



BNP PARIBAS

Case Study



Xavier Latte
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Management,
Hello bank!

Company

Hello bank!
www.hellobank.be

Industry

Finance and Insurance

Goal

- To optimize banking services to attract and retain Gen Y and Gen Z digital natives who manage all aspects of their lives online
- To identify and fine-tune best practices and marketing ecosystem elements to share across the BNP Paribas Fortis banking family

“Clicktale indeed showed us some issues that we were not able to discover with traditional analytics tools.”

Results

- 51% increase in completed registrations
- 44% lift in click-through rate for first step of enrollment
- 89% increase in visitor interaction with products on offering page
- Customer experience management that complies with rigorous financial services industry security requirements

The business

Hello bank!, the digital bank of the BNP Paribas Fortis group, operates in 5 domestic retail markets with Hello bank! Belgium leading the online banking business. Hello bank! Belgium is now active in the areas of reward-based crowd funding and online mortgage loans as well.

The challenge

In the internet age, the traditional banking industry is facing unprecedented challenges. Technology-enabled “wallet” services from Google, Apple and others; payment services like Paypal; crowd-funding services; and peer-to-peer lending platforms are progressively encroaching on traditional banking activities and threatening core services. In order to grow, banks must remake their offerings, customer experience, and platforms to appeal to the Gen Y and Gen Z digital natives who are the primary users of alternative internet-based payment and loan services.

With Hello bank!, a fully digital, paperless bank, BNP Paribas Fortis is seeking to meet this challenge head on. Hello bank! offers a diverse mix of traditional and non-traditional banking services designed specifically to address the needs of their youthful target demographic. As digital touchpoints serve as the sole “face” of Hello bank!, an outstanding user experience is an essential part of the strategy for acquiring and delighting millennial and post-millennial customers.

Why Clicktale

As the BNP Paribas Fortis brand charged with establishing best practices for the bank's digital customer experience, Hello bank! is staffed by savvy experts in designing and implementing effective data-driven optimization strategies and processes. An essential part of this process has been identifying best of class solutions that together form a powerful digital marketing ecosystem.

Hello bank! uses Adobe Analytics to measure, analyze and report on traffic sources and general visitor behavior on the Hello bank! websites and mobile apps. It provides quantitative data about between-page navigation, where visitors drop from online processes, and which key actions are most often taken.

They quickly decided to add a solution that would provide insight into how visitors and customers experience the individual pages and elements of the Hello bank! site. "We really wanted to investigate why things happened, for example why certain customers didn't convert. That's where Clicktale comes into play," said Steven Volders, founder and senior consultant at BitPulse. "Clicktale shows us what the issue is or what the hurdles are that people face in their journeys online. It helps us to define even better hypotheses for improvement for our CRO Insight & Improvement program."

Clicktale's rigorous privacy and anonymity policies, client-side PII controls, and strict compliance with the requirements of Hello bank!'s security architecture make it an ideal platform for the bank's behind-registration web pages as well as those that are public.

Actionable, results-oriented insights

Beyond the traditional user testing and web analysis that Hello bank! has in place, the Clicktale solution and its consultants are key elements in helping Hello bank! improve the customer experience on its websites and increase conversions in an efficient manner.

Increasing visitor engagement with Hello bank! Offering page

The Hello bank! Offering page plays a critical role in engaging visitors and priming them for conversion: Visitors who interact with the offerings and click through to product pages are more likely to complete the account registration form. Following registration, these visitors become more engaged customers across the bank's websites. This finding is particularly true for qualified traffic from search or affiliate networks.

