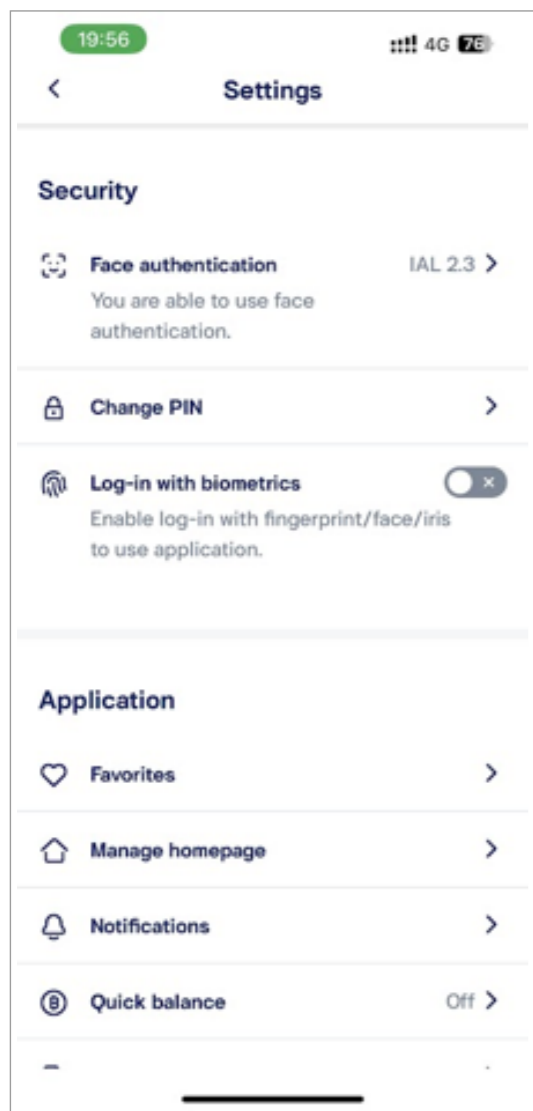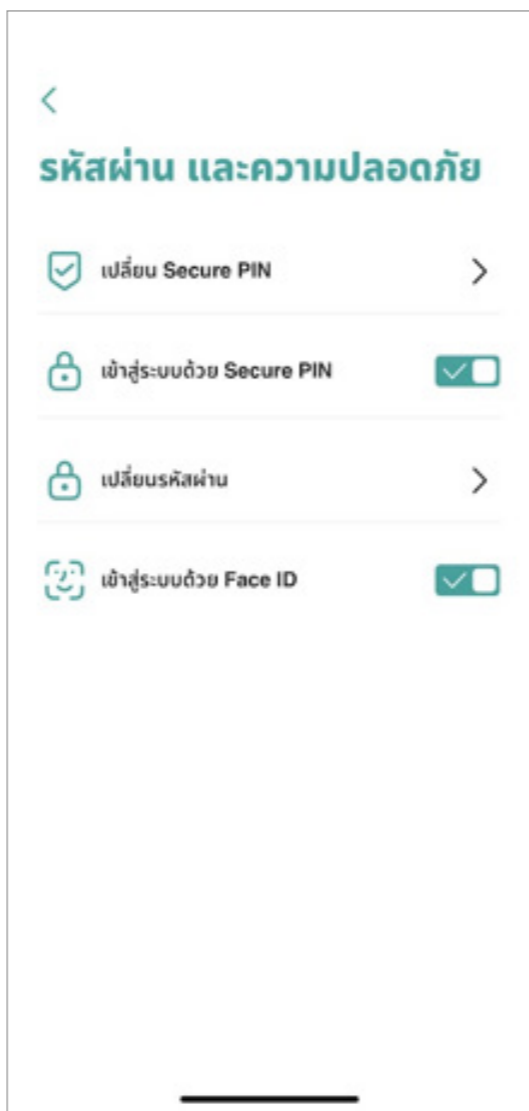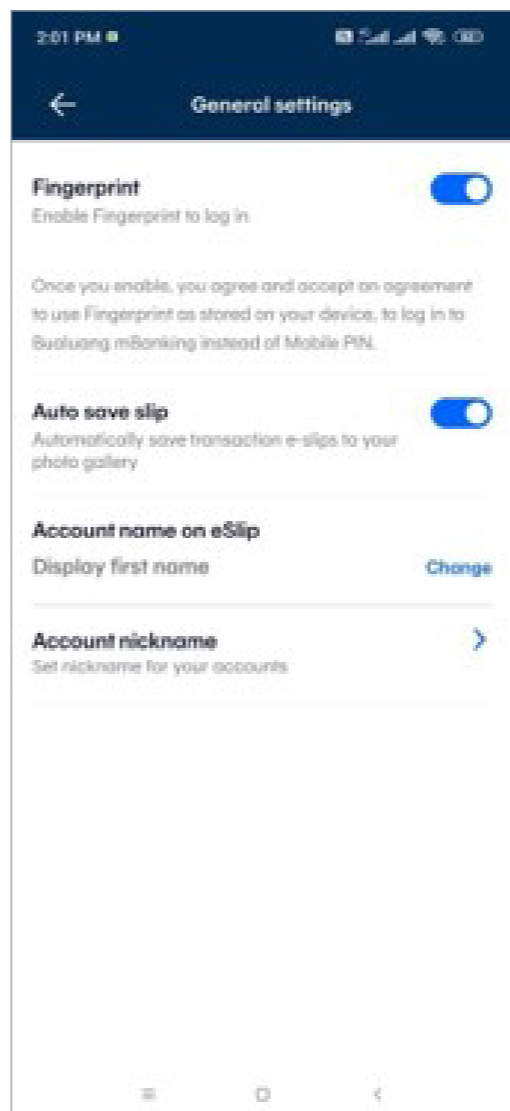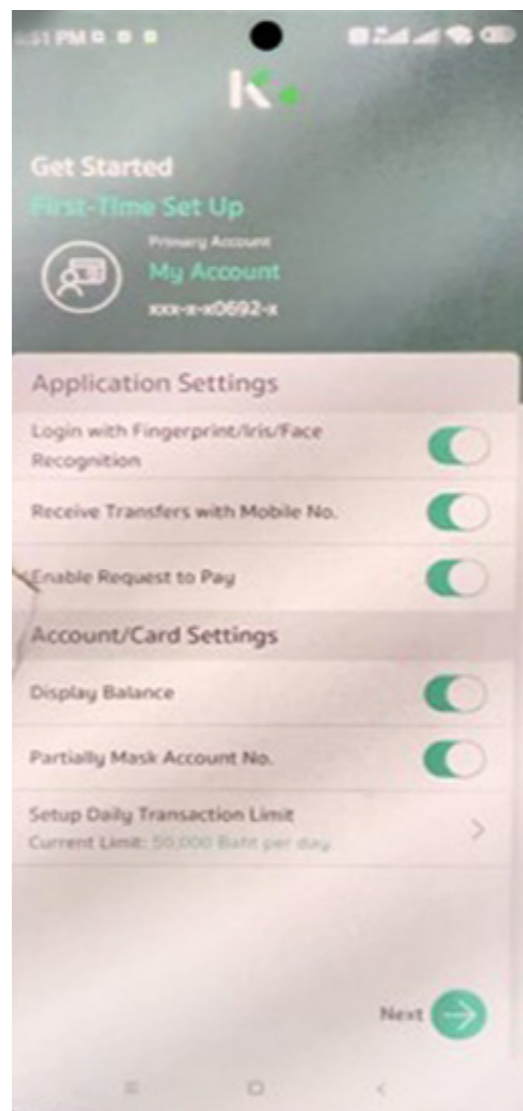
Customer onboarding experience

Discovery journey

Mobile app experience	Bangkok bank	Bank of Ayudhya	Kasikorn bank	Krungthai bank	SCB	TTB	TMRW
Discovery journey	**5.00**	4.44	4.44	4.44	**5.00**	4.44	3.61

Area of improvement

Evaluating criteria	Bangkok bank	Bank of Ayudhya	Kasikorn bank	Krungthai bank	SCB	TTB	TMRW
Ease of browsing information (web)	✓	Improving the visual style and appealing	✓	✓	✓	✓	Clean and neat layout with excessive whitespace
Ease of browsing information (mobile app)	✓	✓	✓	Clarity of a/c sign-up lacks navigation guide	Clarity of a/c sign-up lacks navigation guide	Clarity of a/c sign-up lacks navigation guide	✓

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Banking websites are crucial touchpoints redefining customer experience
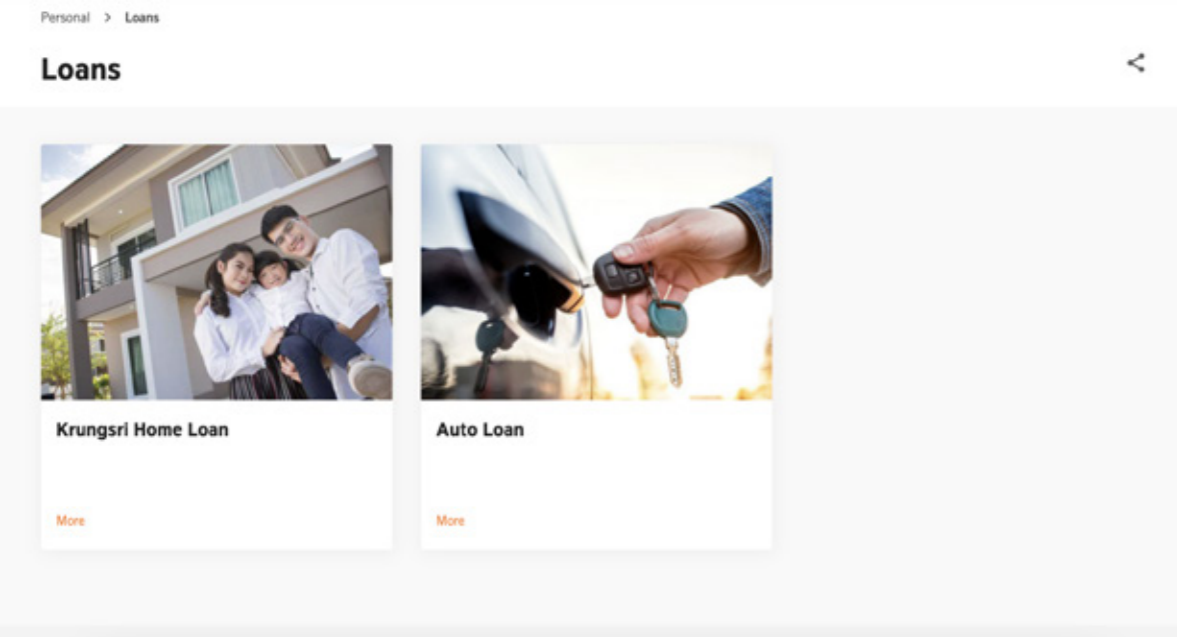
Bank of Ayudhya
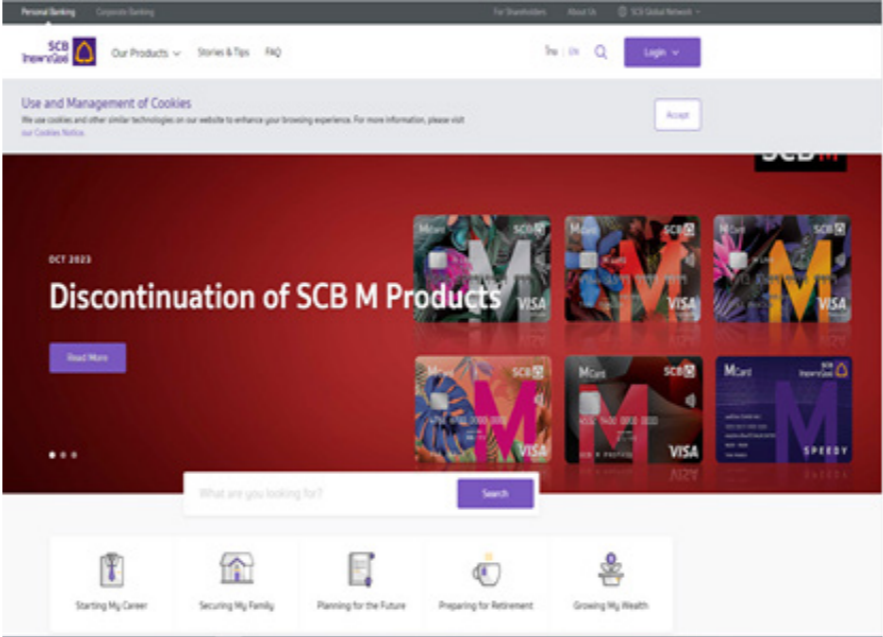
Siam commercial bank
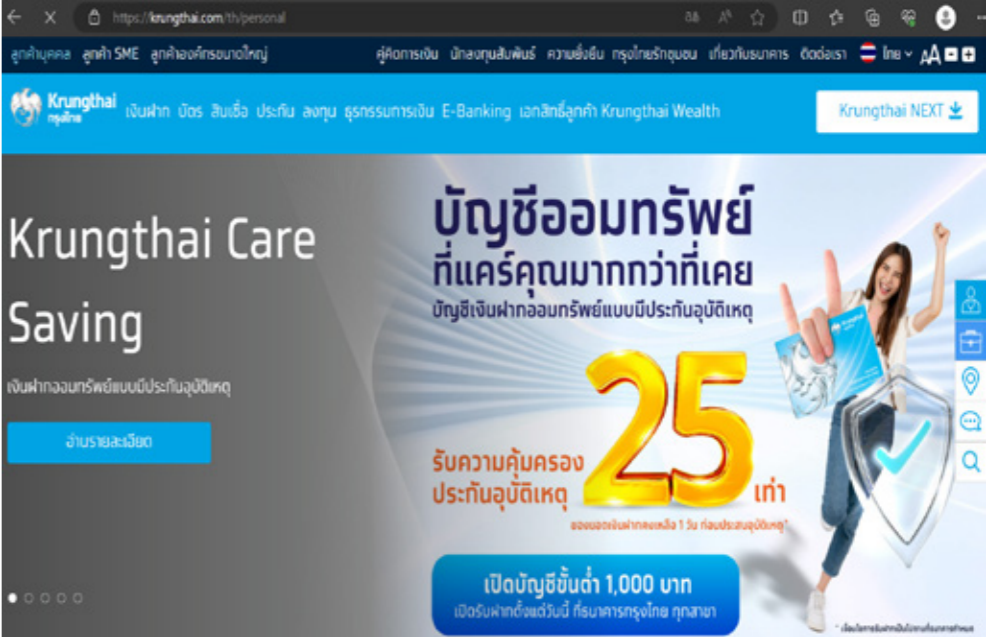
Krungthai bank

TTB

TMRW

twimbit
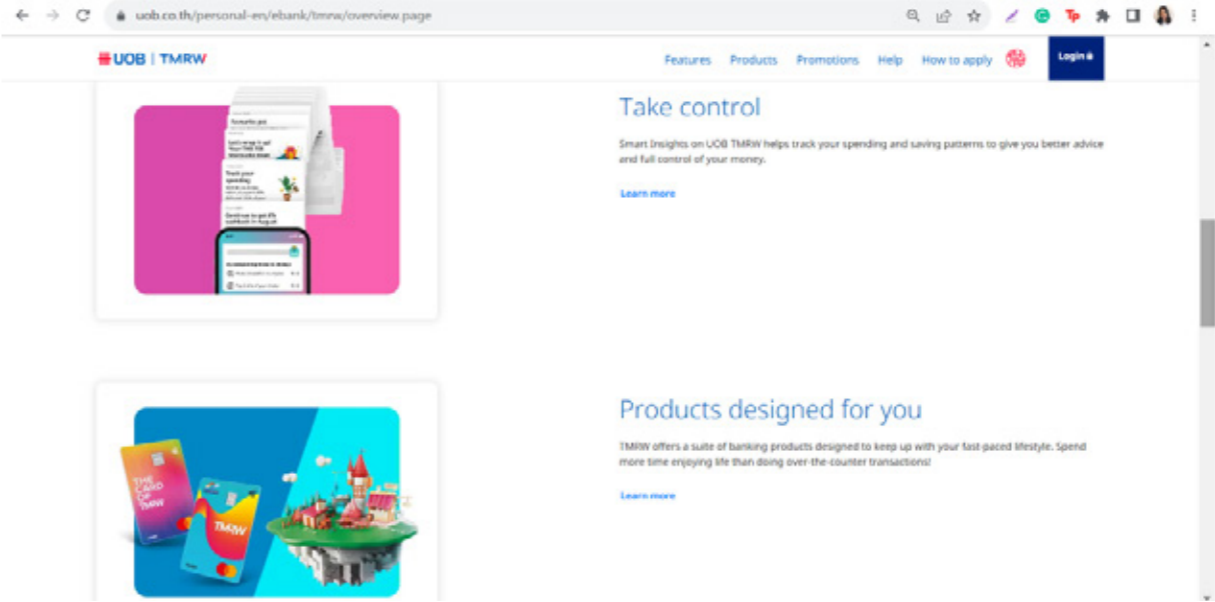
Clarity of products or services

Customer onboarding experience	Bangkok bank	Bank of Ayudhya	Kasikorn bank	Krungthai bank	SCB	TTB	TMRW
Clarity of products or services	**5.00**	4.44	4.44	4.44	**5.00**	4.44	3.61

Area of improvement

Evaluating criteria	Bangkok bank	Bank of Ayudhya	Kasikorn bank	Krungthai bank	SCB	TTB	TMRW
Information about saving account (steps, document requirement, min. balance, discount and offer, fees and charges)	✓	✓	No clearly defined a/c opening steps, No information about special discounts, offers and other added benefits	No clearly defined a/c opening steps, No information about special discounts, offers and other added benefits	✓	No clearly defined a/c opening steps	✓
Information about other banking products (description, CTA to apply)	N/A	N/A	N/A	N/A	✓	N/A	✓
Product comparison and clarity	N/A	Side-by-side product comparison readily available but not able to customize	N/A	Side-by-side product comparison readily available but not able to customize	Side-by-side product comparison readily available but not able to customize	Side-by-side product comparison readily available but not able to customize	Side-by-side product comparison readily available but not able to customize
Time spent on understanding the products	✓	✓	✓	<5 minutes	✓	<10 minutes	<5 minutes

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Customers can take informed decisions with comprehensive account information in app

SCB

TTB
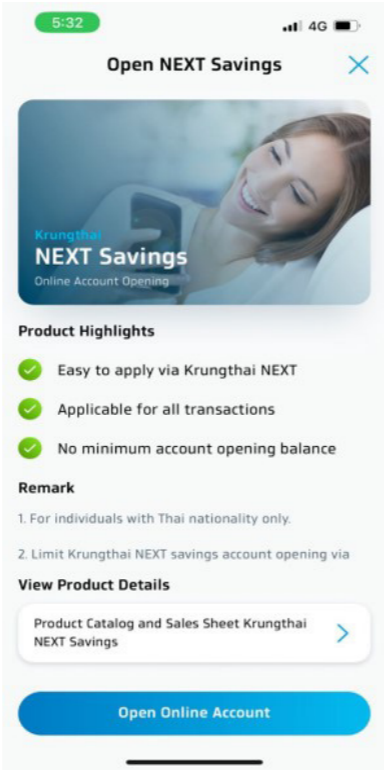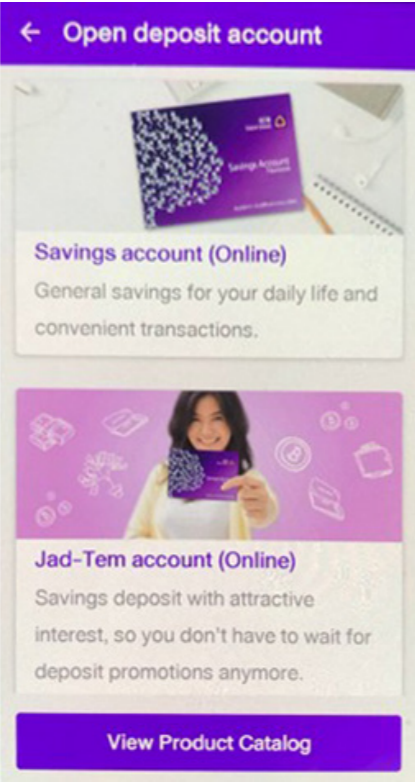
Bangkok bank
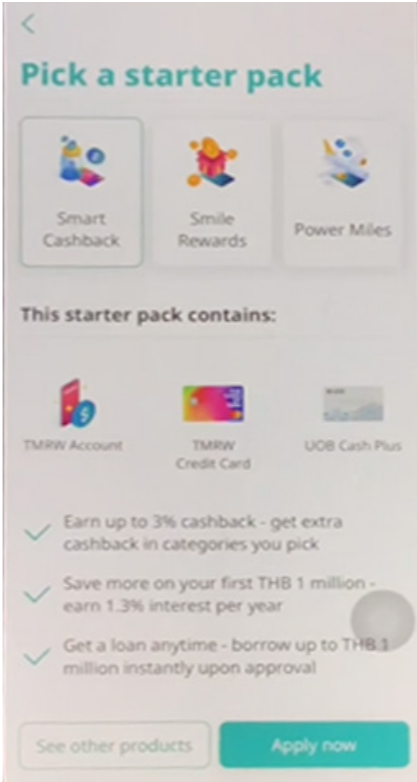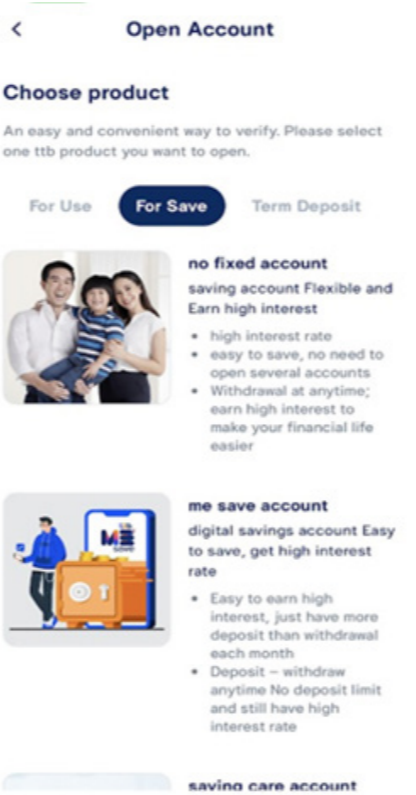
Bank of Ayudhya

