

Customer Onboarding Global Innovation Challenge Case Study with ATB Financial

It's about the connection.

We have worked with many firms around the world. One of our key outcomes is the connection we've made - between our financial institutions and fintech firms, as well as with our clients.



Wellington Holbrook
Chief Transformation Officer
ATB Financial

"This challenge absolutely delivered innovative thinking from around the globe. I was excited to see a **fantastic breadth and depth of responses**—proof of how rich the fintech ecosystem truly is. We're looking forward to working with Avoka in creating a seamless experience for Albertans who interact with ATB."



David Bolton
Partner, Financial Services,
KPMG in Canada

"Working with ATB and our Matchi team to carry out this Customer Onboarding Global Innovation Challenge has been a fantastic experience. ... The judging process supported by the Matchi platform provided a very effective way for **all participants to engage in the evaluation and selection of finalists.**"

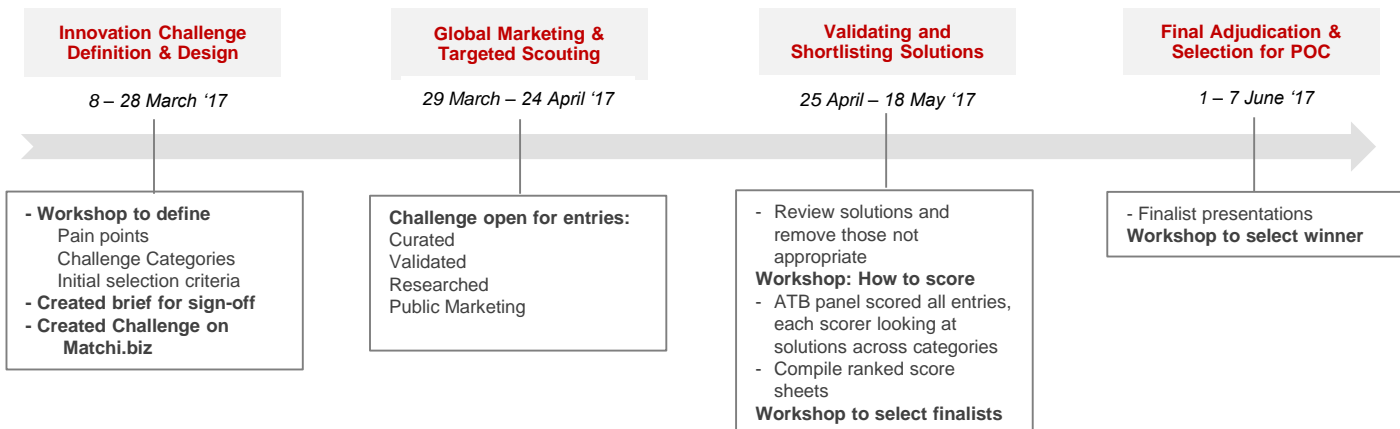


Don Bergal
Chief Marketing Officer,
Avoka

"Avoka is thrilled to have been selected the winner of the ATB challenge and now to have the opportunity to run a POC. The speed of the presentation and decision process with the Matchi challenge was fantastic, allowing us to **get from a first introduction to customer engagement in a fraction of the time** of a conventional sales cycle."

It's about speed.

Find high quality fintech solutions aligned to your strategic focus areas. Quickly. Here is the timing and activities for each stage in the ATB Financial Innovation Challenge with Matchi and KPMG.



47 Validated Entries. 6 Finalists. 1 Winner

The purpose of the challenge is to help the FI address their Pain Points with the most appropriate best in class fintech solutions.

ATB is looking for a solution:

Validated Entries: **Finalists**

that delivers a consistent and easy KYC process across channels and devices

17

3

that leverages advanced and emerging technologies to support identity management for the future

9

1

that helps automate and optimize deal fulfilment processes

16

2

to more efficiently manage the interaction and flow of information within its ecosystem of service providers

5

0

Match Made.

ATB Financial + Avoka

- ✓ Avoka has productized all the core capabilities required to acquire and onboard customers across retail, business, deposit and lending products that is uniquely tailored for each bank to fit their requirements and business process.
- ✓ Avoka drives digital customer acquisition and their magic lies in time-to-market, they deliver in weeks!
- ✓ For banks this translates to **more customers acquired over digital channels, and the ability to meet market demands and fend off competition far more quickly.**

Some results they have achieved for other banks:

- **Citi:** **36%** increase in customer acquisition, 10 business days to iterate
- **HSBC Commercial:** Reduce average time to onboard **from 40 days to 1.5 days**
- **Westpac:** Consolidated 5 application forms into 1, reduced application time **to 15 min from 65 min** & increases take-up from 1.4 products on average to 4 per customer

It's about what we put in.

We are not just a platform or plug and play challenge. We proactively reach out to thousands in our network and beyond. Here are the numbers.

Innovation Challenge Definition & Design

4 Challenge categories
6 Criteria

Global Marketing & Targeted Scouting

>7k Emails
>24k LinkedIn impressions
>33k Twitter impressions
130+ FSPs Called
1 Webinar

Validating and Shortlisting Solutions

52 Entries, from
12 Countries
47 Validated Entries
11 Scorers
16 Top-Ranked Solutions

Final Adjudication & Selection for POC

6 Finalists (1 outside ranked)
1 POC Winner

Contact Us



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