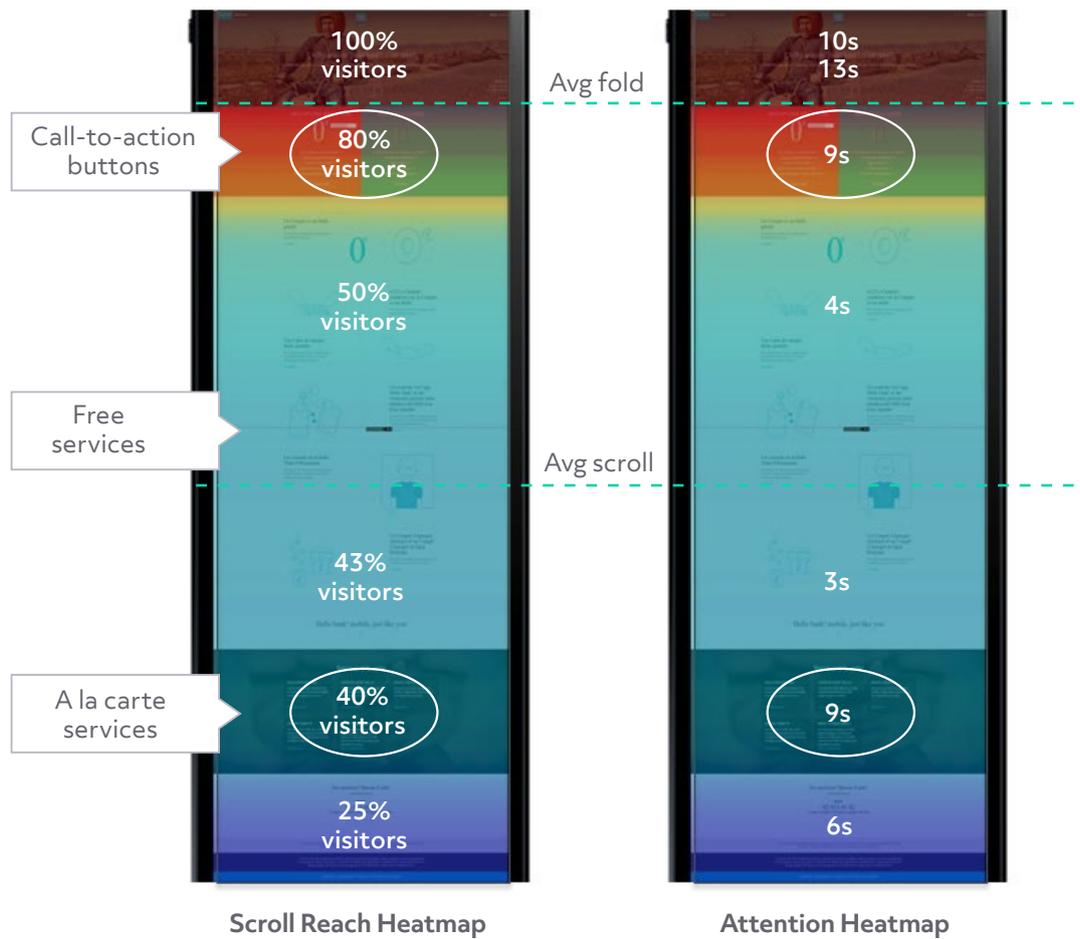
Hello bank! turned to Clicktale to get insight into how to increase engagement with its offering and click-through to product pages.



Steven Volders
Founder & Sr.
Consultant, Digital
Intelligence, BitPulse

"What we saw, thanks to Clicktale, is that few people scrolled. The ones that did, scrolled pretty fast to the end. There was very little interaction with the middle part of the home page."

Leveraging Clicktale's Scroll Reach and Attention Heatmaps, Hello bank! found that visitors engaged significantly with the two large call-to-action buttons at the top of the page that list the bank's free and a la carte offerings, respectively. Both reach and attention decreased sharply, however, when visitors reached the short free product listings that constituted the largest, and most central section of the Offering page.



While only 40% of visitors continued past the free offerings to Hello bank!'s a la carte offerings, those who did evinced sustained interest. Session Replays show visitors rapidly scrolling past the free offerings, then pausing at a la carte offerings such as the Hello prepaid card.

Clicktale's Mouse Click Heatmaps reveal what made visitors stop to read and then click through: Detailed information about Hello bank! products.

Based on these findings, Hello bank! quickly redesigned the offering page. The new design presents each individual product on its own card, with clear, concise explanations and links to further information. While a la carte services are still presented toward the end of the page, they use the same format, include similar information, and are given weight equal to the free offerings.

As a result of these changes, 12% fewer visitors exited the site directly from the offering page. Attention to Hello bank!'s primary free offerings increased from 4 seconds for first row and 3 seconds for the second row to 17 and 12 seconds, respectively.

Optimizing the customer enrollment process

Hello bank!'s enrollment page, which website visitors reach via a "Join Hello" CTA button, is the first step in Hello bank!'s registration funnel. In keeping with best practices, the form on the page is very short – name, email address and date of birth.

To further encourage form completion, Hello bank! provided Facebook and Google+ social connect buttons to automatically populate the fields.



Steven Volders
Founder & Sr.
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Intelligence, BitPulse

"We wanted to investigate further, so we put Clicktale onto it."

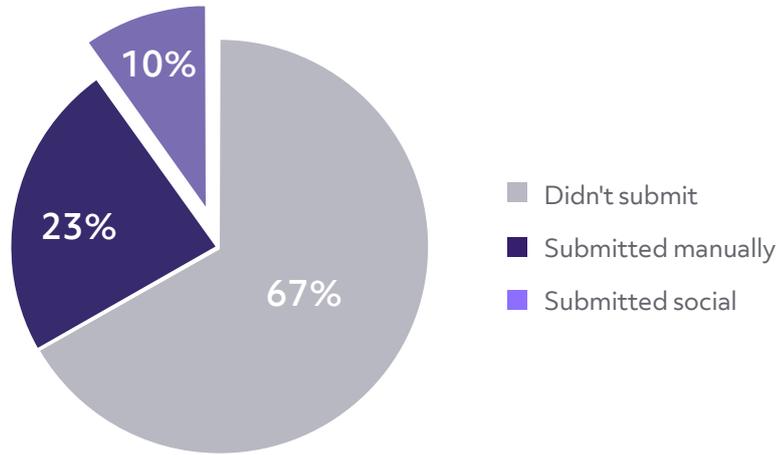
Drop-off on the first page of the enrollment process was 95%, driven in part by its use as a landing page for media campaigns.