Krungthai bank

TMRW
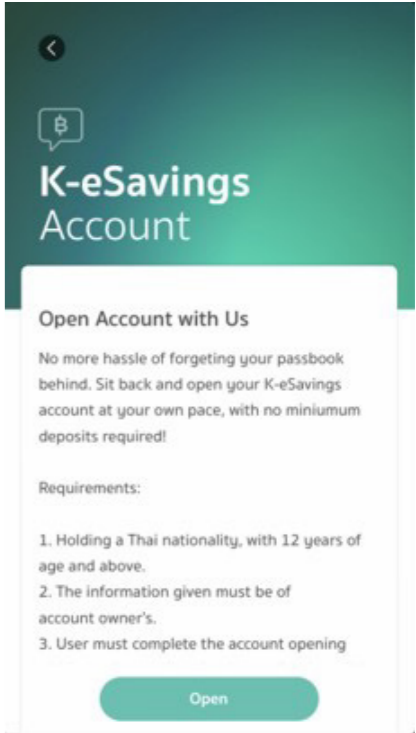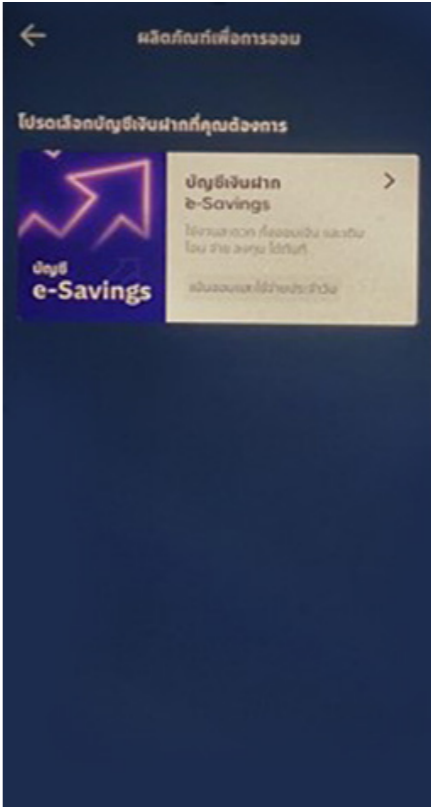
Kasikorn bank

Streamlined account comparisons for informed financial decisions
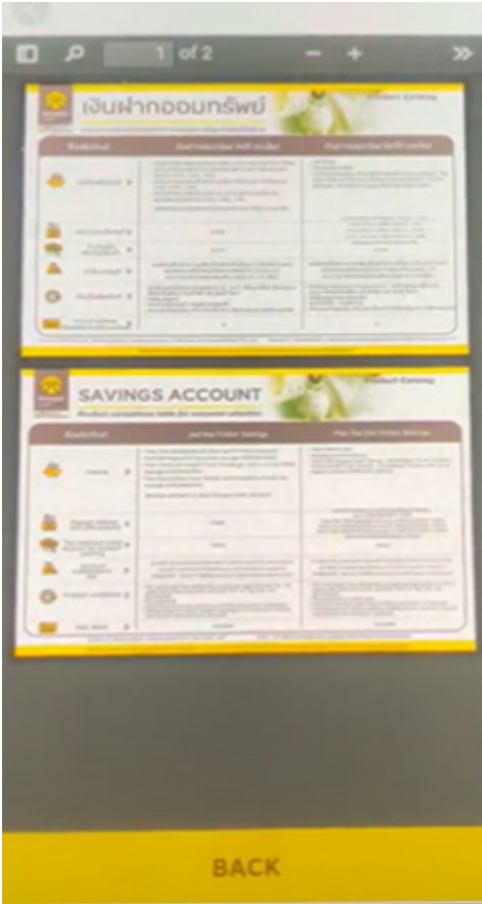
Bank of Ayudhya
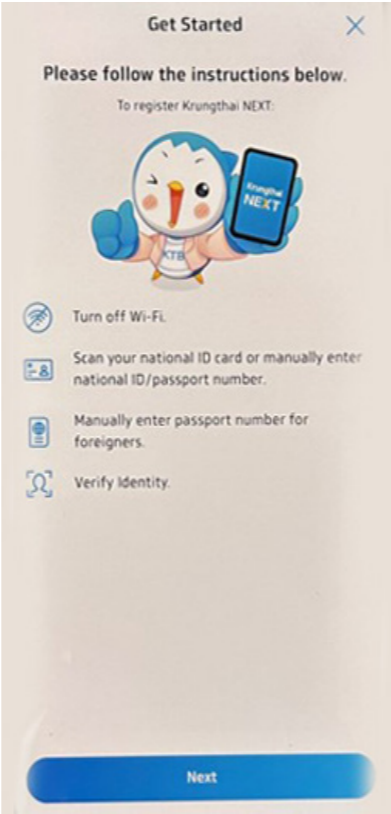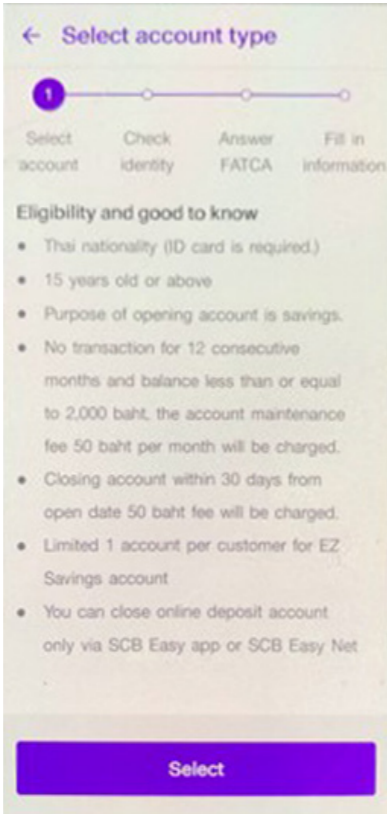

SCB

Bangkok bank

Krungthai bank

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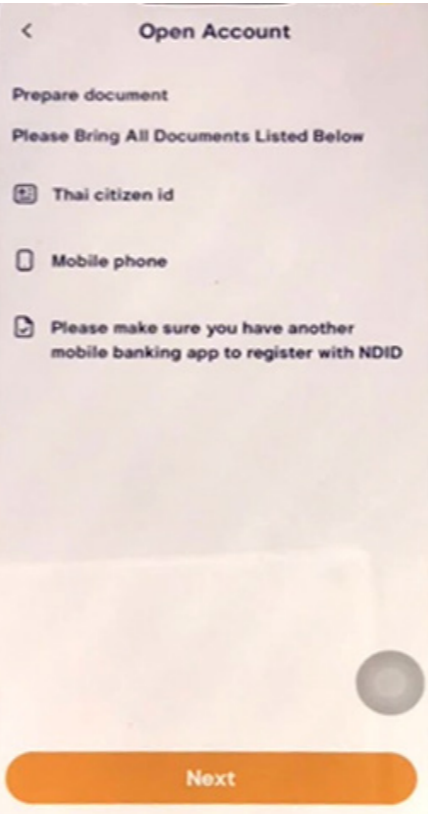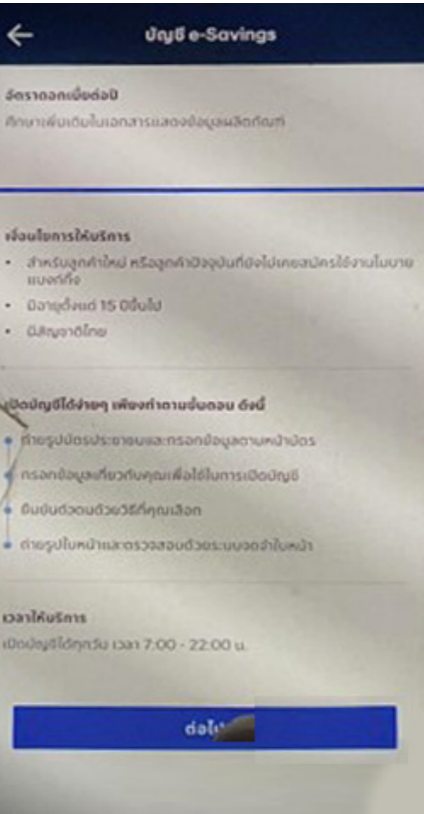# Pre-informed steps with document requirement creates a seamless account opening journey

SCB

TTB
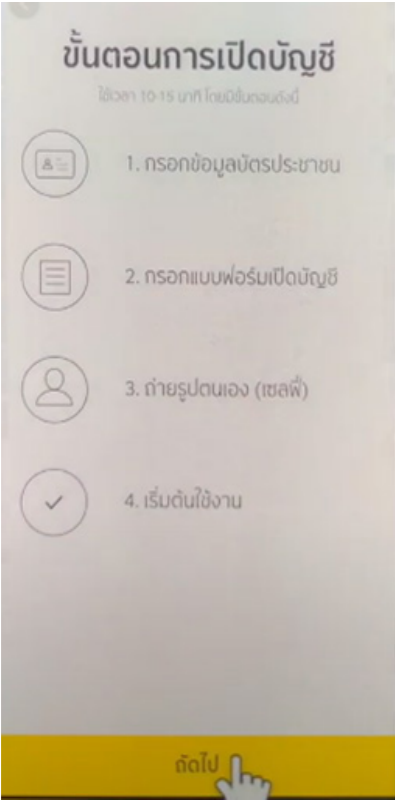
Bangkok bank
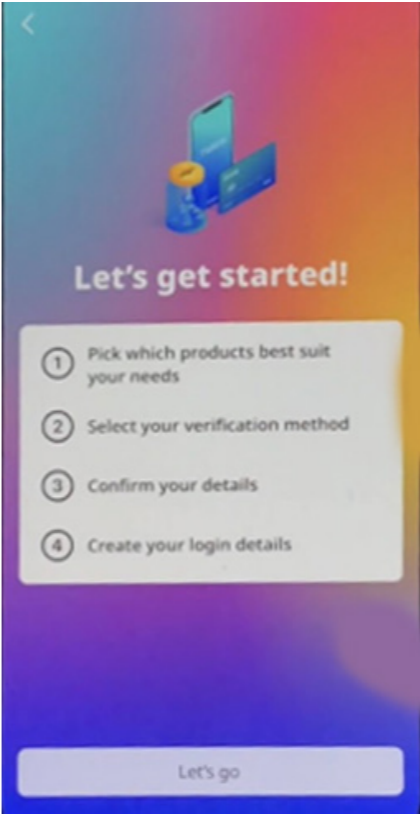
Bank of Ayudhya

Krungthai bank
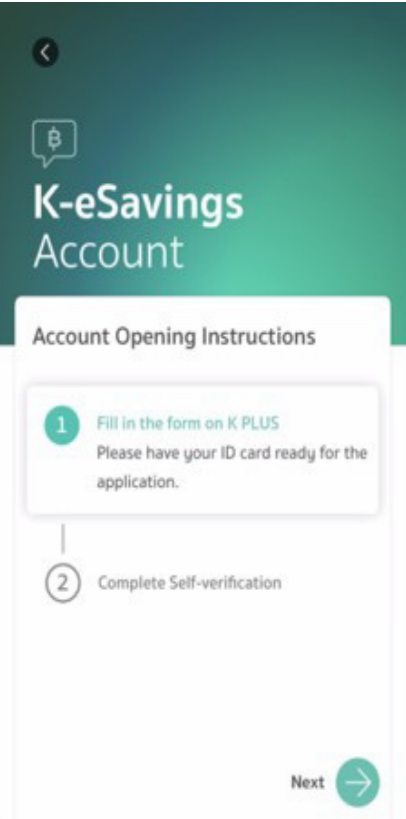
TMRW

Kasikorn bank

Ease of account opening

Customer onboarding experience	Bangkok bank	Bank of Ayudhya	Kasikorn bank	Krungthai bank	SCB	TTB	TMRW
Ease of account opening	2.54	1.62	**2.69**	1.92	**2.69**	2.08	2.38

Area of improvement

Evaluating criteria	Bangkok bank	Bank of Ayudhya	Kasikorn bank	Krungthai bank	SCB	TTB	TMRW
Document requirement	ID + personal + professional details + face scan	ID + personal + professional details + face scan	ID + personal + professional details + face scan	ID + personal + professional details + face scan+ signature	✓	ID + personal + professional details + face scan	ID + personal + professional details + face scan
In-depth information of document verification	< 7 steps	< 7 steps	< 7 steps	✓	✓	✓	< 7 steps
Auto-fill	✓	No auto-fill	No auto-fill	Not available, done at the physical branch	No required to fill the form at the branch, details auto-fetch from IC card	No auto-fill	No auto-fill
Auto-save information	No auto-save	N/A	✓	Not available, done at the physical branch	Not available, done at the physical branch	No auto-save	✓
Ease of doing KYC	✓	KYC done at physical branch	✓	KYC done at physical branch	KYC done at physical branch	✓	KYC done at Kiosk
No. of steps involved in verification process (KYC + document verification)	6-7 steps	✓	✓	✓	6-7 steps	✓	✓

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# Simple verification process drives greater customer convenience
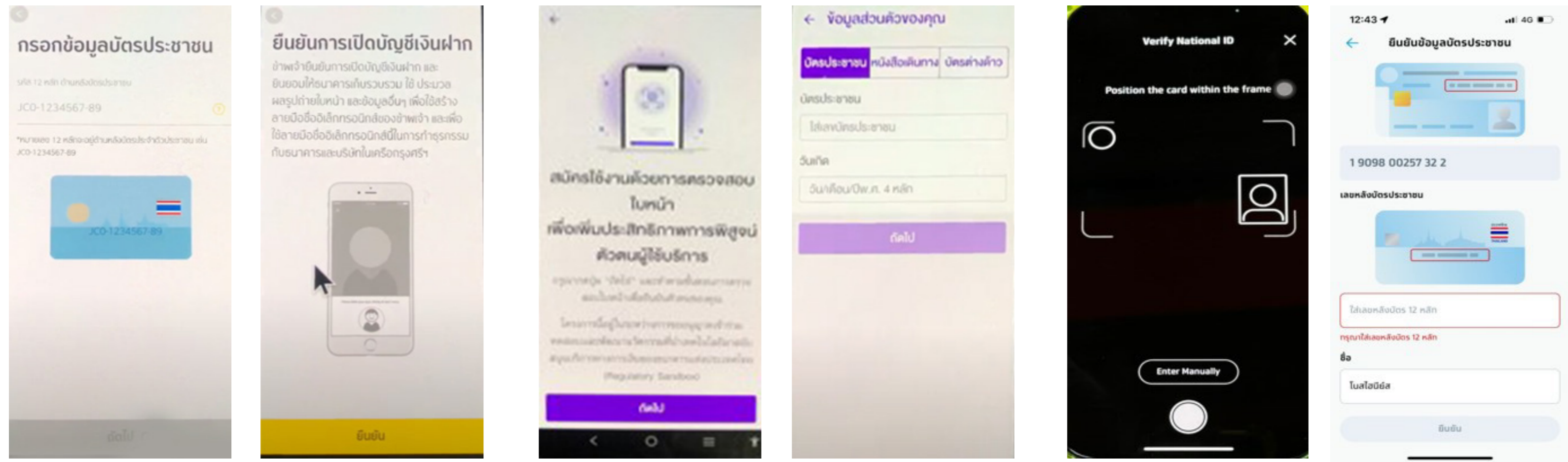
**Bank of Ayudhya** - Verification done at the branch and then app registration is another journey

SCB - Verification done at the branch, customer information auto-fetched by scanning ID eliminating need of filling long application form

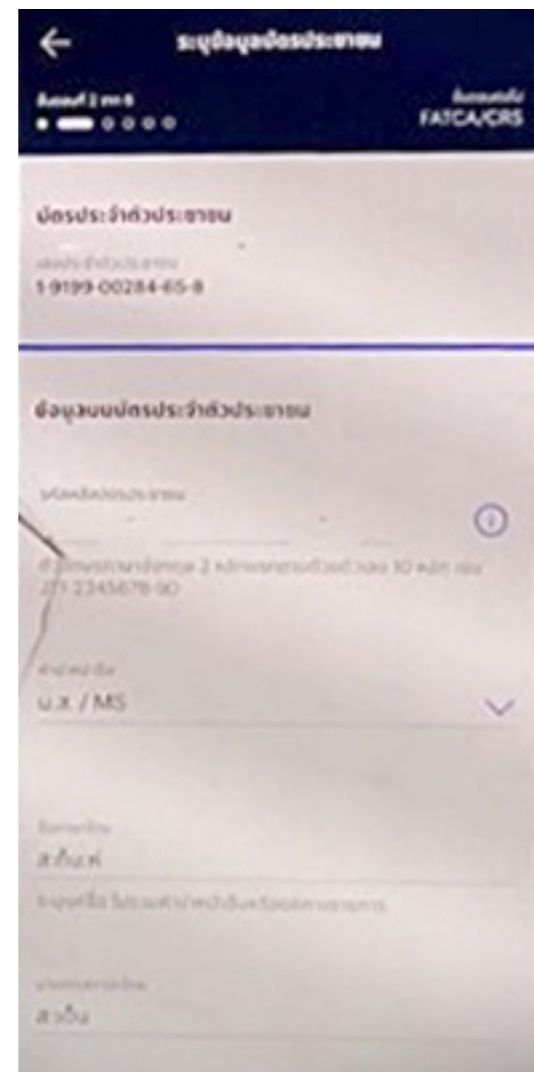**Krungthai bank** - Verification done at the branch, but app registration is another journey

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TTB 's prolonged digital account opening journey lacks defined steps, creating uncertainty for customers

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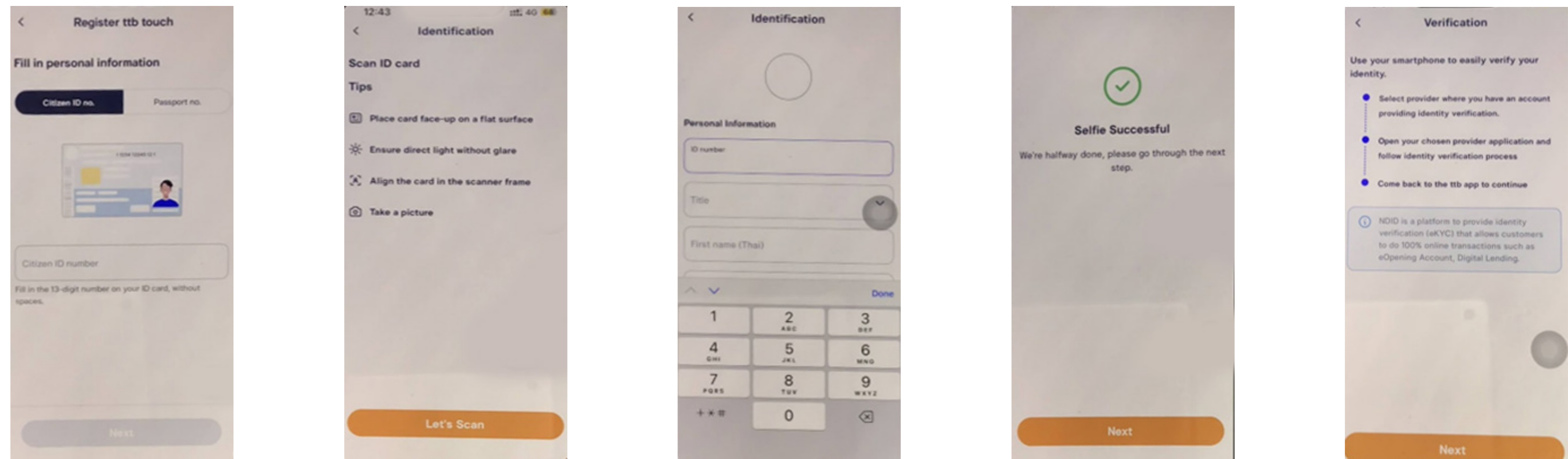
TMRW offers complete digital a/c opening with clear steps and a digital verification at their kiosk

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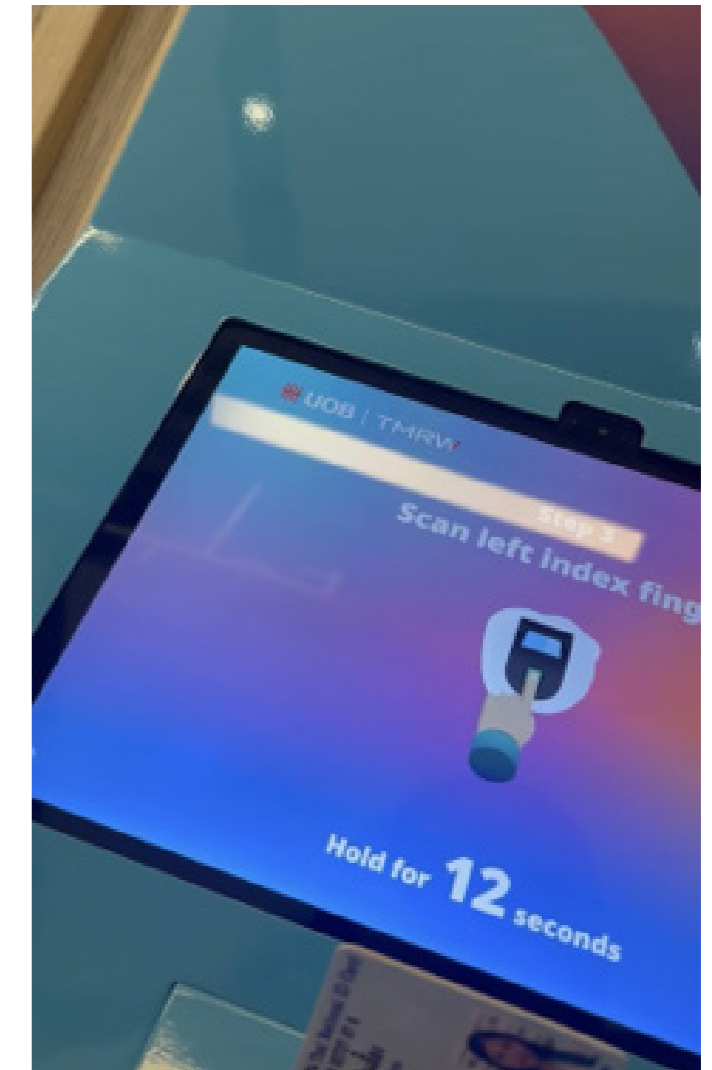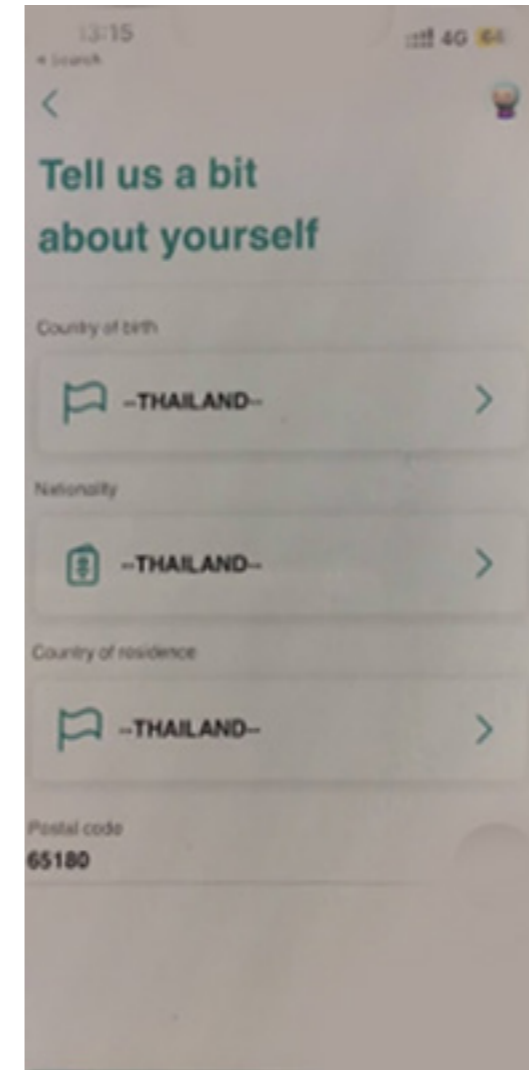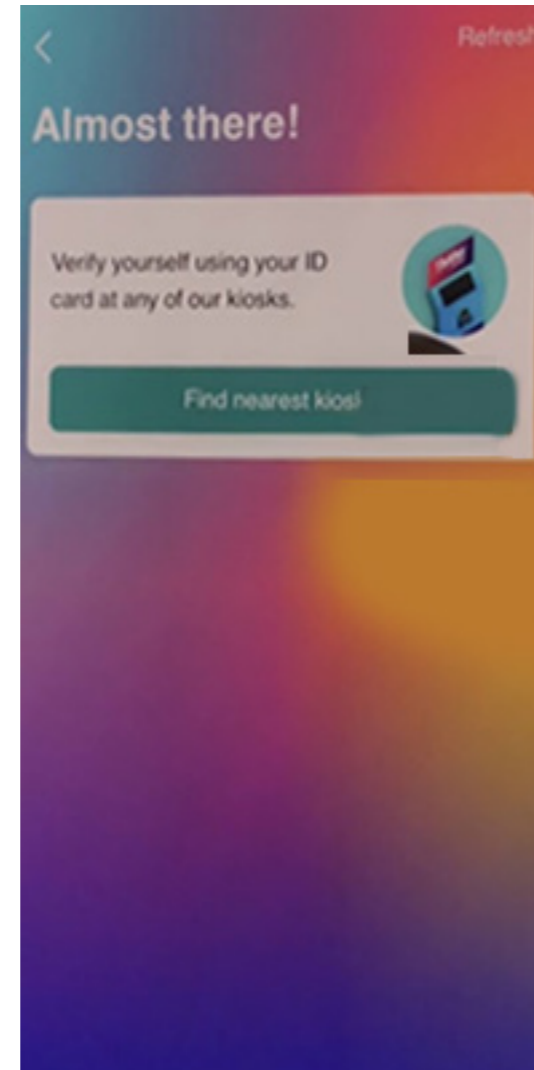
Bangkok bank offers complete digital a/c opening with clear steps, seamless interface and different verification options

Kasikorn bank offers complete digital a/c opening with online verification

Activation convenience

Customer onboarding experience	Bangkok bank	Bank of Ayudhya	Kasikorn bank	Krungthai bank	SCB	TTB	TMRW
Activation convenience	3.00	3.00	3.00	**3.50**	**3.50**	3.00	3.00

Area of improvement

Evaluating criteria	Bangkok bank	Bank of Ayudhya	Kasikorn bank	Krungthai bank	SCB	TTB	TMRW
Number of steps taken to activate bank a/c (total steps)	>10 steps	>10 steps	>10 steps	8-10 steps	8-10 steps	>10 steps	>10 steps
Speed of account approval/ Time taken to activate bank account i.e. accepting/making payments, bank transfers etc.	✓	✓	✓	✓	✓	✓	✓

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Elevate banking app experience by offering instantly activated bank account access

TTB

TMRW

Bangkok bank

Kasikorn bank

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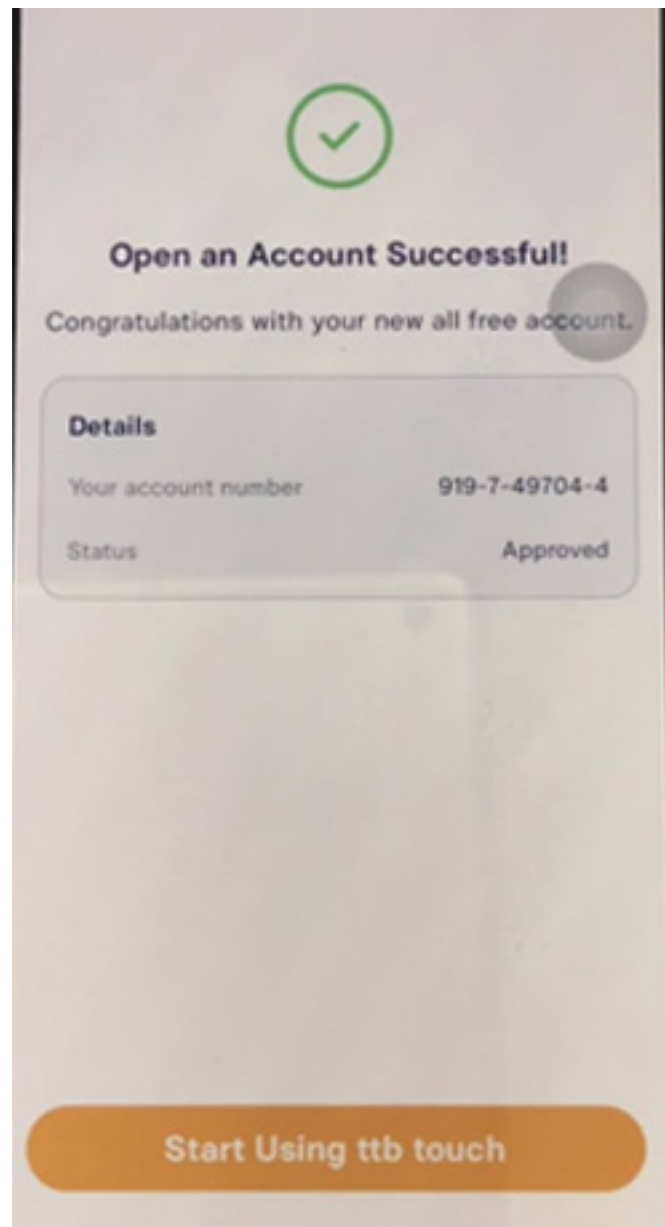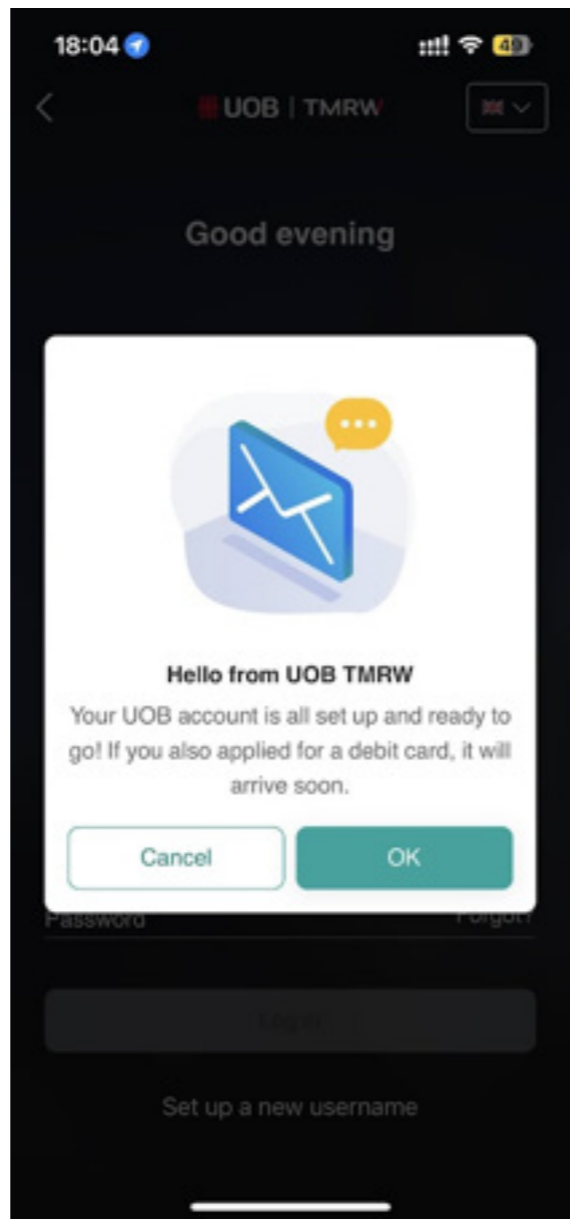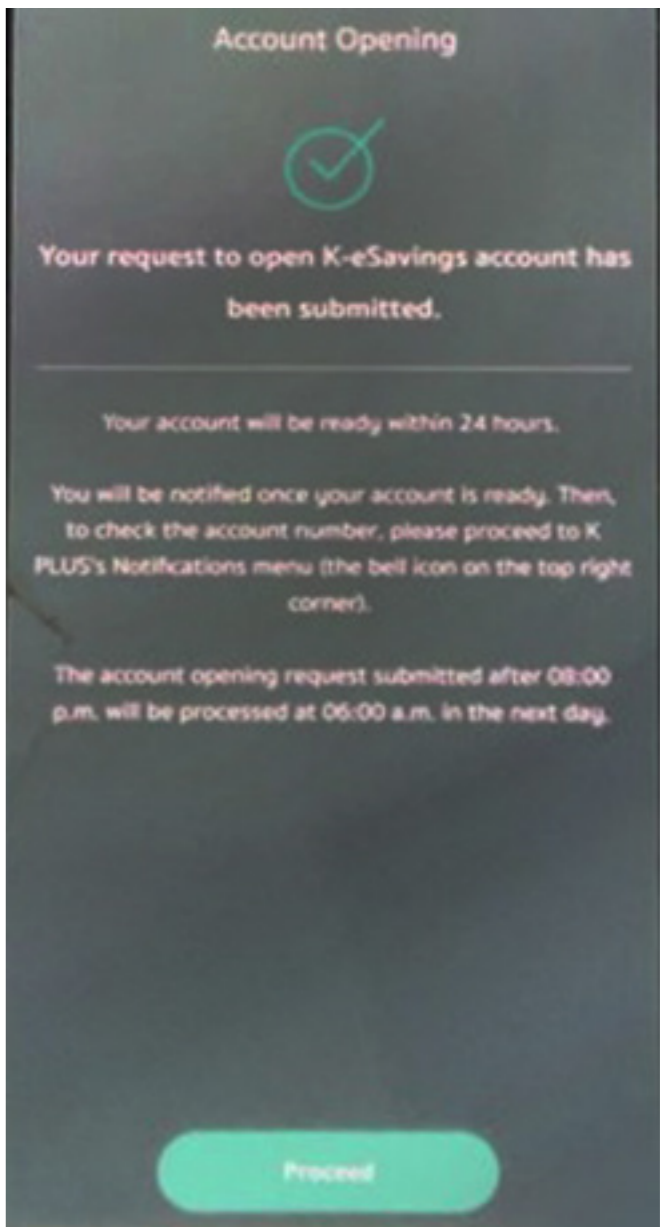
Debit card application

Customer onboarding experience	Bangkok bank	Bank of Ayudhya	Kasikorn bank	Krungthai bank	SCB	TTB	TMRW
Debit card application	3.42	3.42	**3.67**	3.42	2.48	3.42	3.17

Area of improvement

| Evaluating criteria	Bangkok bank	Bank of Ayudhya	Kasikorn bank	Krungthai bank	SCB	TTB	TMRW
Debit card option	✓	✓	Both type of cards are available but can apply for either	✓	✓	✓	No virtual/ digital card
Ease of applying for debit card	No information about virtual card during a/c opening and CTA for physical card application after completing a/c opening	No information about virtual card during a/c opening and CTA for physical card application after completing a/c opening	✓	No information about virtual card during the process. Physical debit card application and activation are two other different journeys	No information about virtual card during the process. Physical debit card application and activation are two other different journeys	Need to manually apply for virtual and physical card within the app after a/c opening is complete	Only account opening with no virtual card option but there is clear CTA for physical card application after completion of account opening
Steps taken to apply for physical debit card	✓	✓	✓	✓	10-12 steps	✓	✓
Steps taken to activate physical debit card	✓	✓	✓	✓	✓	✓	✓

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Physical debit card design experience: Unveil exceptional quality in every swipe
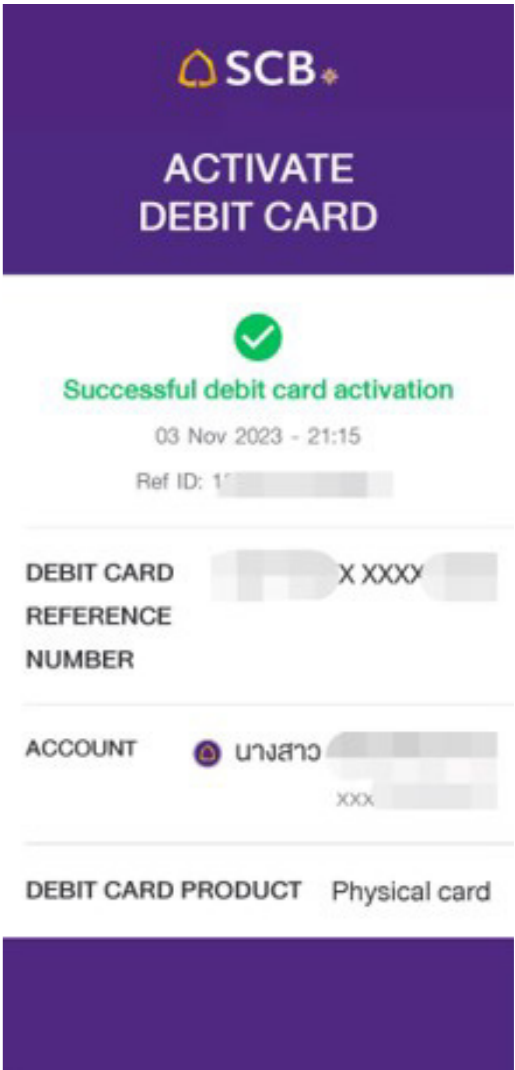
twimbit

Activation of debit card within app without the need of visiting branch or ATM provide seamless solution at customers fingertips
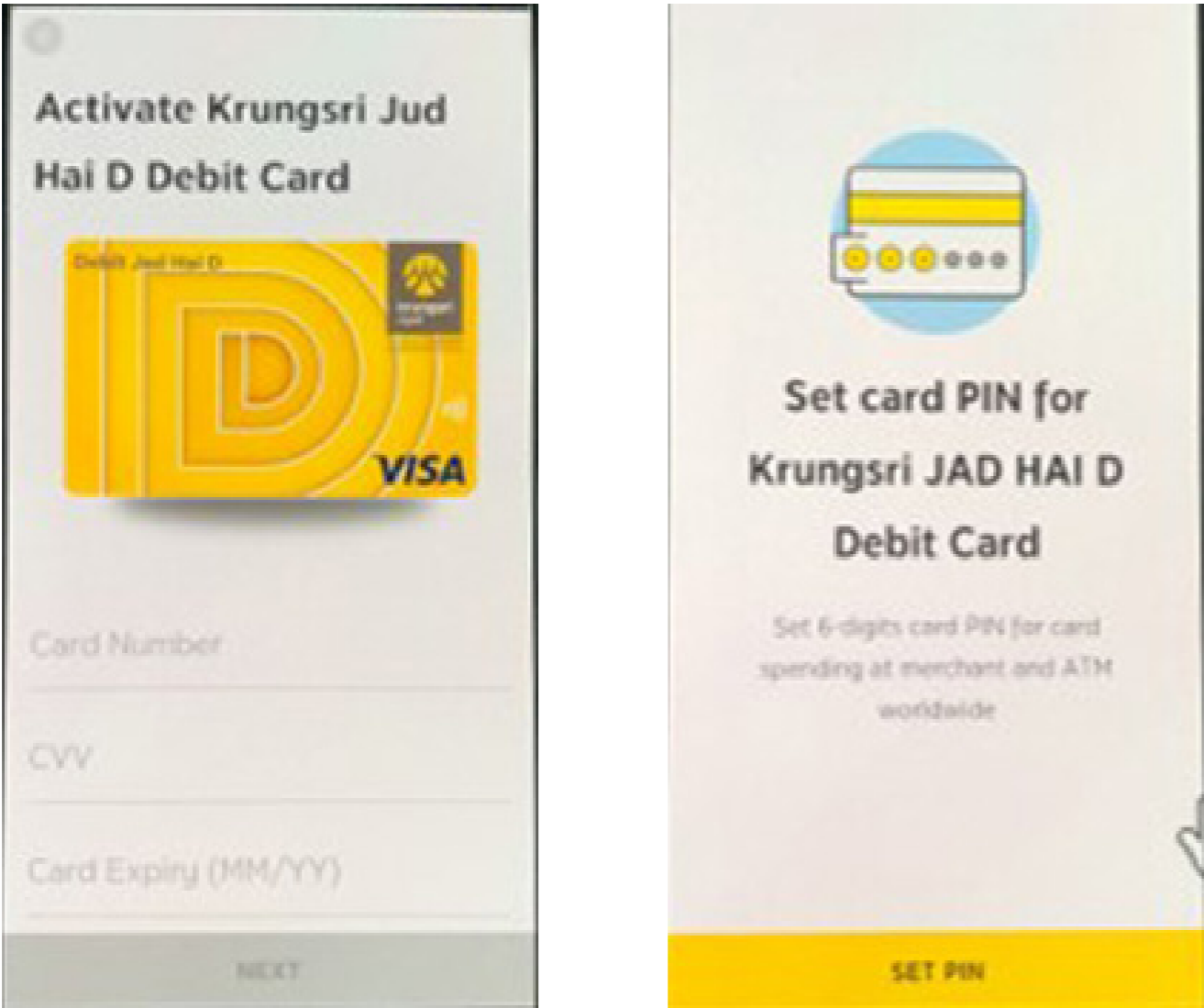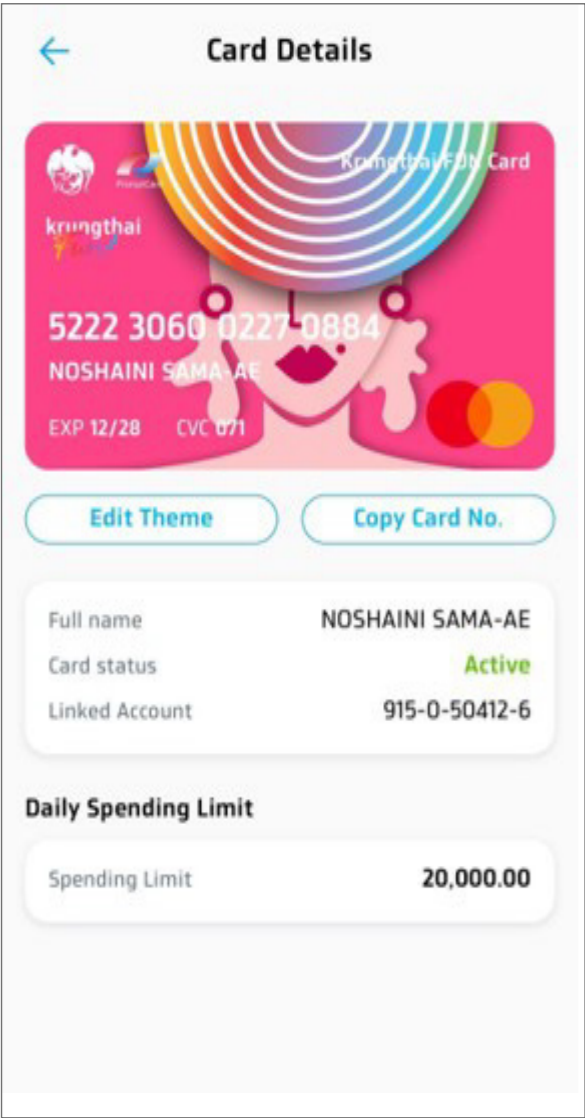

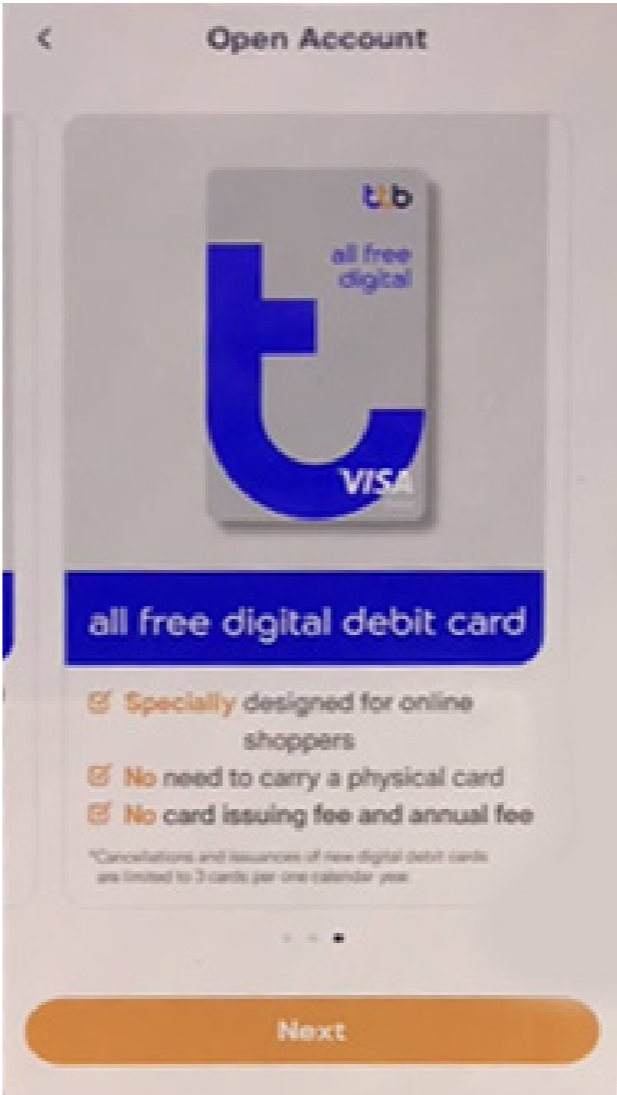**Bank of Ayudhya** – Debit card activation and card PIN setup
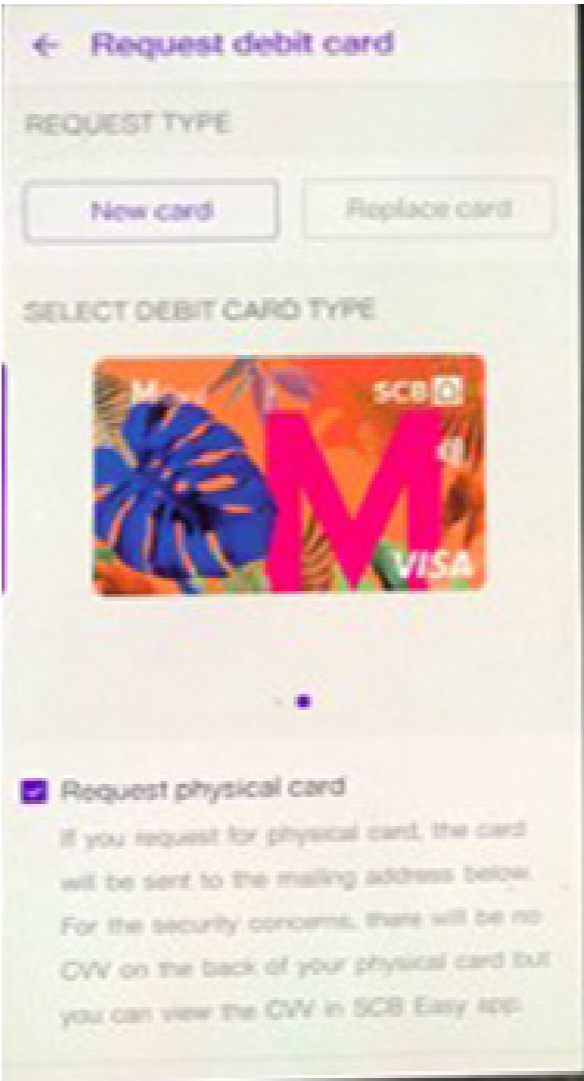
SCB - Physical debit card application and activation are two different journeys
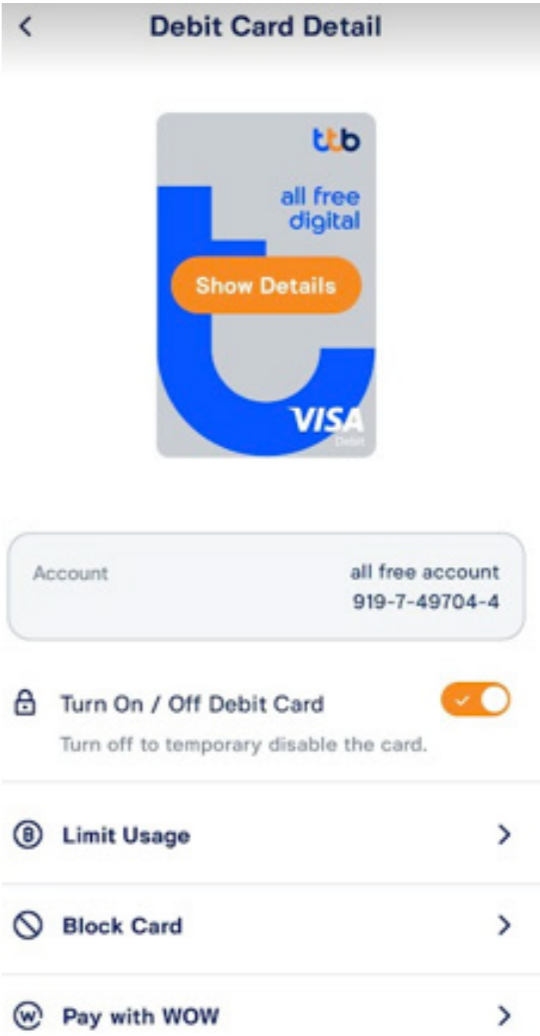
twimbit