Analytics indicated that 25% of visitors who clicked the "Go Hello for Free!" button failed to reach the next step of the registration funnel. Leveraging Clicktale's seamless integration with Adobe Analytics, Hello bank! drilled down to investigate and decreased funnel leakage by 14%.

To find additional addressable sources of drop-off, Hello bank! examined Clicktale Mouse Click Heatmaps and Link Analytics, which revealed that 90% of attempts to register via the social connect buttons ended in failure.

Drilling down to Session Replays reveals customers clicking away from the Hello bank! site after repeated social connect button clicks yielded no results – and in fact, 67% of visitors who tried to enroll using social connect buttons abandoned enrollment entirely. The remaining 23% ultimately continued to the next stage of the funnel by manually filling the fields.

Only 10% of the people that tried using Social Connect buttons managed to register with them



Beyond the technical problems with the social connect buttons, Consumer Behavior Analysis by the Clicktale team indicated that the very presence of Facebook and Google+ buttons evoked visitor concerns about data privacy policies. As a result, the buttons depressed enrollments by undermining visitor confidence in Hello bank!'s ability to ensure account security.

With the support of Clicktale, Hello bank! enhanced the enrollment page to improve conversion rates from the enrollment flow. In just one year, completion rates increased by over 50%.

Integration with the Hello bank! marketing ecosystem

As a digital-only bank and digital pioneer of the BNP Paribas Fortis bank, Hello bank! is a power user of digital marketing analytics solutions. As such, Clicktale's seamless integration with the full Hello bank! marketing analytics ecosystem, including Adobe Analytics, Adobe DTM and Adobe Target A/B testing tools, as well as its Voice of Customer and data management solutions, empowers Hello bank! to understand the "whys" behind the full range of results from its analytics, testing, and feedback solutions.



Steven Volders
Founder & Sr.
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"We wanted to investigate why something happens and that's where Clicktale comes into play. It can really show us what the issue is, or what the hurdles are that people have in their journey, for instance, to enroll online. Clicktale helps us identify why things happen."

Close partnership with Clicktale Consultants

Hello bank! works closely with Clicktale's consulting team, which helps identify and prioritize the elements to assess on even the most complex Hello bank! pages. "The help is very efficient. There are a lot of exchanges and communications between us and the team," said Xavier Latte. "They help us get the right information for the KPIs and are really helpful on both setup and analysis."



Xavier Latte
Head of Performance
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"The insights we receive from our Clicktale Customer Experience Consultant are very added value, that's for sure. The help we get from the Clicktale teams is really --- wow!"

Next steps

Hello bank! recently launched Hello Home as the first wholly digital mortgage bank in Belgium. The complex mortgage application process includes a lengthy form comprising many fields that must be completed by the user or through automated calculation processes. Hello bank! is leveraging Clicktale Form Analytics to test the user experience of the mortgage application form, as well as on other site forms.



Xavier Latte
Head of Performance
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"We really need a digital user experience tool such as Clicktale to see if there are errors in the form, if people can get through it, if it all happens smoothly or if there are errors in the flow, and where things can be improved. With quantitative analytics, we just see the drops between pages. But we don't know why there are drops."

Using Clicktale Form Analytics has already paid off, even at the start of the process: Hello bank! was seeing a big drop off on one of the initial Hello Home sign-up pages, but could not identify the cause among the 12 fields on the page. Drilling down via Clicktale Session Replays, Hello bank! identified the mobile phone field as the culprit, and quickly solved the problem.

As the digital direct branch of BNP Paribas Fortis, Hello bank! serves as a laboratory for promoting a data-driven culture. Its digital analytics experts are tasked with fine-tuning the digital analytics loop model as well as selecting the tools and platforms that comprise the bank's digital marketing ecosystem. While in initial phases they are focusing on optimizing the customer acquisition experience, thanks to Clicktale's robust security and privacy protections, Hello bank! is beginning to implement Clicktale behind its registration forms as well.

Conclusion

Clicktale visualization-based actionable insights empowered Hello bank! to create a radically new customer experience that is tailor-made for its fast-moving, digital-savvy Gen Y and Gen Z target market. Through seamless integration with analytics tools and platforms, it empowers Hello bank! to establish best practices and approaches for continuously improving engagement, conversion and customer confidence.