Elevating transactional experience by offering instantly activated virtual debit card during the a/c opening process

Krungthai bank

TTB – Clear mention of all free digital debit card at the beginning of a/c opening journey
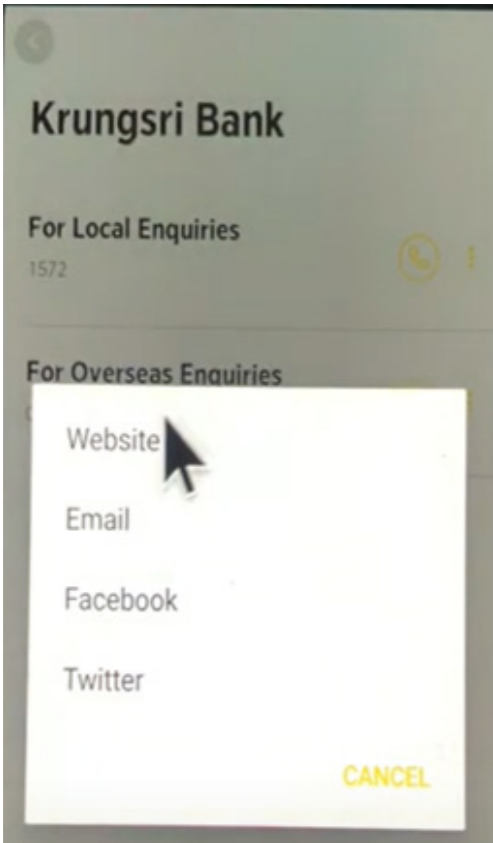
twimbit

Customer service experience

twimbit

Customer support channels

Customer service experience	Bangkok bank	Bank of Ayudhya	Kasikorn bank	Krungthai bank	SCB	TTB	TMRW
Customer support channels	2.00	3.00	3.50	3.00	3.00	2.00	**4.50**

Area of improvement

| Evaluating criteria	Bangkok bank	Bank of Ayudhya	Kasikorn bank	Krungthai bank	SCB	TTB	TMRW
Email, Hotline, Live-chat on app or website (real human interaction), Social media platform, Conversational AI	No live-chat, no social media platforms and no conversational AI features	No live chat and conversational AI feature	No live chat with human interaction	No live-chat and no conversational AI features	No live chat and no conversational AI features	No email, no live chat support and no conversational AI features	✓

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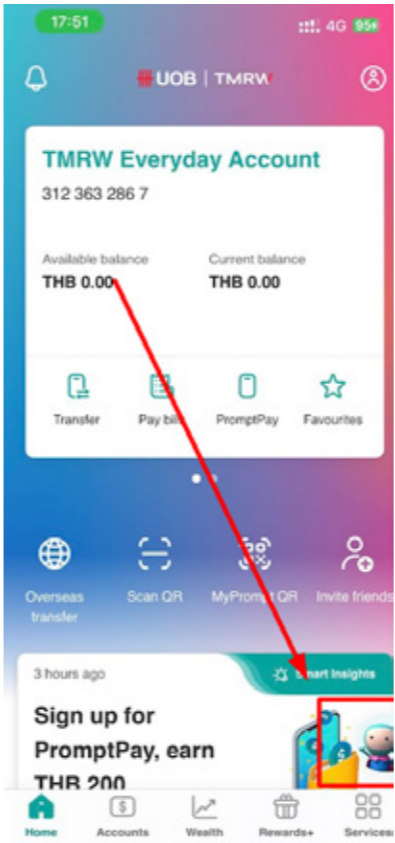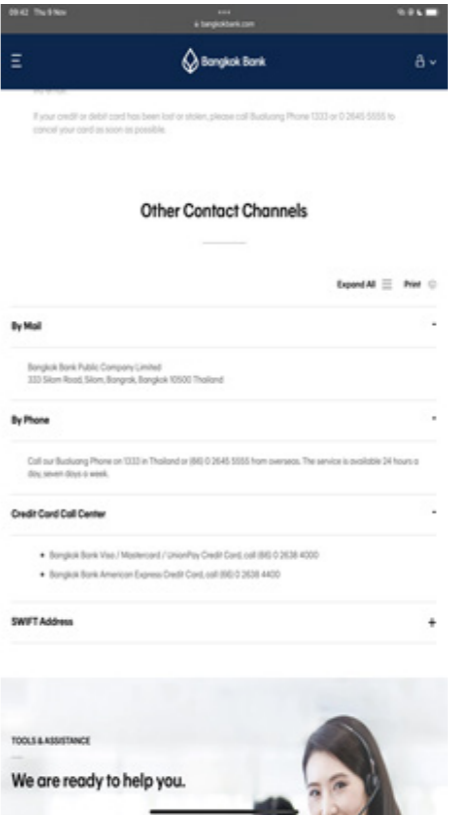# Diverse customer channels transforms banking app experiences
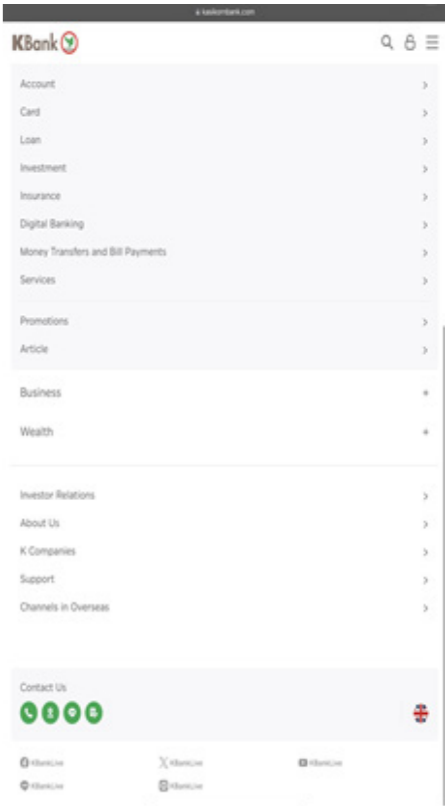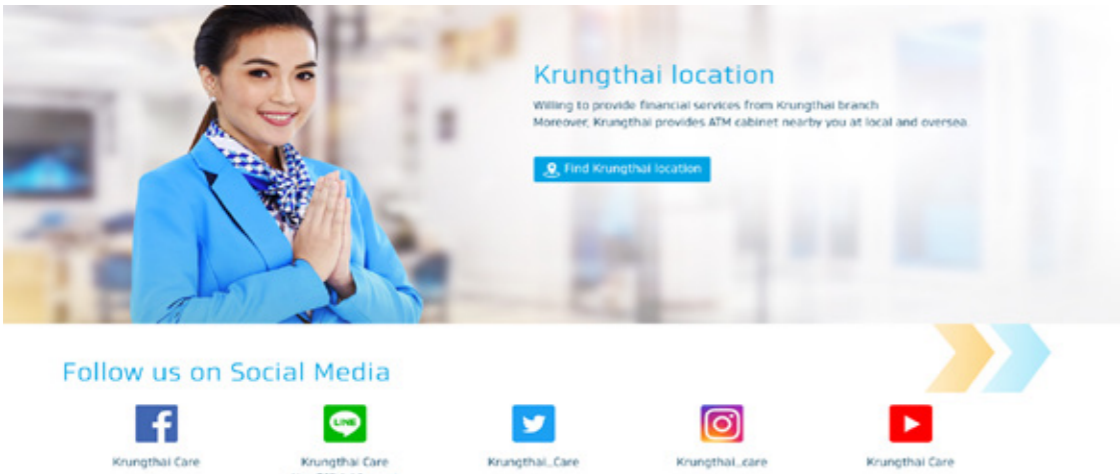

Bank of Ayudhya
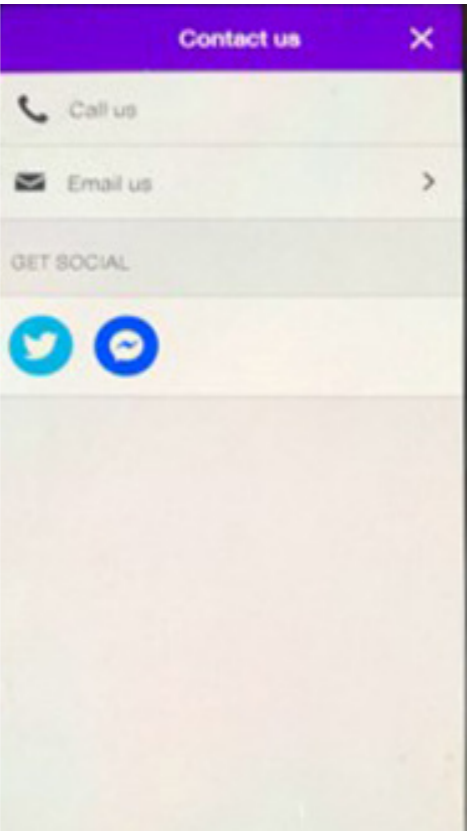
SCB

TTB
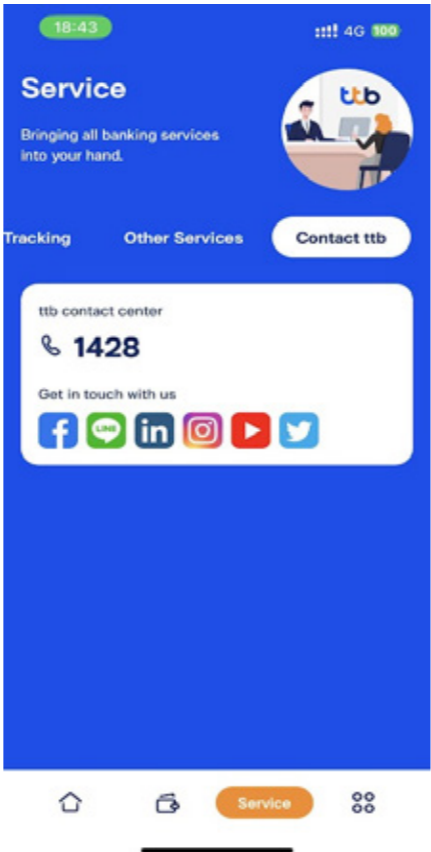
TMRW

Bangkok bank

Kasikorn bank
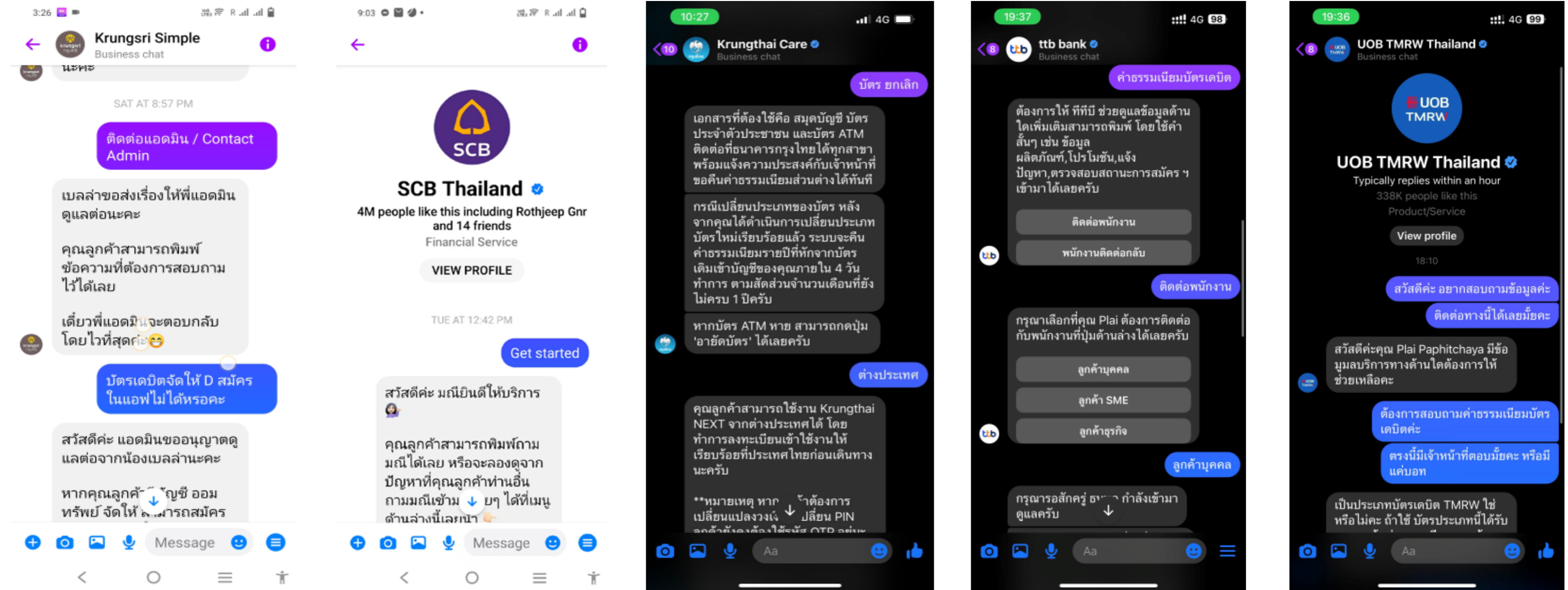

Krungthai bank

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Time taken to respond to query

Customer service experience	Bangkok bank	Bank of Ayudhya	Kasikorn bank	Krungthai bank	SCB	TTB	TMRW
Time taken to response to query	1.80	3.00	3.20	2.55	2.40	2.00	**4.55**

Area of improvement

| Evaluating criteria	Bangkok bank	Bank of Ayudhya	Kasikorn bank	Krungthai bank	SCB	TTB	TMRW
Email	✓	✓	✓	18-24 hours	✓	N/A	18-24 hours
Hotline	Within 4 minutes	✓	✓	Within 4 minutes	Within 8 minutes	✓	✓
Live chat	N/A	N/A	N/A	N/A	N/A	N/A	✓
Social media platform	N/A	✓	✓	✓	✓	✓	✓
Conversational AI	No chatbot	No chatbot	Chatbot not able to connect to real live agent	No chatbot	No chatbot	No chatbot	✓

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Bank apps should navigate customer queries effortlessly across social channels, chatbots, and live agents

Redefining customer service speed in banking with AI-Chatbots and live chat
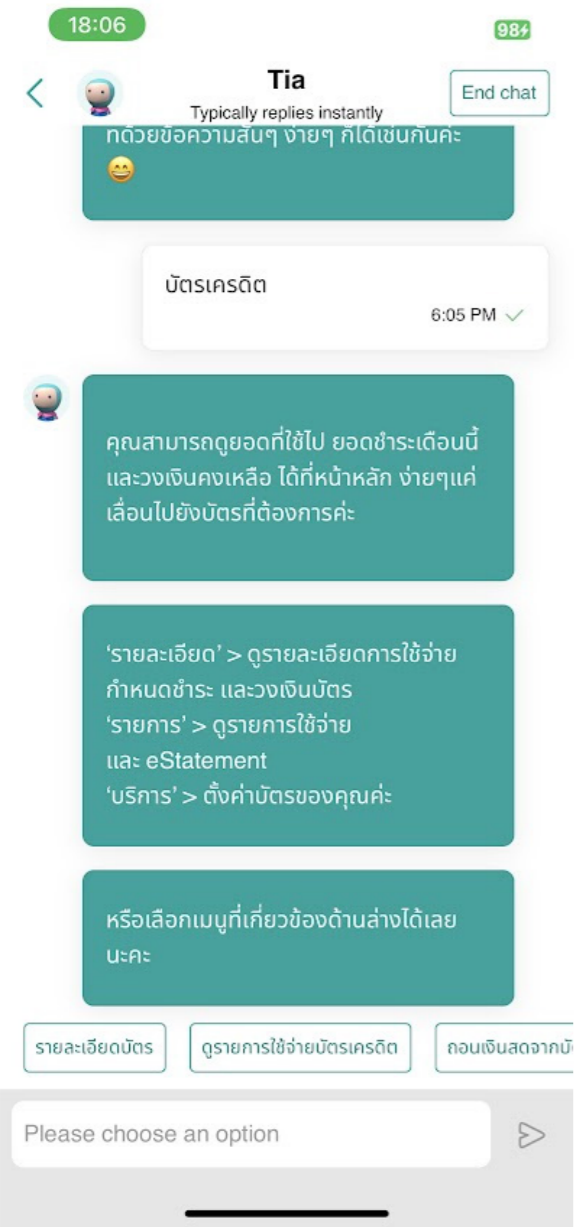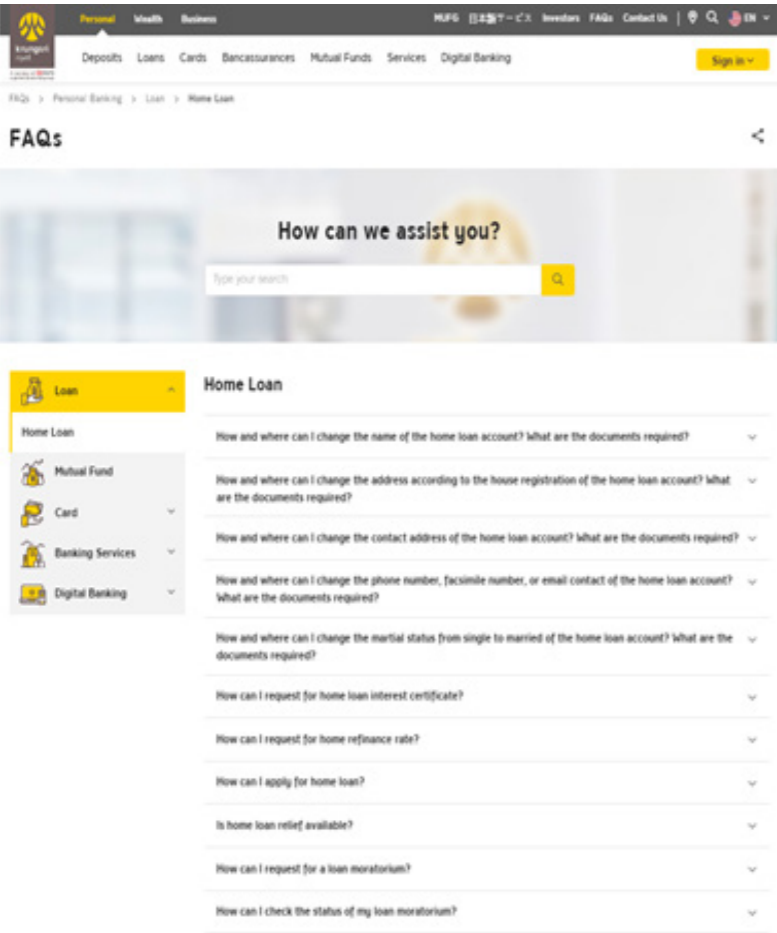

TIA – AI
Chatbot by **TMRW**
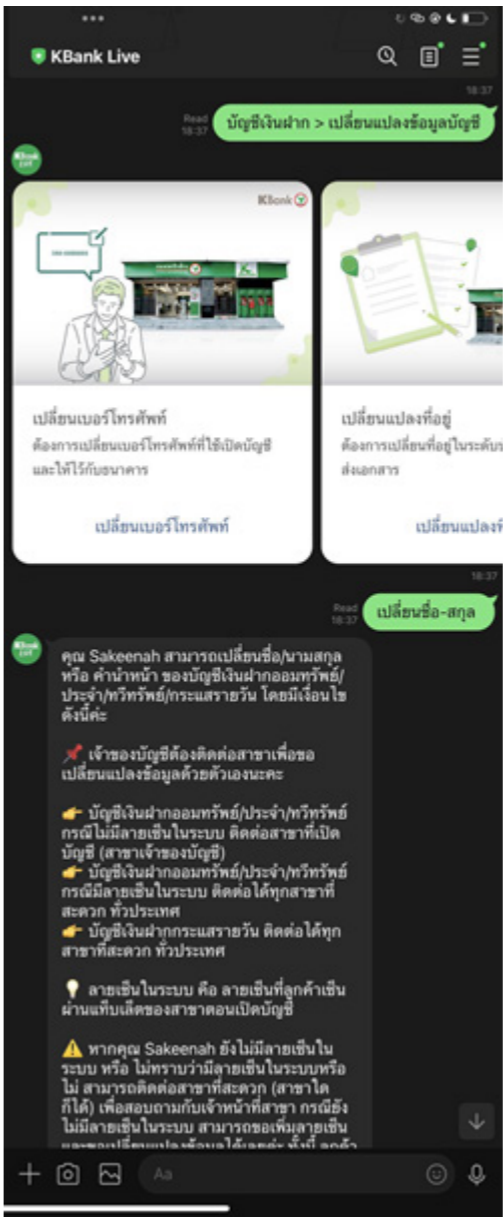
Kasikorn bank
live chat

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Self-service potential - FAQs

Customer service experience	Bangkok bank	Bank of Ayudhya	Kasikorn bank	Krungthai bank	SCB	TTB	TMRW
Self-service potential: FAQs	**3.54**	**3.54**	1.45	**3.54**	**3.54**	1.86	**3.54**

Area of improvement

Evaluating criteria	Bangkok bank	Bank of Ayudhya	Kasikorn bank	Krungthai bank	SCB	TTB	TMRW
Clarity of FAQs	✓	✓	FAQs is not categorized, only long list of questions	✓	✓	No separate FAQ section	✓
Answer clarity (Visual aids and cues)	No visual cues/aids, only wordings	No visual cues/aids, only wordings	No visual cues/aids, only wordings	No visual cues/aids, only wordings	No visual cues/aids, only wordings	No visual cues/aids, only wordings	No visual cues/aids, only wordings
Customer support (live chat or hotline) call to action available on FAQs site	✓	✓	✓	✓	✓	N/A	✓

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Bank apps should provide a visual odyssey through categorized and visual FAQ section for ease of solving queries
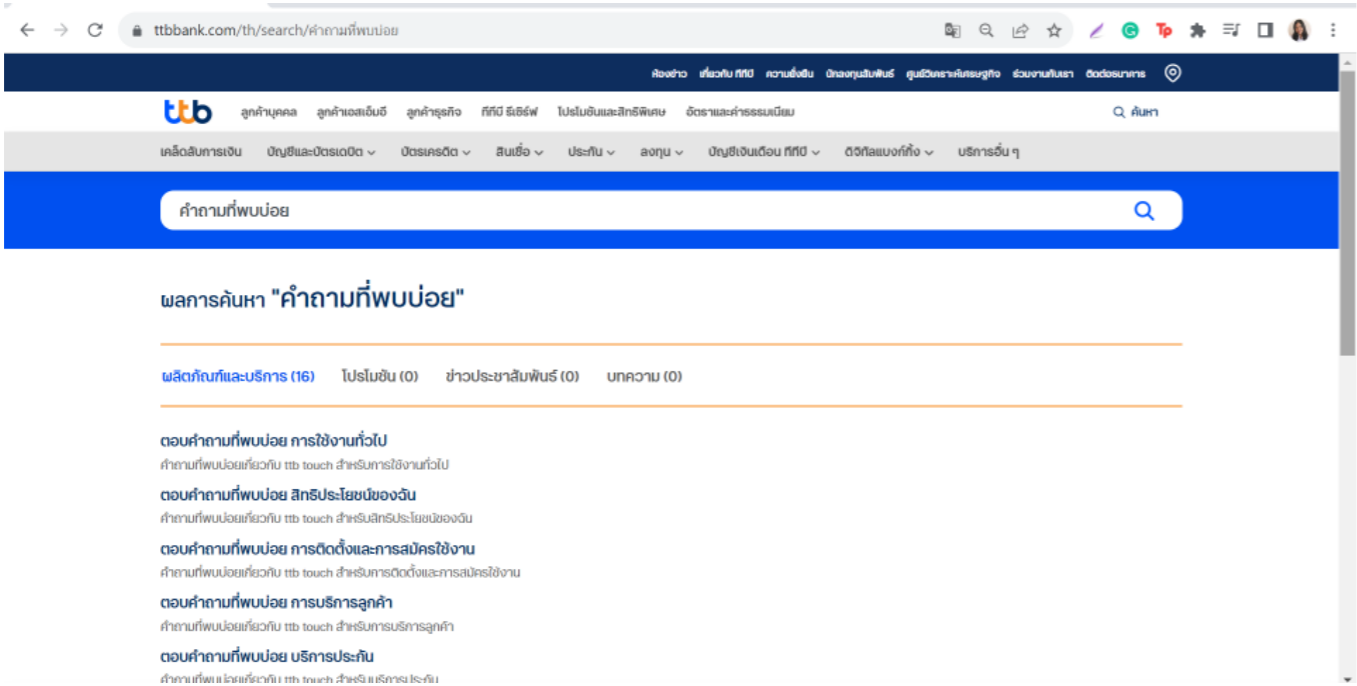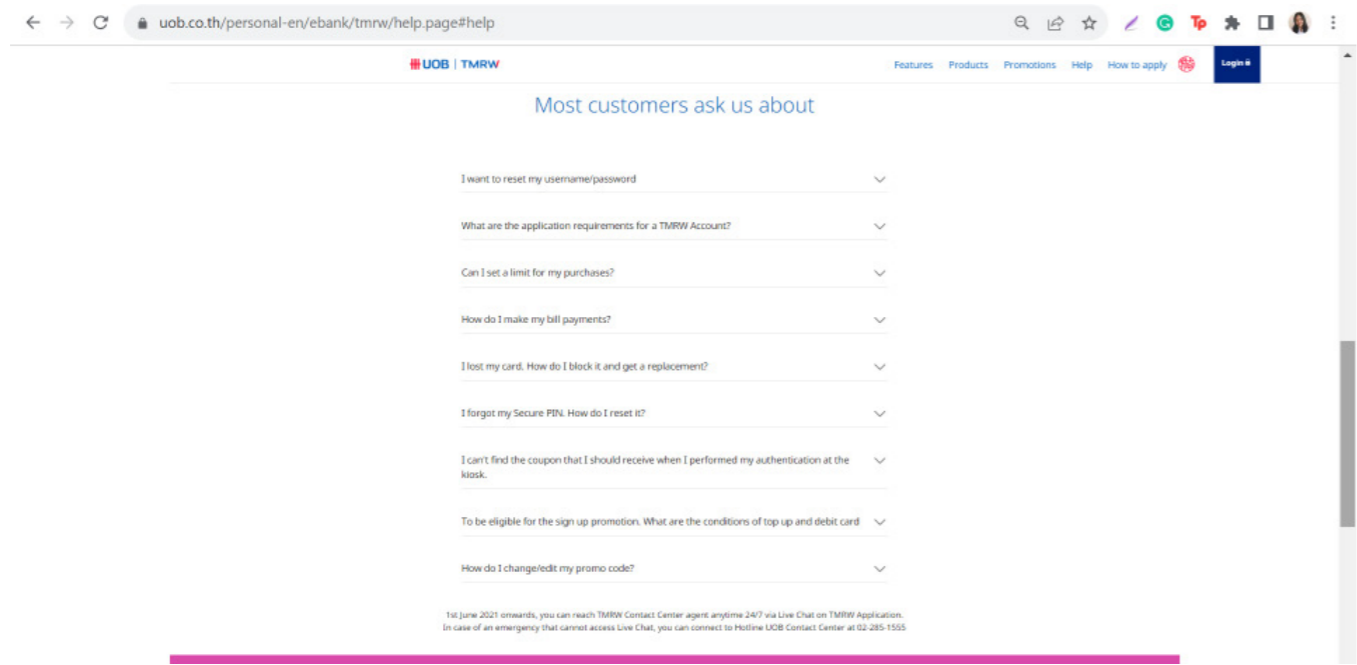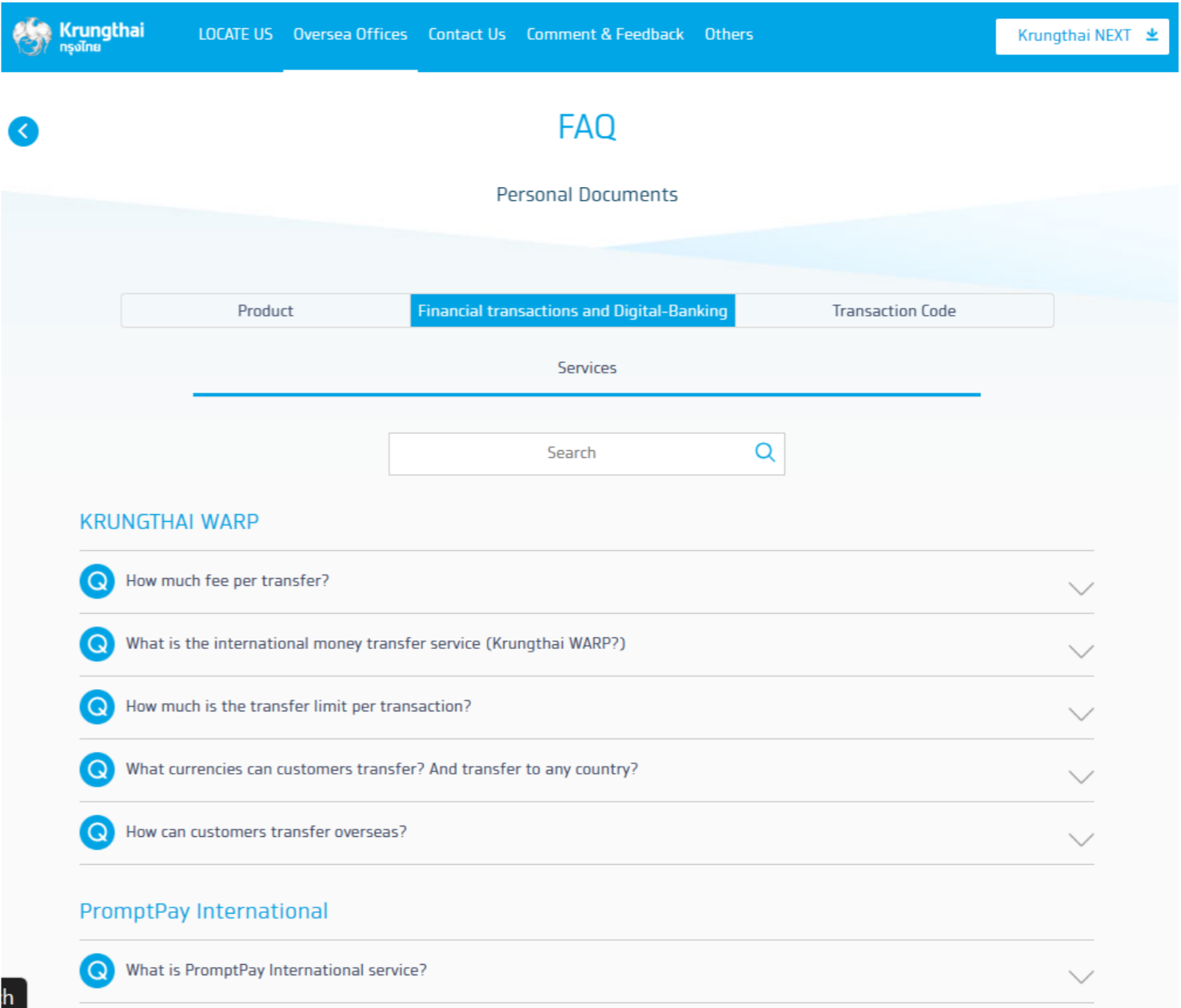

Bank of Ayudhya

SCB
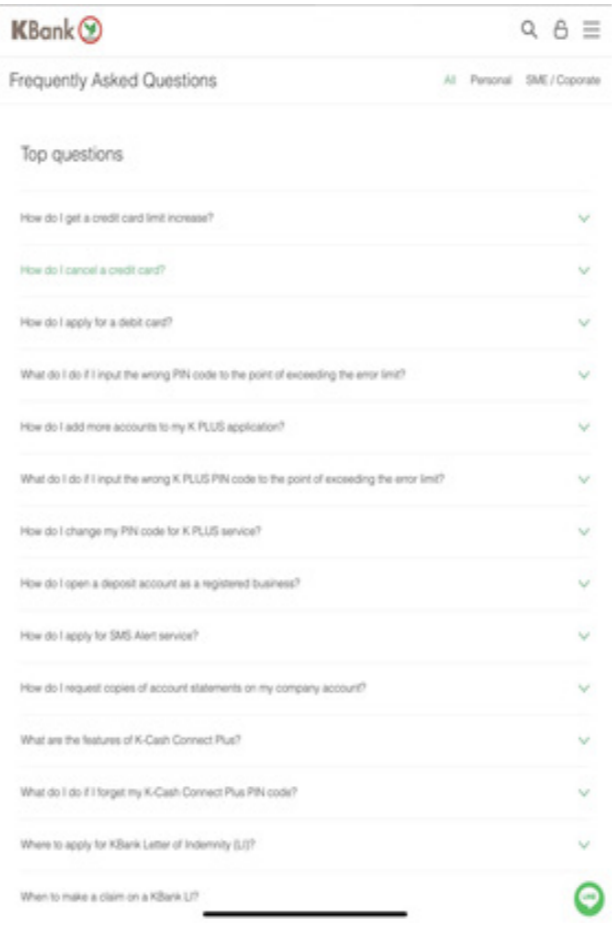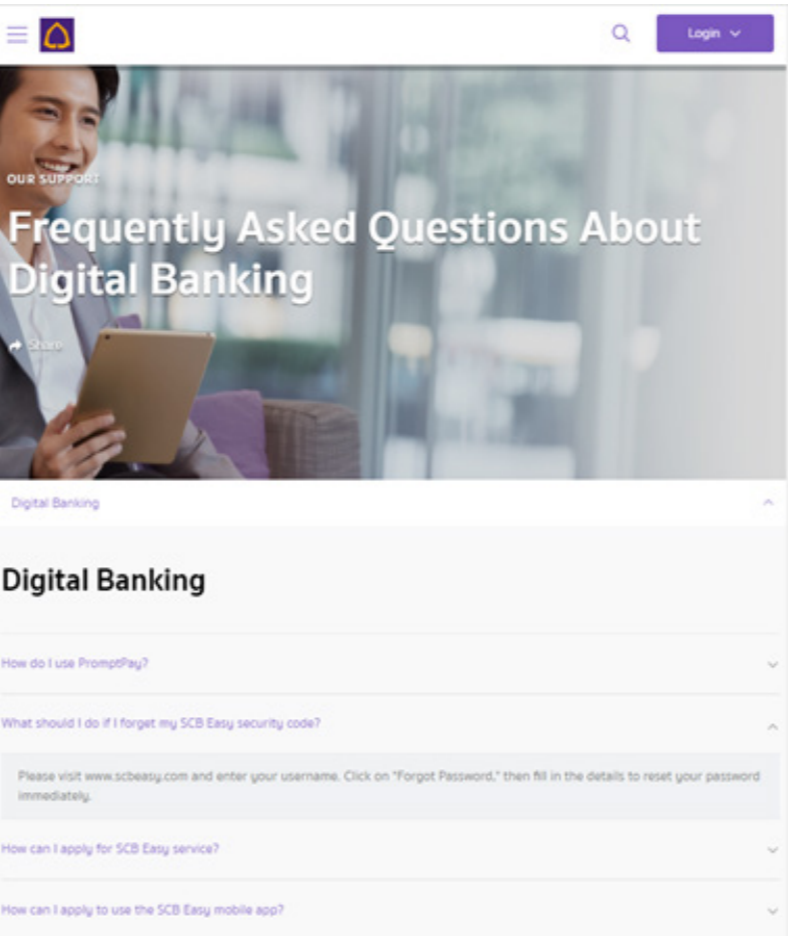
Kasikorn bank

Bangkok bank

TTB

TMRW

Krungthai bank

Self-service potential - IVR

Customer service experience	Bangkok bank	Bank of Ayudhya	Kasikorn bank	Krungthai bank	SCB	TTB	TMRW
Self-service potential: IVR	2.00	2.80	2.00	**3.00**	2.00	1.80	2.00

Area of improvement

| Evaluating criteria	Bangkok bank	Bank of Ayudhya	Kasikorn bank	Krungthai bank	SCB	TTB	TMRW
Basic functions available such as balance check, account information, e-statement	✓	✓	✓	✓	✓	✓	✓
Advertisement of public announcement	✓	No advertisement but with 1 public announcement	✓	✓	✓	No advertisement but with 1 public announcement	✓
Personalized IVR functions with speech recognition and AI-enabled	N/A	No personalized IVR functions	N/A	No speech recognition and AI enabled	N/A	N/A	N/A

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Section

04

Analyst recommendations

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Deep dive into TDEX score for Bangkok bank

TDEX score	**3.32**
Mobile app	4.56
Customer onboarding	3.07
Customer service	2.33

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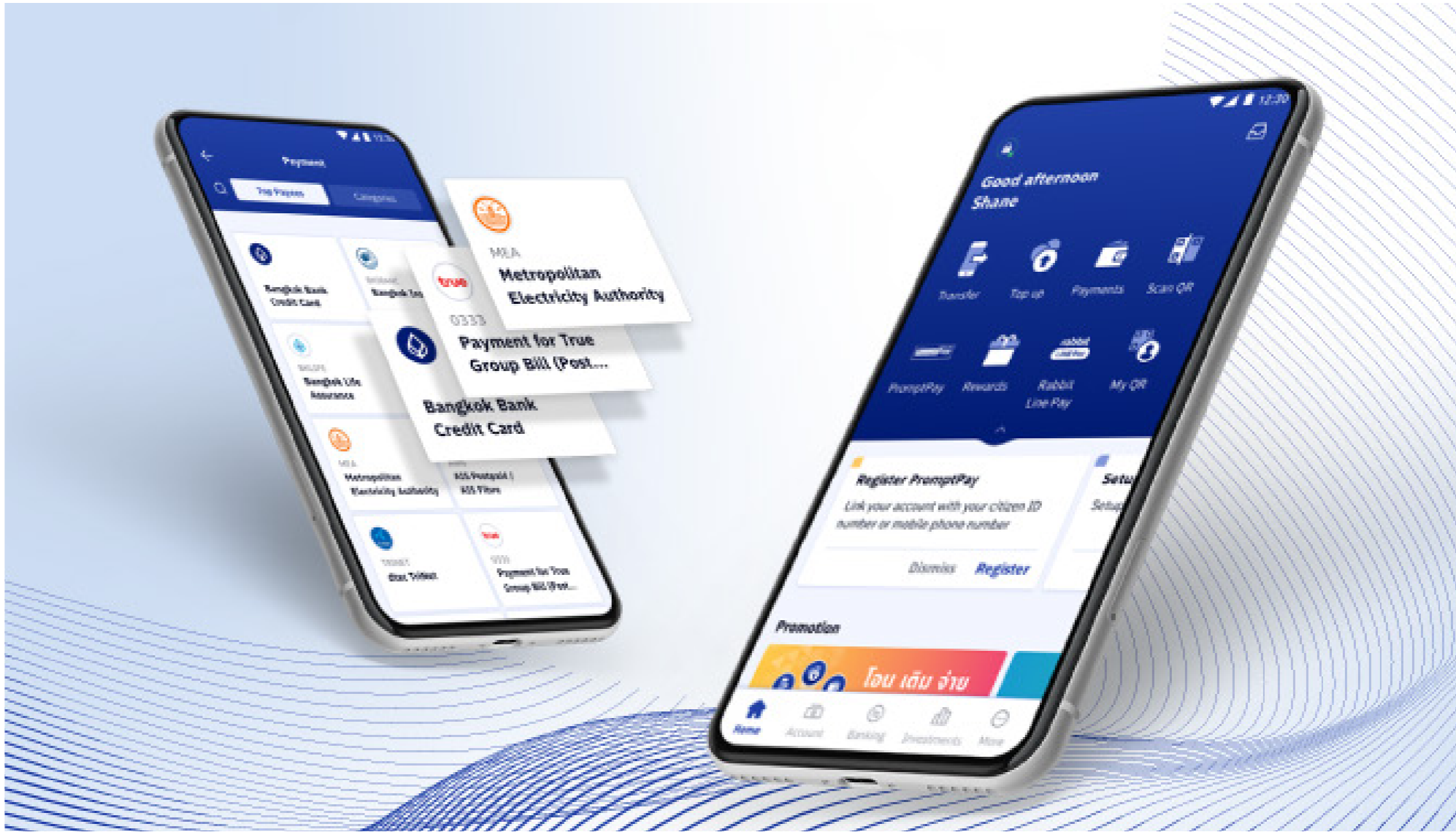
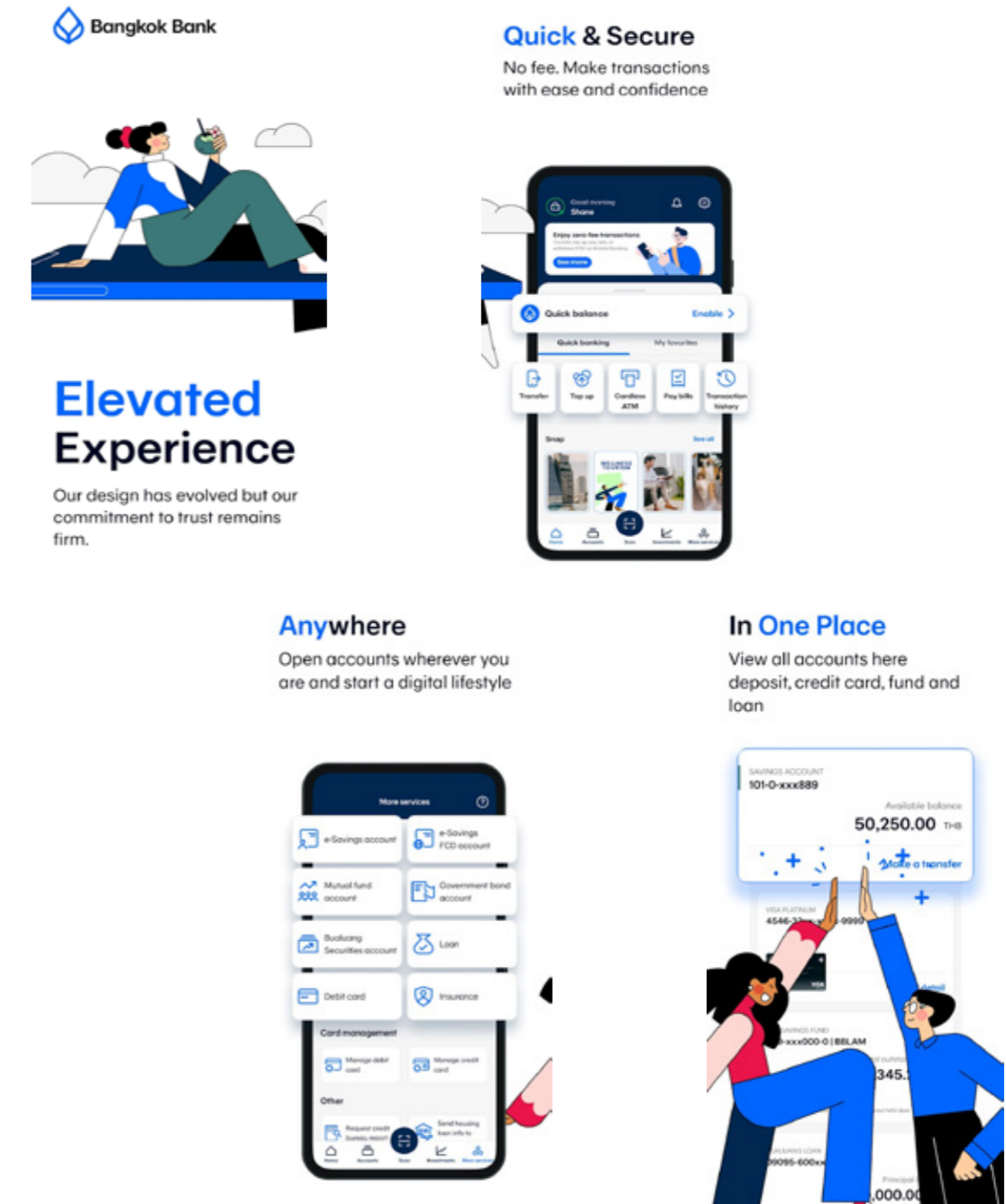# Improvements for Bangkok bank

01 Mobile app experience

- Differentiate between 'Sign-in' and 'Sign-up'
- Offer options for new customers to apply for other banking products and services on the app
- Allow biometric and face authentication during the a/c opening process instead of manually enabling them in app settings

02 Customer onboarding experience

- Provide information and CTA to apply for other banking products apart from a/c opening at the beginning
- Provide virtual card option
- Present options for users to choose a preferred date and time for card delivery

03 Customer service experience

- Introduce social media platforms, conversational AI features with the ability to connect with a live agent when needed as customer support channels
- Integrate visual cues for FAQs for easy browsing
- Personalize IVR functions based on customer phone number and past IVR behaviour
- Provide features for AI-enabled speech recognition
- Allow to purchase add-on value added services through IVR

twimbit

Deep dive into TDEX score for Bank of Ayudhya

TDEX score	**3.35**
Mobile app	3.76
Customer onboarding	3.20
Customer service	3.08

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Improvements for Bank of Ayudhya/krungsri
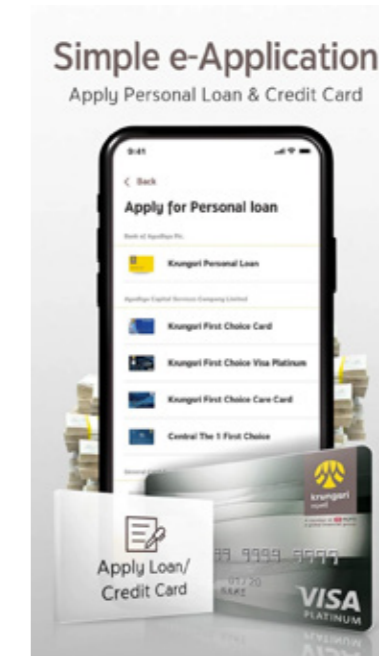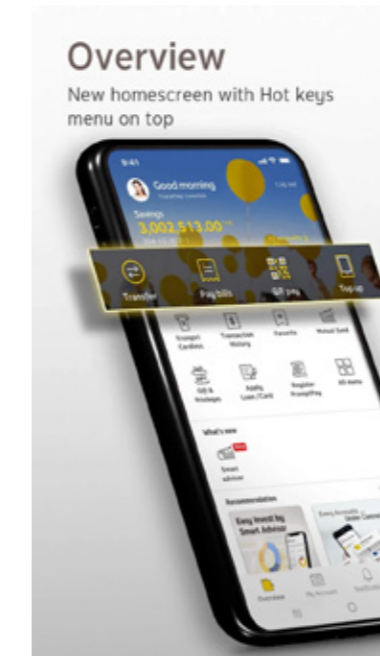
01 **Mobile app experience**

- Improve app efficiency and speed of the user interface
- Reduce after a/c opening app registration time and steps from 11 to atleast 5

02 **Customer onboarding experience**

- Provide information and CTA to apply for other banking products apart from a/c opening at the beginning
- Offer options for users to customize product comparison on the website or app with simple and clear description
- Present options for users to choose a preferred date and time for card delivery
- Reduce steps taken to activate debit card within app

03 **Customer service experience**

- Introduce conversational AI features with the ability to connect with a live agent when needed
- Integrate visual cues/aids for FAQs for easy browsing
- Personalize IVR functions based on customer phone number and past IVR behaviour
- Allow to purchase add-on value added services through IVR

Overview
New homescreen with Hot keys menu on top

Simple e-Application
Apply Personal Loan & Credit Card

Convenient
Transfer, Bill pay, Top up via KMA

Smart Advisor
Automated portfolio management based on your goal

twimbit

Deep dive into TDEX score for Kasikorn bank

KBank

TDEX score	**3.28**
Mobile app	4.20
Customer onboarding	3.10
Customer service	2.54

twimbit

Improvements for Kasikorn bank

01   Mobile app experience
- Offer options for new customers to apply for other banking products and services on the app
- Allow biometric and face authentication during the a/c opening process instead of manually enabling them in app settings
- Improve app efficiency and speed of the user interface

02   Customer onboarding experience
- Define a/c opening steps clearly with navigation guide
- Provide information and CTA to apply for other banking products
- Provide free and instantly activated virtual card

03   Customer service experience
- Introduce live chat in app with real human interaction
- Allow Line chatbot to be able to refer to live agent
- Improved FAQ section by categorizing it and updating it progressively
- Integrate visual cues for FAQs for easy browsing
- Personalize IVR functions based on customer phone number and past IVR behaviour
- Provide features for AI-enabled speech recognition
- Allow to purchase add-on value added services through IVR

twimbit

Deep dive into TDEX score for Krungthai bank

TDEX score	**3.23**
Mobile app	3.59
Customer onboarding	3.08
Customer service	3.02

twimbit

Improvements for Krungthai bank
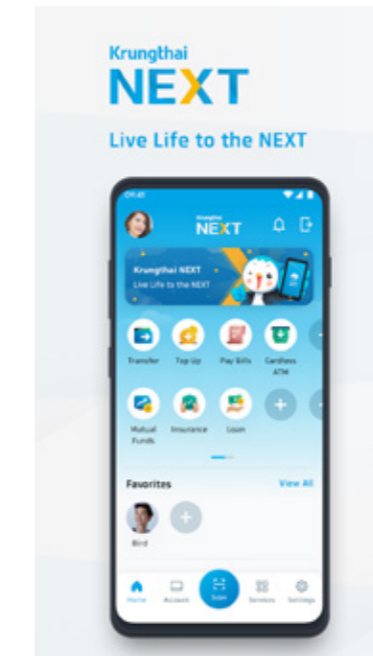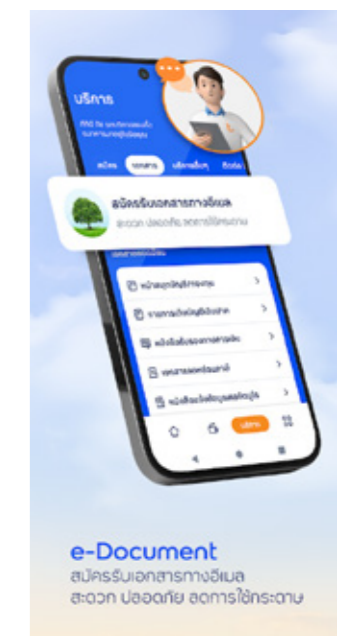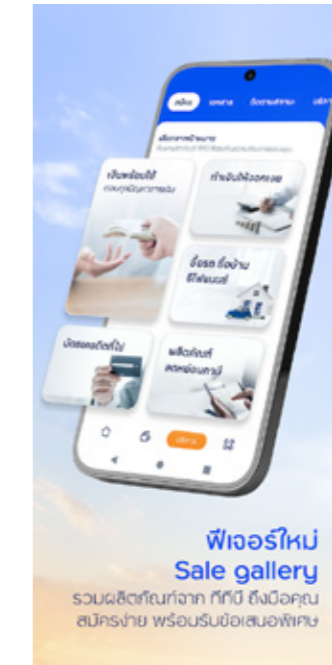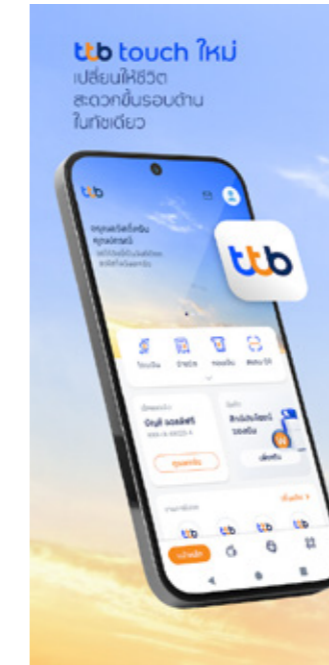
01 **Mobile app experience**
- Improve app efficiency and speed of the user interface
- Differentiate between 'Sign-in' and 'Sign-up'
- Reduce app registration steps from 6-7 to atleast 3
- Offer options for customers to apply for other banking products in the app
- Provide MPIN-based as one of the app authentication methods

02 **Customer onboarding experience**
- Define a/c opening steps clearly with navigation guide
- Provide information and CTA to apply for other banking products
- Offer options for users to customize product comparison on the website/app with simple and clear description
- Integrate physical debit card application and activation process with main a/c opening journey
- Provide virtual card option and inform about it during the process

03 **Customer service experience**
- Introduce conversational AI features with the ability to connect with a live agent when needed
- Improve email response time
- Integrate visual cues for FAQs for easy browsing
- Provide features for AI-enabled speech recognition during IVR call
- Allow to purchase add-on value added services through IVR
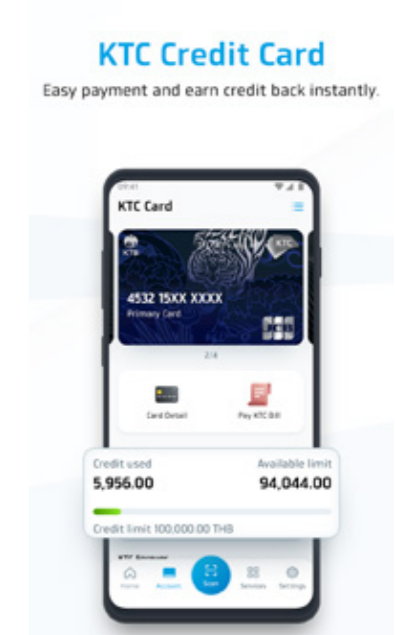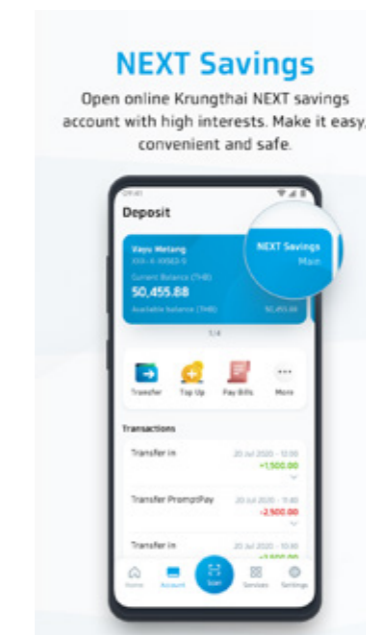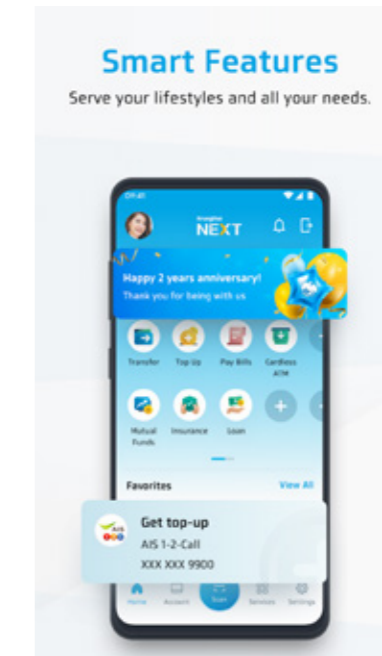
Deep dive into TDEX score for SCB

SCB

TDEX score	**3.25**
Mobile app	3.83
Customer onboarding	3.20
Customer service	2.73

twimbit

Improvements for SCB

01 **Mobile app experience**

- Reduce time and steps taken to register on app after a/c opened from 18 to atleast 8

02 **Customer onboarding experience**

- Allow non-users to access the app
- Offer options for users to customize product comparison on the website/app with simple and clear description
- Integrate physical debit card application process with main a/c opening journey
- Provide virtual card option and inform about it during the process
- Provide accurate delivery status tracker

03 **Customer service experience**

- Introduce conversational AI features with the ability to connect with a live agent when needed
- Improve hotline response time
- Integrate visual cues for FAQs for easy browsing
- Personalize IVR functions based on customer phone number and past IVR behaviour
- Provide features for AI-enabled speech recognition
- Allow to purchase add-on value added services through IVR

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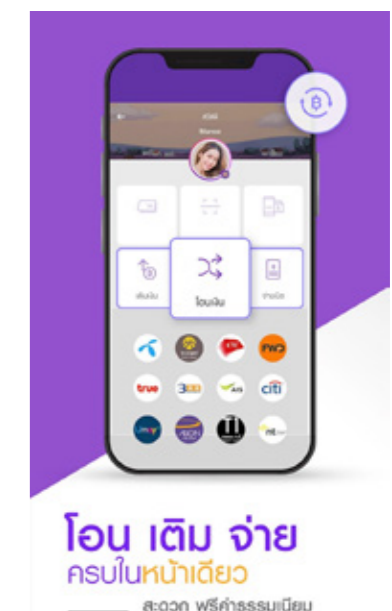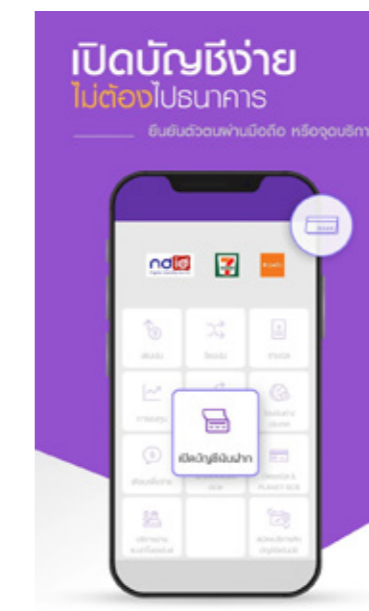
Deep dive into TDEX score for TTBchart

TDEX score	**2.91**
Mobile app	3.81
Customer onboarding	2.99
Customer service	1.92

twimbit

Improvements for TTBchart

01 **Mobile app experience**
- Improve app efficiency and speed of the user interface
- Differentiate between 'Sign-in' and 'Sign-up'
  Offer options for new customers to apply for other banking products and services on the app
  Allow biometric and face authentication during the a/c opening process instead of manually
  enabling them in app settings

02 **Customer onboarding experience**
- Provide information about a/c opening steps at the beginning of process
- Offer options for users to customize product comparison on the website with
  simple and clear description
- Provide accurate delivery status tracker
- Eliminate the need of applying for virtual card
- Integrate physical debit card application process with main a/c opening journey

03 **Customer service experience**
- Provide official email to contact customer support within app
- Introduce conversational AI features with the ability to connect with a live agent when needed
- Provide a comprehensive and separate FAQ section in app with CTA to call/chat at the bottom
- Integrate visual cues for FAQs for easy browsing
- Personalize IVR functions based on customer phone number and past IVR behaviour
- Provide features for AI-enabled speech recognition
- Allow to purchase add-on value added services through IVR

Deep dive into TDEX score for TMRW

TDEX score	**3.65**
Mobile app	4.04
Customer onboarding	3.27
Customer service	3.65

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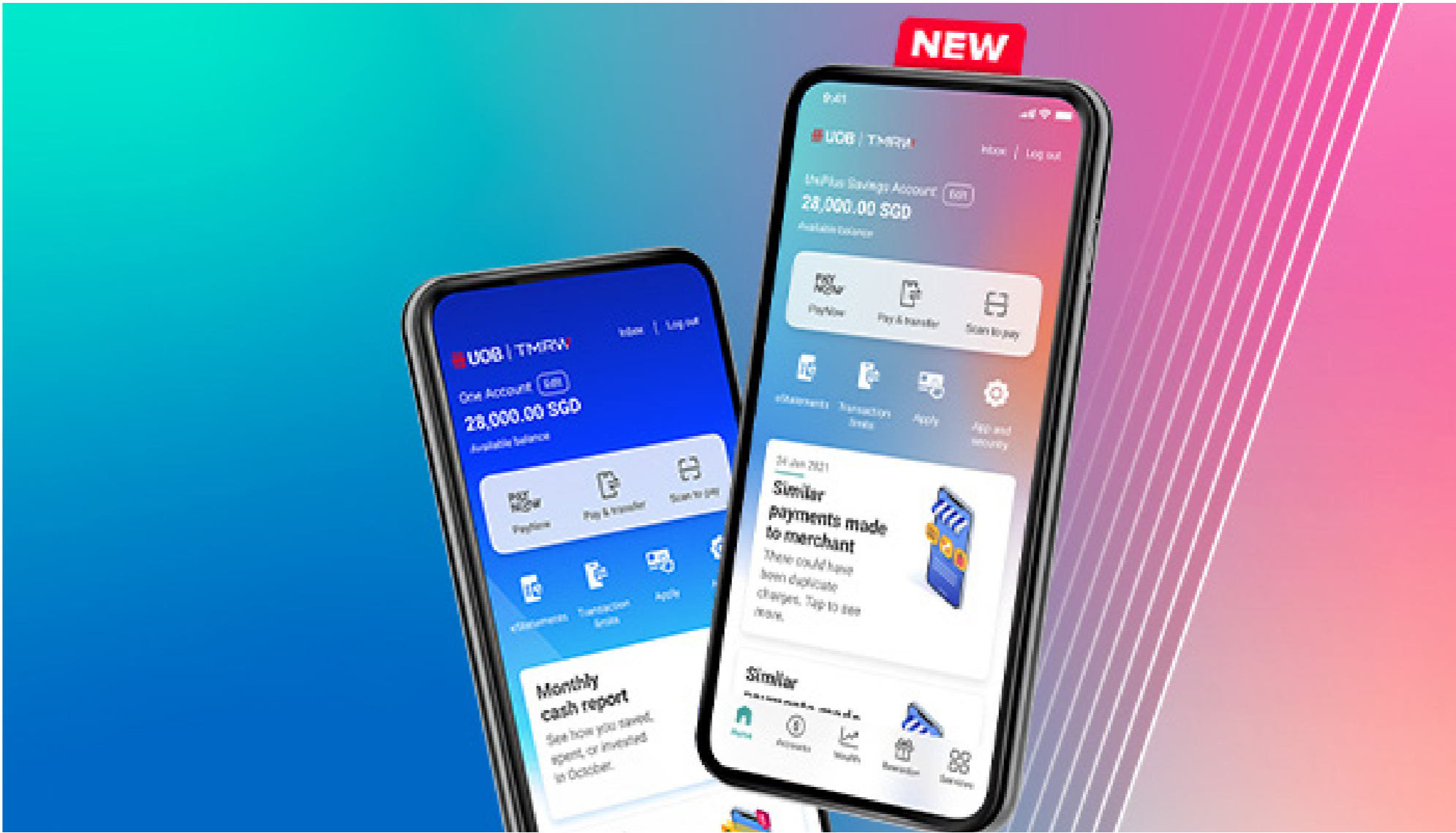
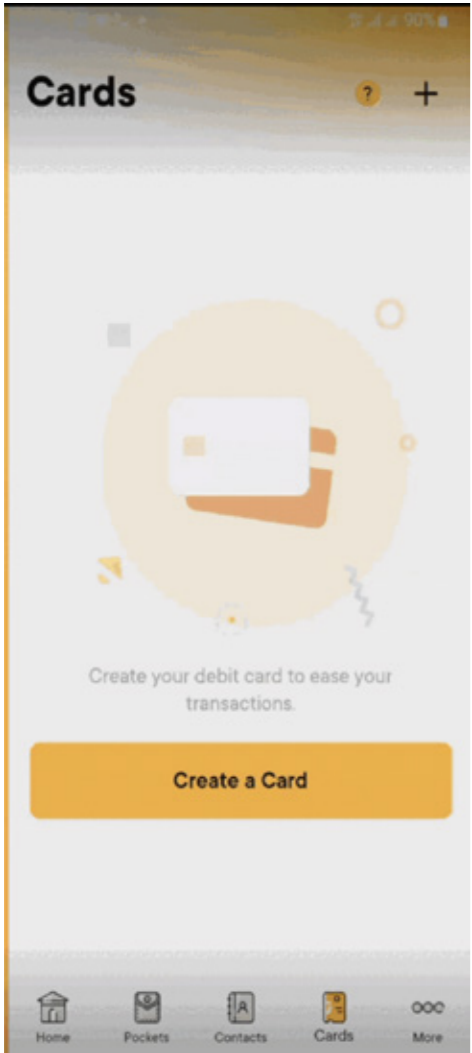# Improvements for TMRW

01 **Mobile app experience**
- Provide multiple language option to access the app

  Offer options for customers to apply for other services on the app

  Provide PIN-based sign up as one of the authentication methods

  Improve app efficiency and speed of the user interface

02 **Customer onboarding experience**
- Improve website brand identity by reducing oversize white space
- Offer options for users to customize product comparison on the website with
- simple and clear description
- Provide virtual card option
- Provide accurate delivery status tracker

03 **Customer service experience**
- Improve email response time by reducing it to 6 hours
- Integrate visual cues for FAQs for easy browsing
- Personalize IVR functions based on customer phone number and past IVR behaviour
- Provide features for AI-enabled speech recognition
- Allow to purchase add-on value added services through IVR
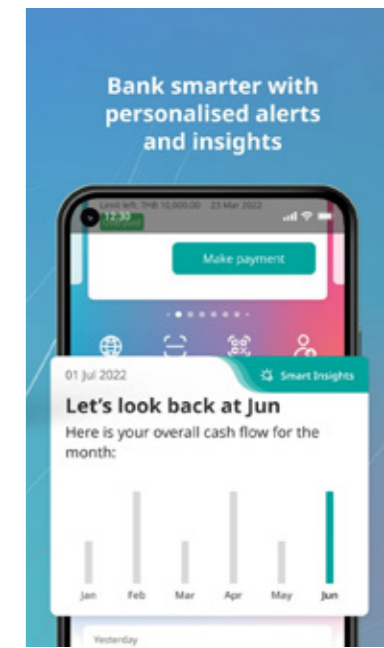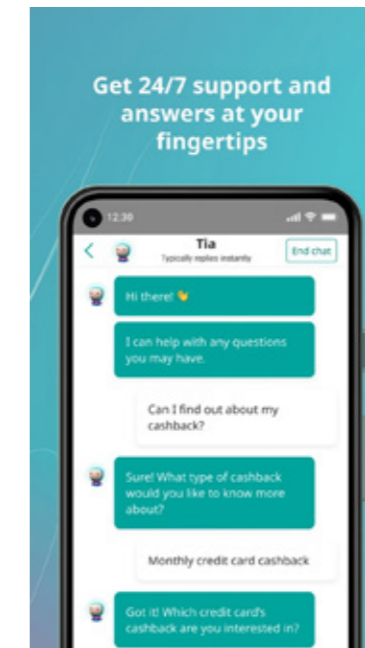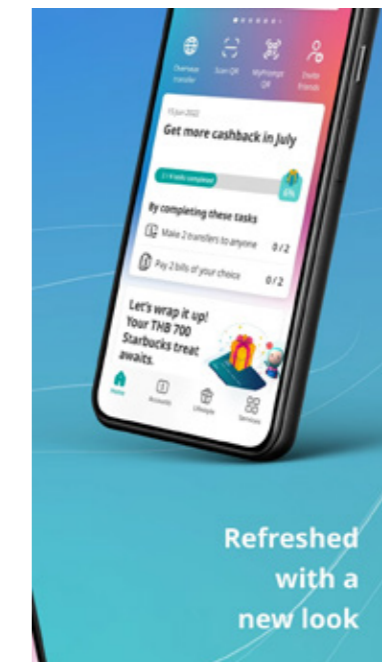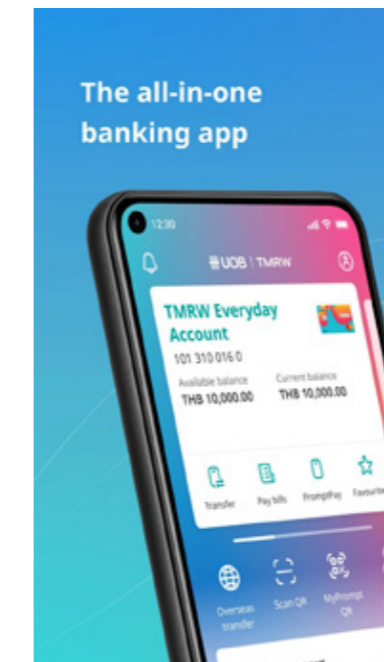
Best practices from peer region

twimbit

Case study 01

Indonesia's best digital banking app

twimbit

Bank to ace "Digital banking app experience" - Jago Bank

Create a customised
debit card
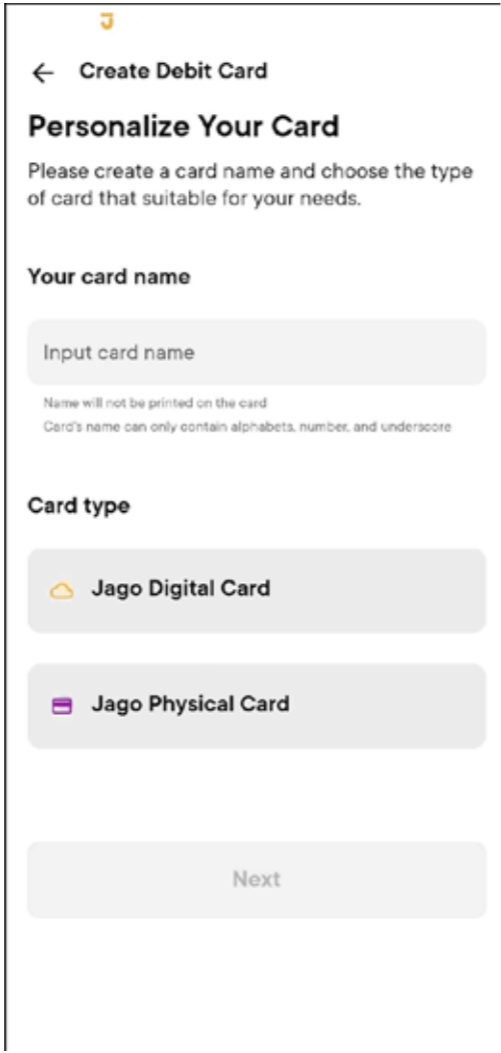
Personalize your
card – name, type
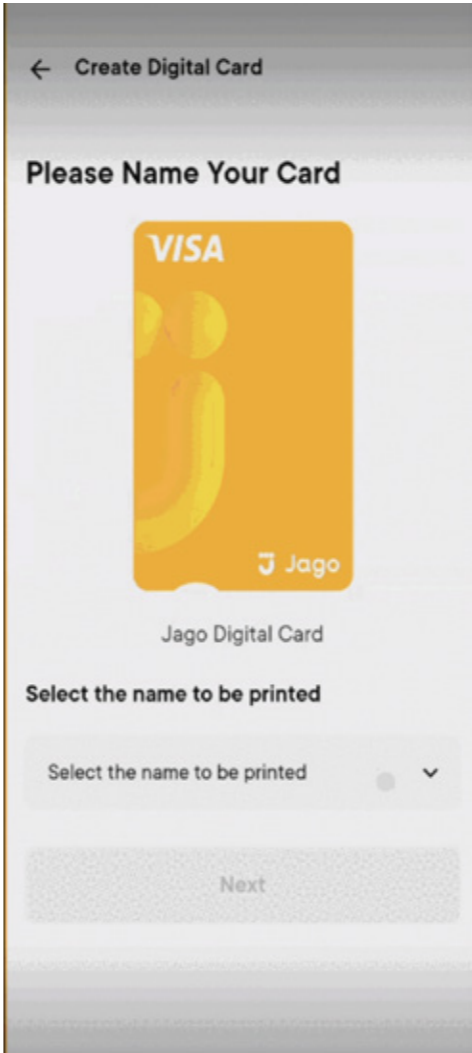
Virtual card name
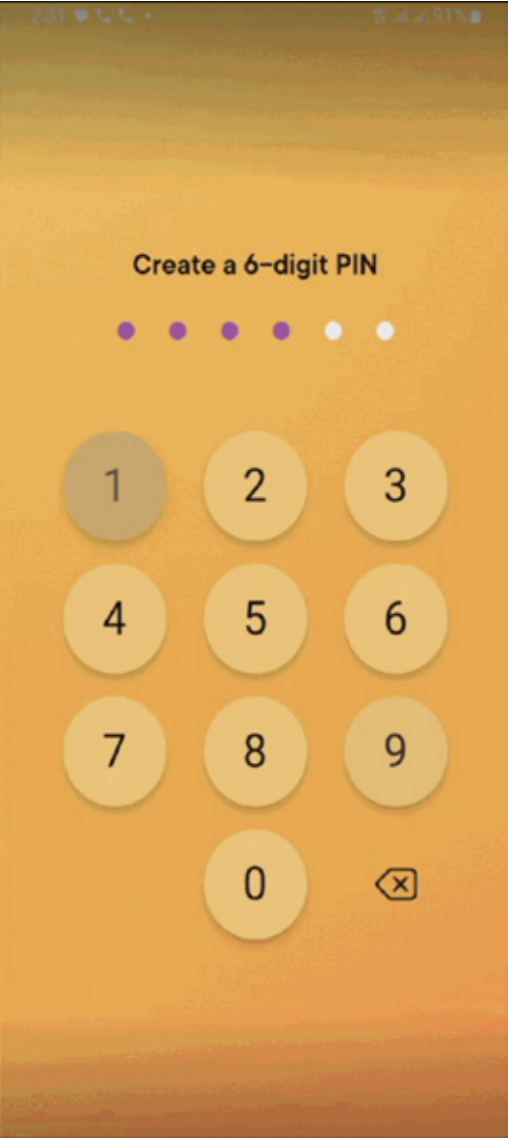selection without need
of manually entering name
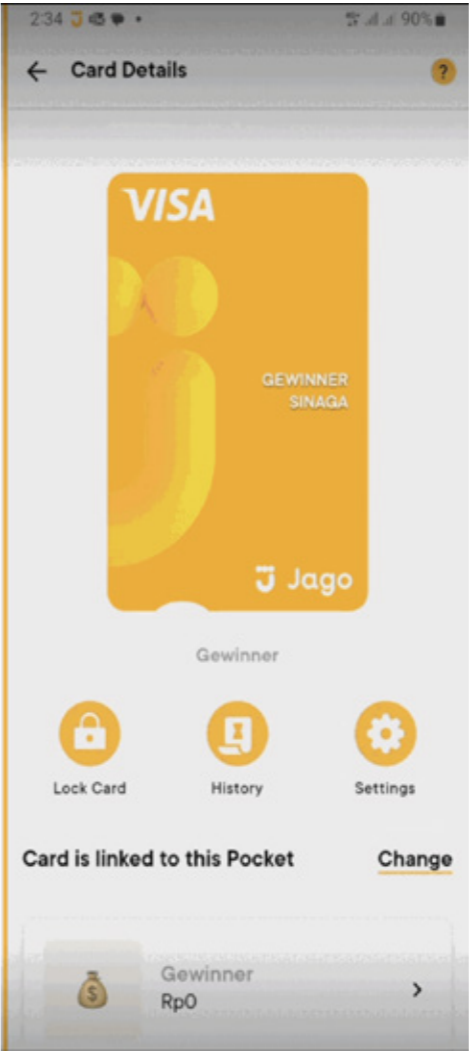
Card details and services
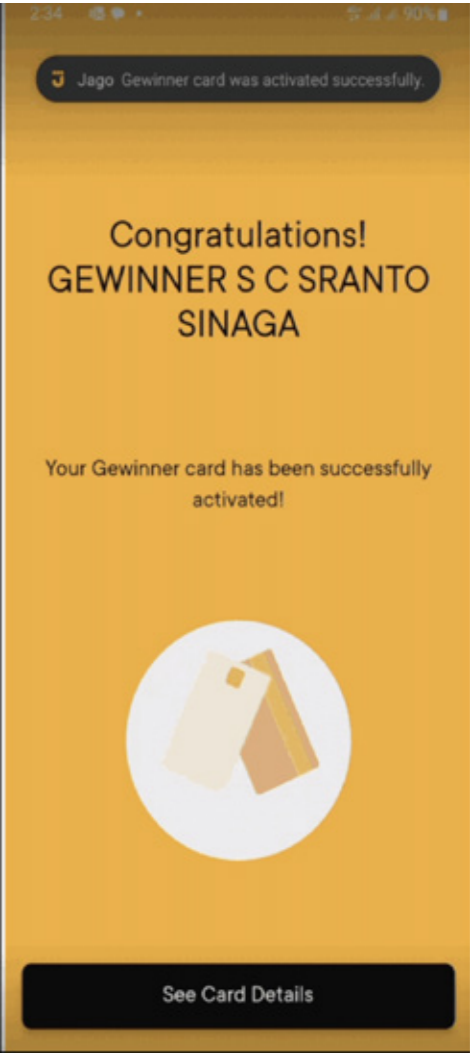
Instantly activated debit card
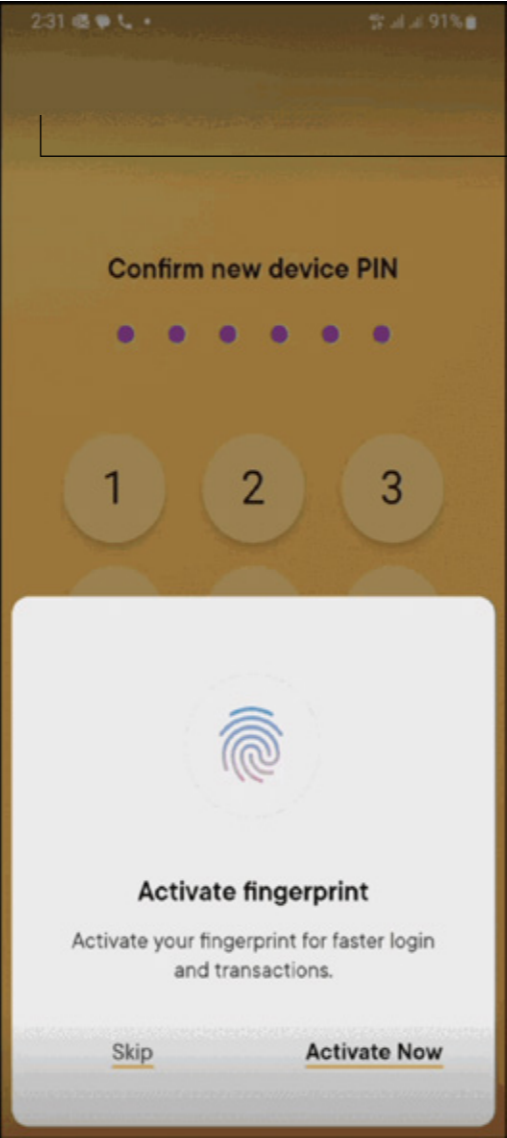
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Bank to ace "Digital banking app experience" - Jago Bank

Set PIN

01
Consistent colour palette

01
Asked during a/c opening process

Activate fingerprint

01
Set up biometric verification (optional)

Jago instant a/c activation

01
Clean, neat with optimum white space

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Case study 02

Singapore's best digital banking app

trust

twimbit

Bank to ace "Customer onboarding experience"- Trust Bank

#1 Open savings account
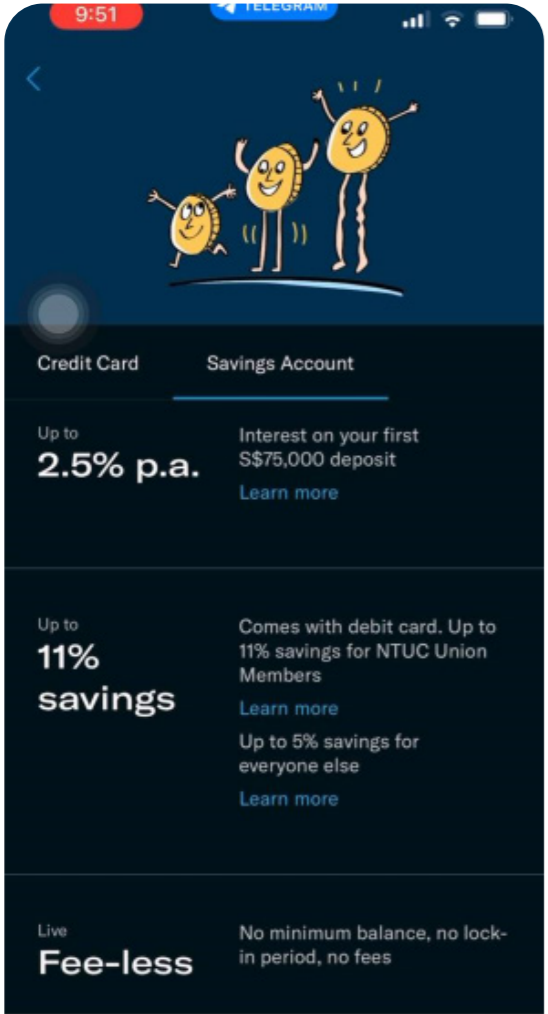
O1
Clarity of other banking products

O2
This page shows comprehensive information about the savings account

O3
Clear CTA to apply for an account

#2 KYC with Singpass
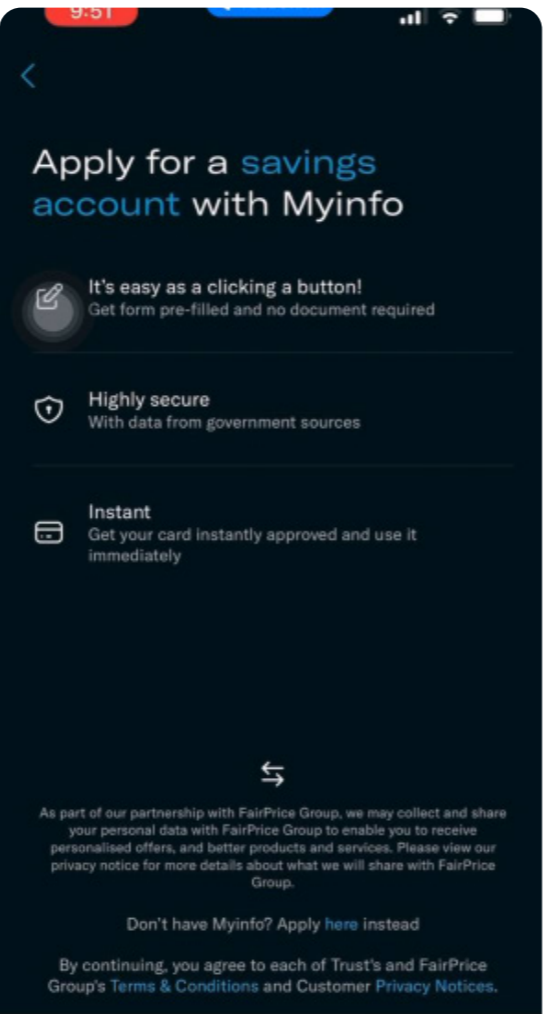
Option to apply for Myinfo

O1
Information about document requirement and debit card

O2
Using Singpass to retrieve personal information

#3 Singpass information
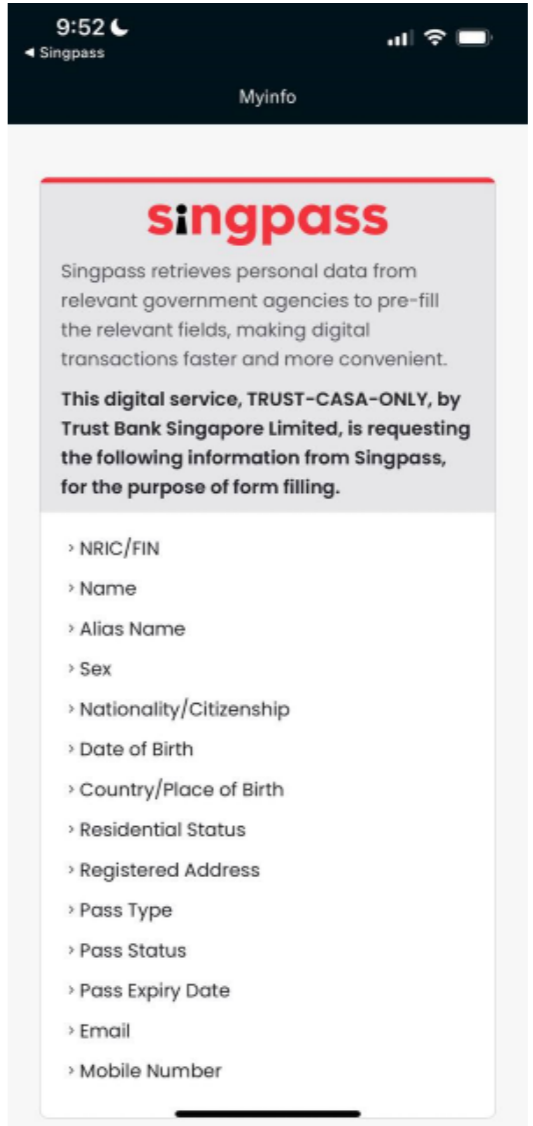
O1
Information auto-fetched

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Bank to ace "Customer onboarding experience"- Trust Bank

#4 Steps to start account
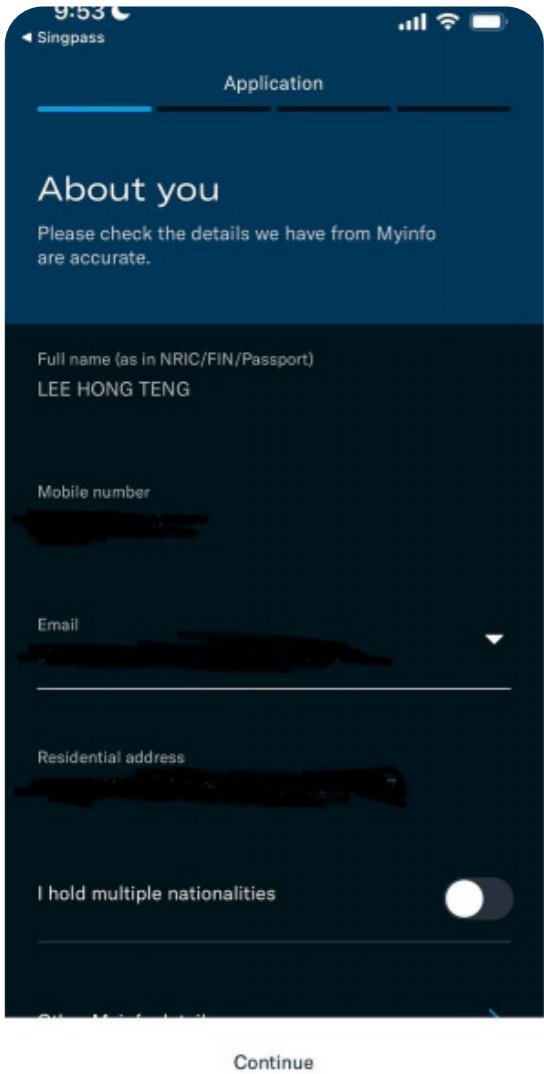
01
Number of steps to sign up

02
Personal information auto filled

03
Clear CTA to apply for an account

#5 Advisory
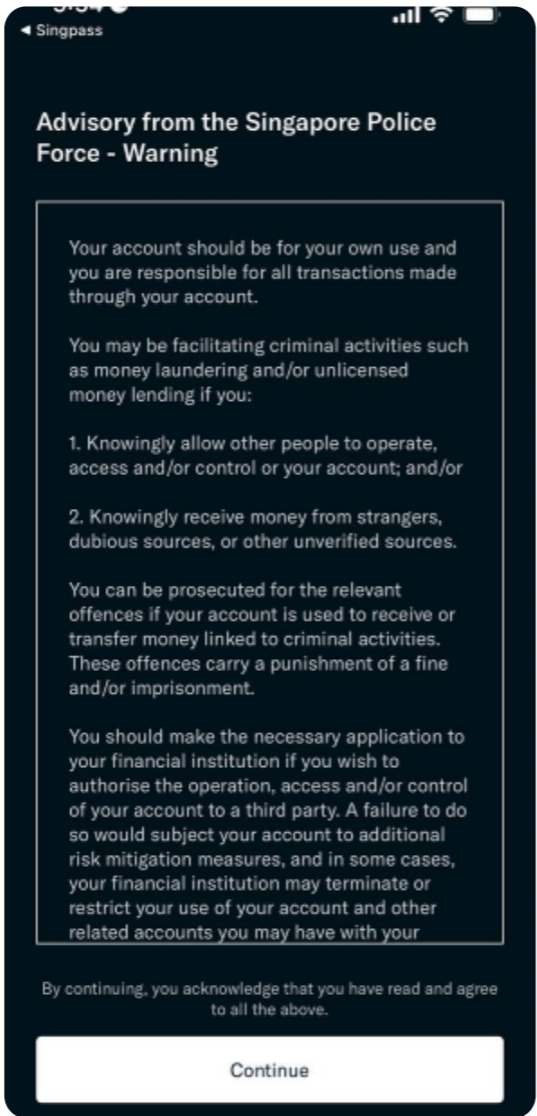
01
CTA to continue

#6 Virtual card
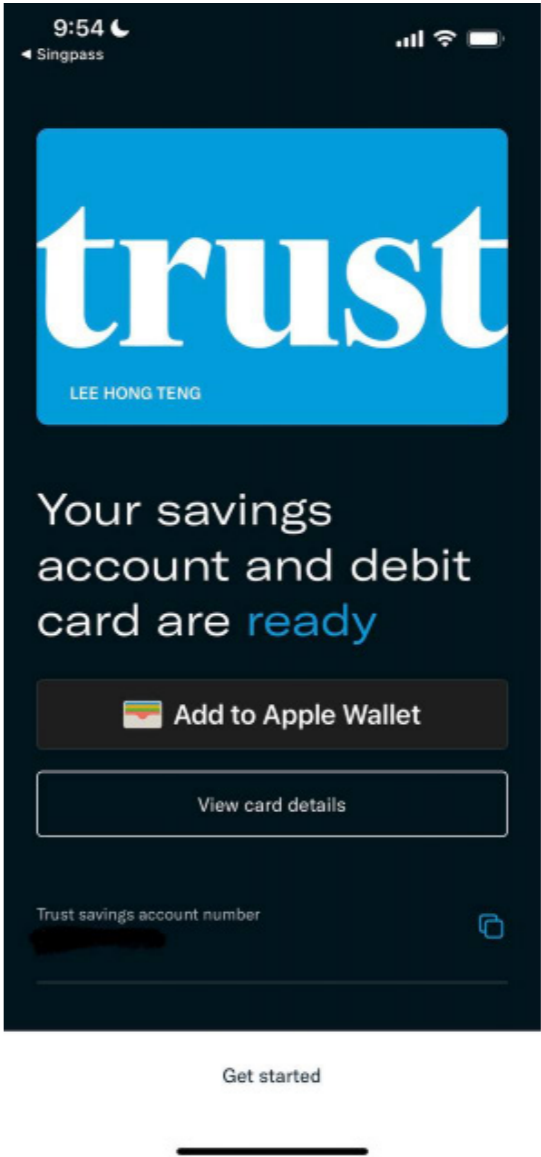
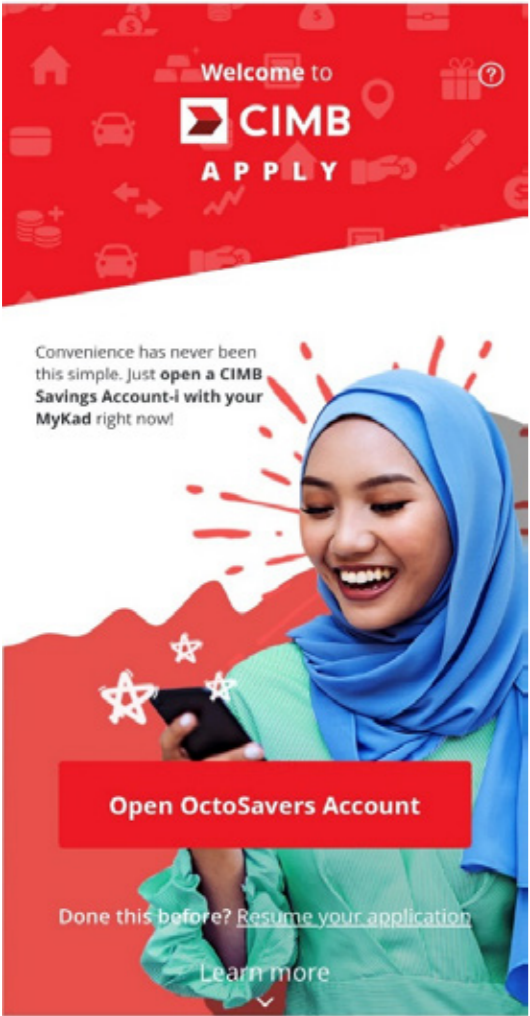**01**
Instantly activated a/c with ready to use virtual card
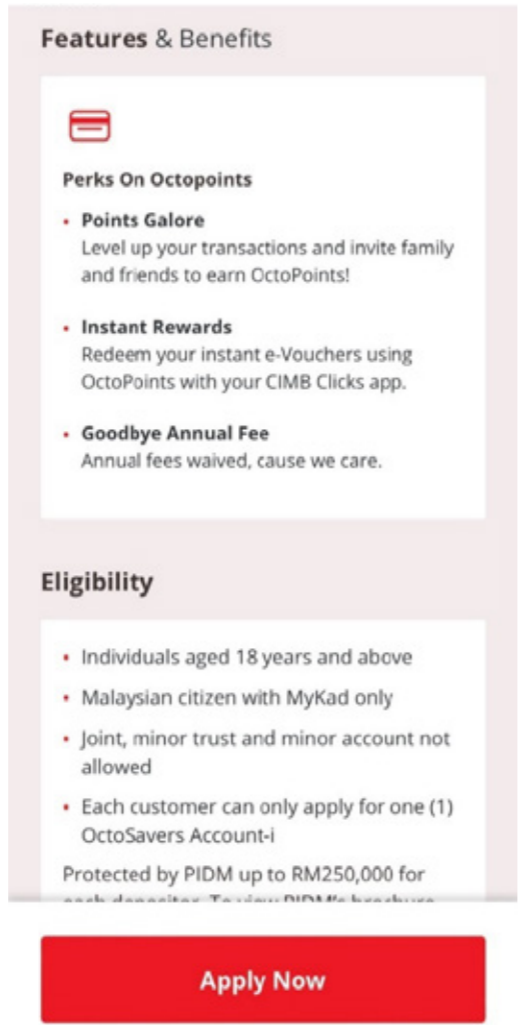
twimbit

Case study 03

Malaysia's best digital banking app

CIMB BANK

twimbit

Bank to ace "Customer onboarding experience" – CIMB Bank

#1 Open a digital savings account
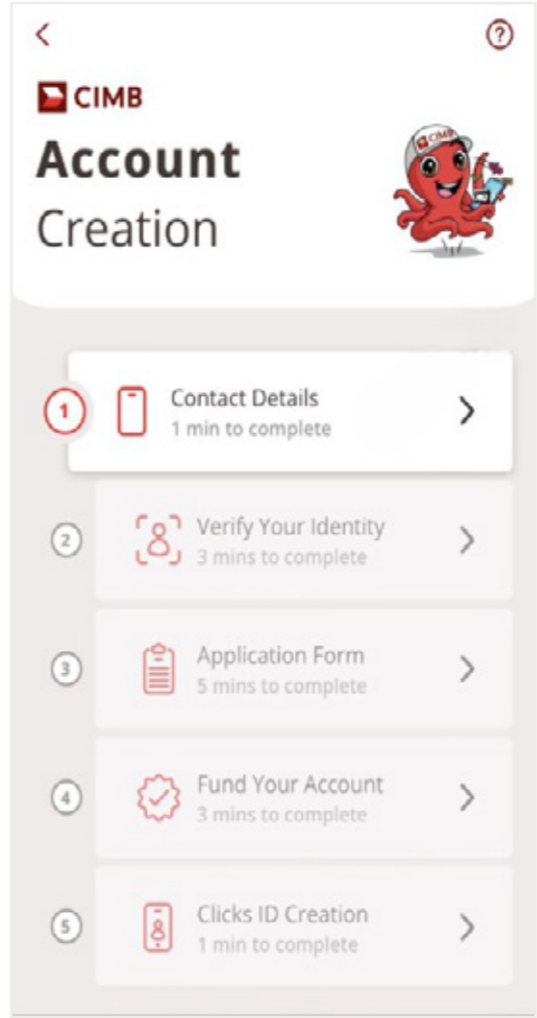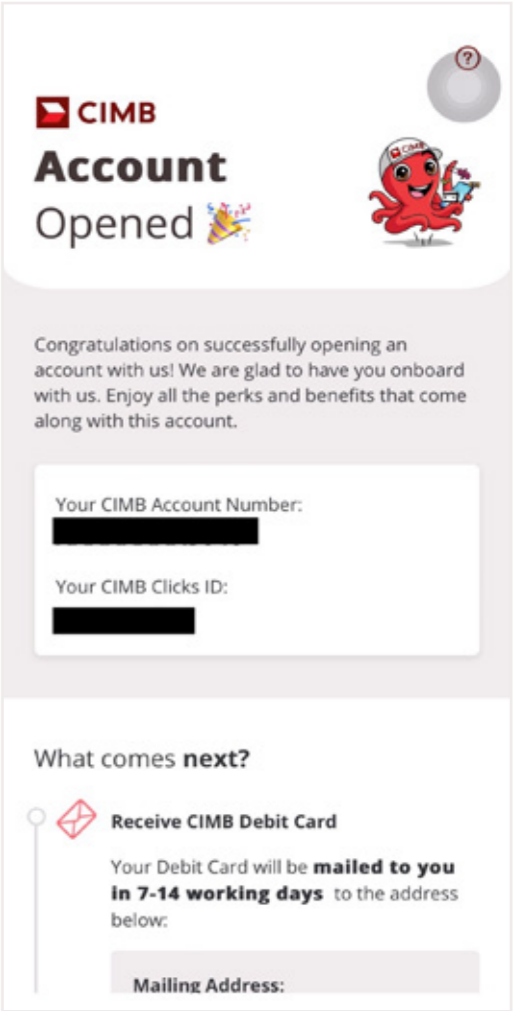

#2 Information about type of saving account
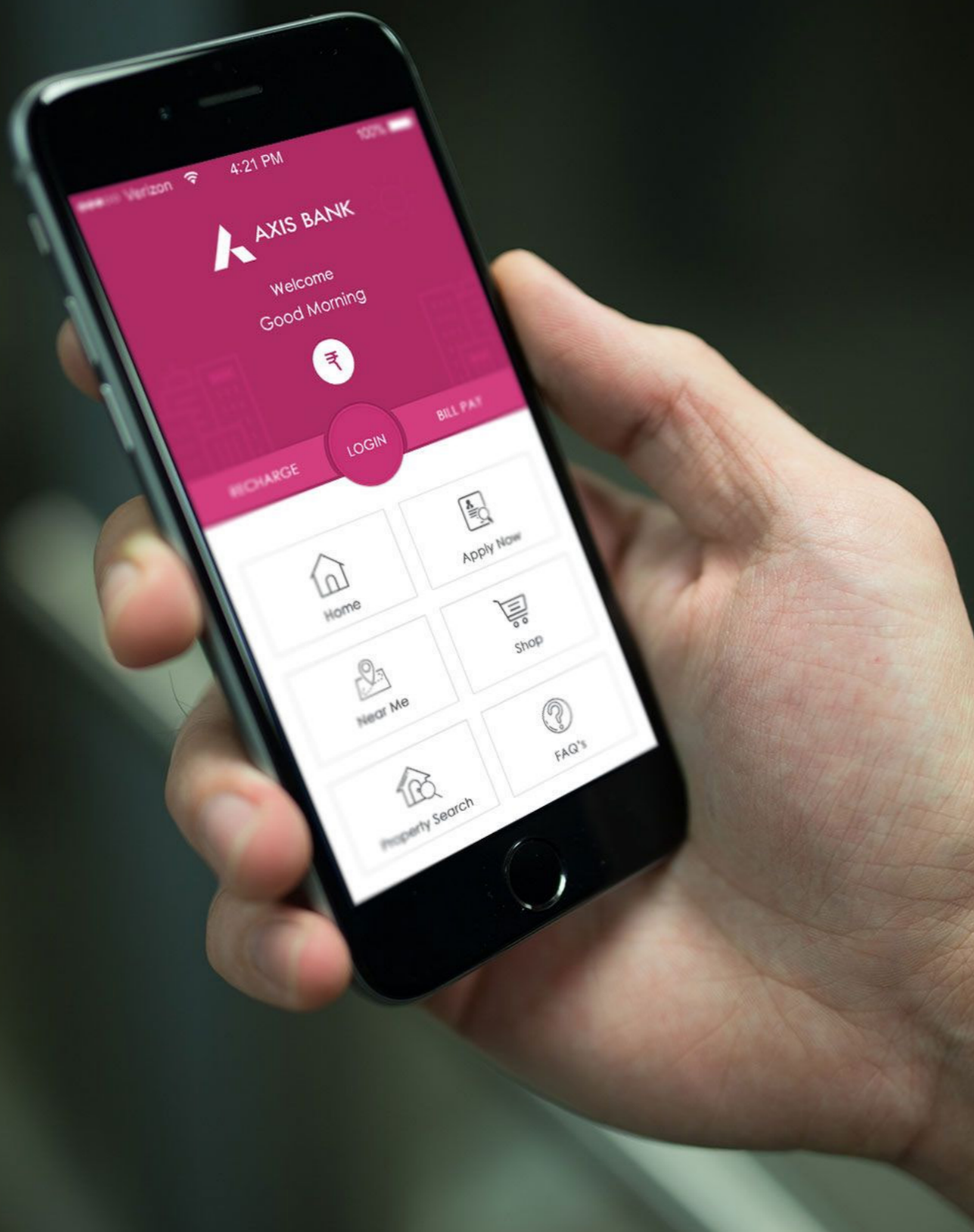

#3 Account opening process
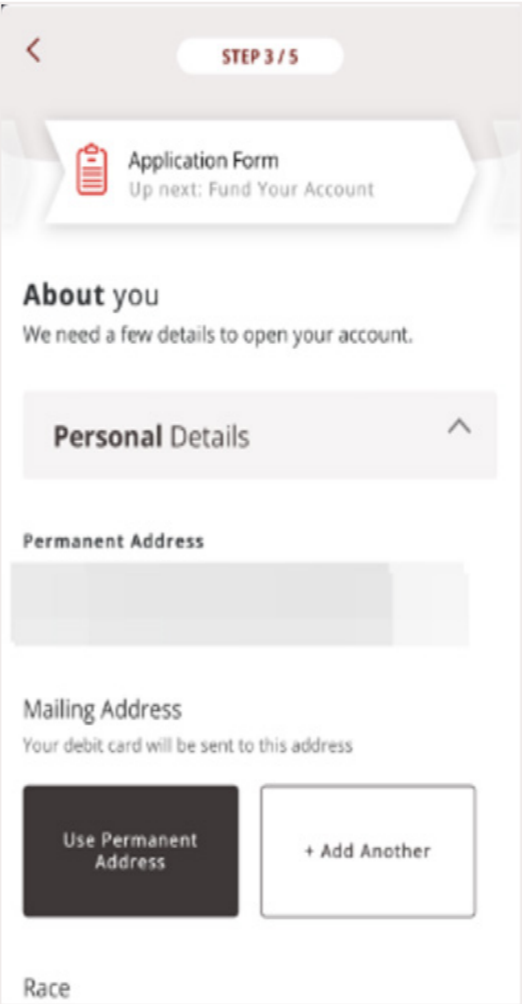
#4 Overview of steps needed
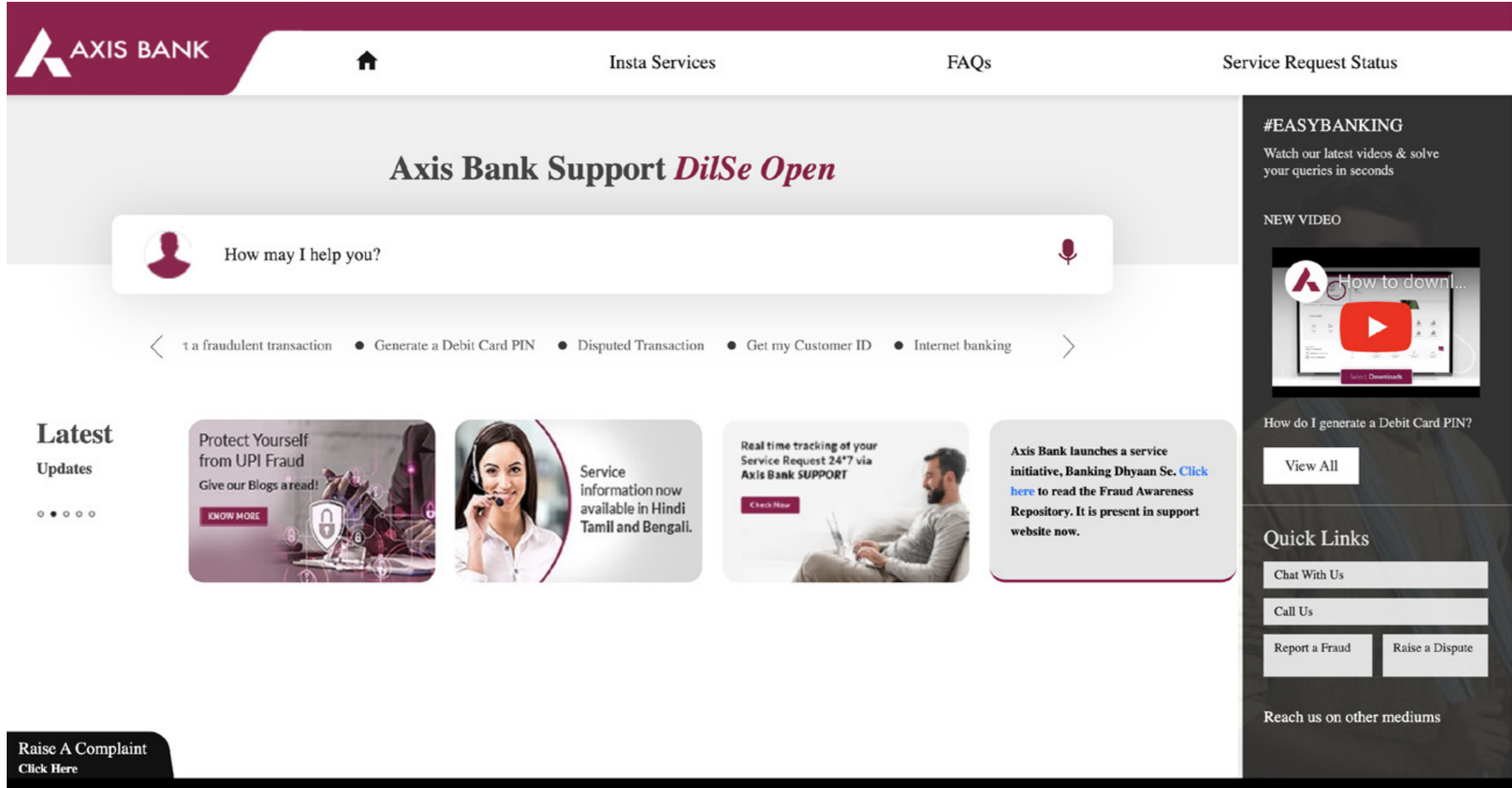

#5 Account opened

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Case study 04

India's best digital banking app

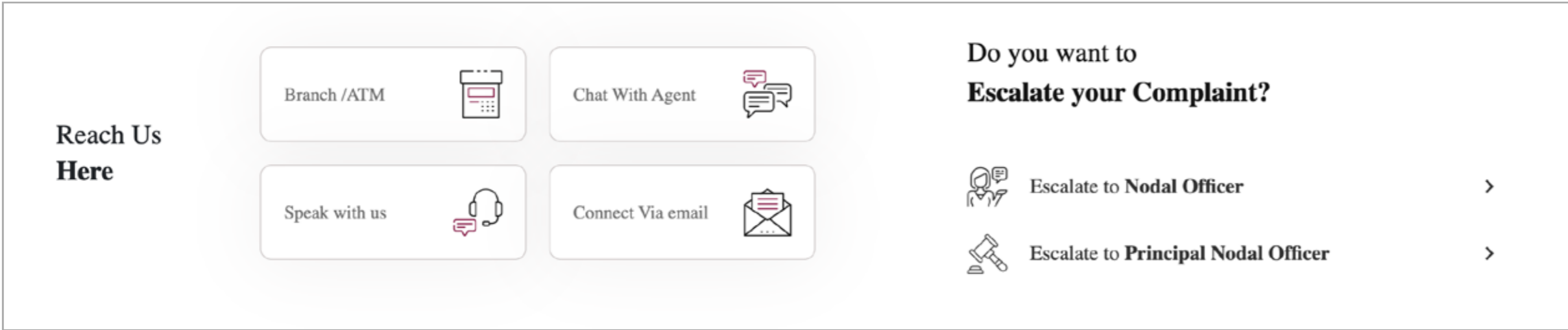# Bank to ace "Customer service experience"- Axis Bank
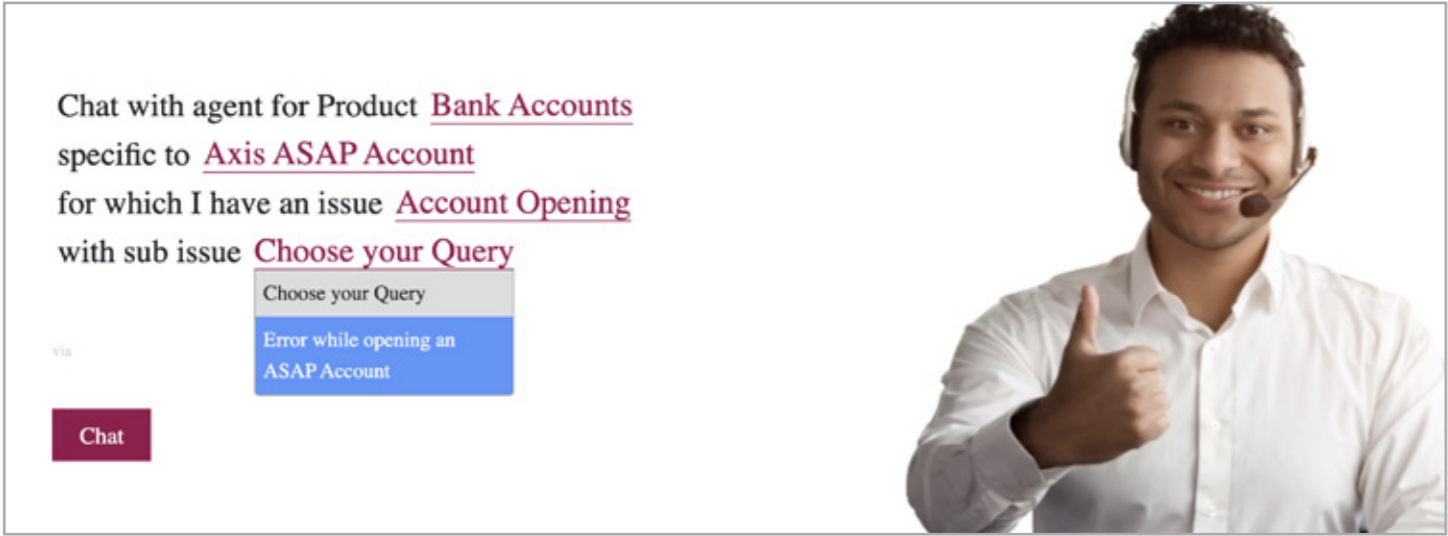

01

Section-wise support services

02

Video assistance to solve queries instantly

03

Visual cues and aids

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Bank to ace "Customer service experience"- Axis Bank
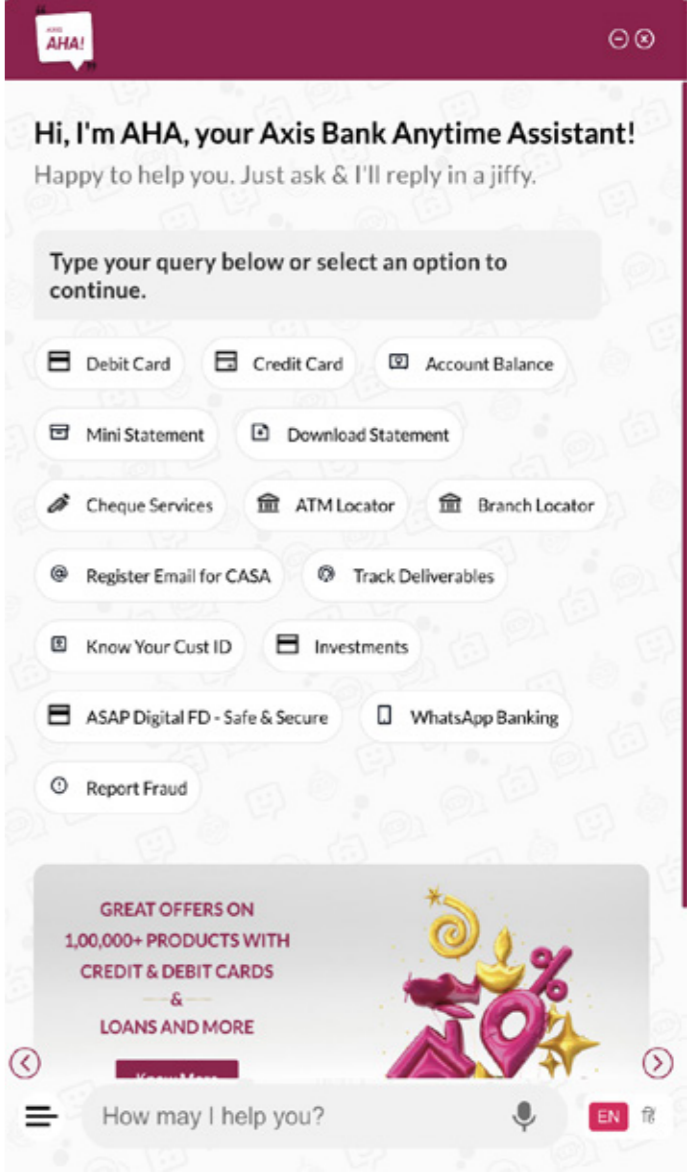

Multiple customer support channels

Ease of choosing query options
from dropdown list

Chat with customer support agent

Clear CTA to sign-up for Whatsapp banking

AHA! AI-chatbot with categorized services
to assist

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be more

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purpose-driven businesses

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