



## WoW – Wallet of Wallets

The first wallet of wallets, from CheBanca!, the first real Italian Open Bank. With WoW you are all free from queues! It is for everyone.

### PRESENTATION

WoW is a mobile app that allows you to make payments from your smartphone on the move whenever you want, safely and in a simple and fast way. WoW is for everyone, even for those who are not CheBanca! customers, because it can also integrate wallets and payment instruments issued by other institutions and players.

It is therefore an open wallet, its name stands for “wallet of wallets” and this said it all.

The way WoW has been designed is to be an over-the-top wallet, allowing all customers (not just CheBanca! account holders) to use just WoW for as many mobile payments and purchases as possible. CheBanca! believes that mobile payments will break away from general banking as technology evolves:

customer demand for immediacy, safety and simplicity will further grow and new competition will enter the arena (see Apple Pay, FB credits, Google wallet, Venmo, etc).

We use immediacy of mobile to deliver an integrated, simple to use, safe customer experience across all (main) payments methods and services.

WoW is for everyone:

- CheBanca! Customers (account and card holders)
- Paypal/Masterpass (and soon other) wallet/account owners
- All Italian banks customer (via their international credit, debit and prepaid cards) Wow is continuously evolving towards a wider range of possible payments services, you can use WoW for:
- Postal order and pre-printed bills (also via QR/datamatrix code capture)
- Some pre-printed taxes slips (such as Car taxes, fines etc)
- e/m-commerce
- P2P send money (via PayPal and additional networks)
- Topups (mobile phones and payTV)
- proximity payments (in development, via HCE and QR codes)
- Transport and parking ticketing (in development)
- Digital couponing/loyalty (in development)

We built a best practice mobile service first, seeking inspirations outside financial industry in apps and interfaces like Google or Amazon to create best in

class mobile experience in a financial scenario. We also looked at Pingit as the best in class experience in the financial sector.



## THE REASON BEHIND

In the next few years we will see the development of numerous wallets. Each mobile-oriented bank and/or big retailer will develop its own wallet.

CheBanca! moves countertrend, and aims to ensure for the customer a better interoperability between different platforms and payment schemes/networks, combining simplicity and efficiency of use for as many mobile payments and purchases opportunities as possible with just one wallet and secure PIN.

Italy is already today the second among top 5 countries in Europe for mobile commerce penetration (at 21%) with the highest growth rate (+70%) according to Comscore research, hence set to become the first one among the Top EU5.

Smartphone penetration is high, and there are also still many payments that are executed in a physical manner. In Italy we spotted a huge market opportunity for digital payments given by over 450M € yearly postal orders and pre-printed pay slips, physically paid at Post offices. We want to capture and lead this wave in Italy in order to be the preferred provider of mobile easy-to-use payment solution for all customers. We believe mobile payments platforms will be in the future a strong enabler of new customer acquisition and to be successful you need to believe in cooperation and partnership with other financial (and non financial) players.

## UNIQUENESS

For the first time a Bank decides to be a really open Bank. WoW is an open wallet that brings together other wallets and payment instruments and methods that everybody most frequently uses. We at CheBanca! want to behave with WoW like an “over the top” player. How?

- WoW is the first mobile payment wallet in Europe (and probably globally) with embedded PayPal's account features (via SDK integration). Actually, If you are a PayPal account holder (over 4,4M€ in Italy) WoW gives you more payment opportunities than PayPal's proprietary wallet itself (not just P2P or ecommerce: for instance you can pay bills, taxes, top up your mobile phone just in the WoW, etc).
- WoW works also with Masterpass for m-commerce transactions (integrated as well).
- WoW is the first wallet in Italy you can use with third-parties payment cards (all Visa, Visa Electron and Mastercard credit, prepaid and debit cards issued by all other Financial institutions and banks), via a very simple and secure card enrollment process.
- WoW has been designed from the beginning with the high security standards of the ECB recommendations for the security of Internet payments: in fact all payments are executed via a



“strong authentication” compliant process.

- WoW gives customers a very simple UX and interface, at the level of “Big five” standards (see demo).

## IMPLEMENTATION

The app was launched after 9 months of idea generation, UX design, development and testing till the delivery of the app on three platforms (iOS, Android, Windows Phone stores).

Project kickoff was held in December 2013, while the design phase lasted till March 2014: we choose to deploy a first internal pilot during Italian summer holidays, to deliver a first beta release of the app in the middle of September 2014. The project team had to coordinate 5 different partners during the different development phases: MasterCard, Paypal, SIA (payment gateway and processor), Opentech (App designer and provider), SEC Servizi (core banking provider).

Notably, WoW was designed with the collaboration of Opentech, App provider, an Italian startup specialized in payments and mobile Apps, chosen after a severe vendor selection. CheBanca! believes that fintech startups are the lifeblood of financial innovation in the future.

CheBanca! WoW is currently available for free in app stores (Apple Store, Google Play, Windows). It is at what we call as “phase 2” stage, by which it provides the possibility to enroll also third-parties institutions payment cards, besides having added more services (Car Tax, Emailing of payments receipts, Pay-TV topups,...).

Next phases in spring-summer 2015 will see WoW stepping in the world of proximity payments with an HCE experimentation via Mastercard and QR codes, plus additional P2P networks (domestic “Jiffy” P2P send money network, similar to Uk Paym, but in Italy and in its very initial phase), plus additional features and services such as in-app payments and more.

The commercial launch will be followed by a marketing campaign via both mainly mobile web advertising on major mobile platforms, viral initiatives, and direct activities and promotions to Paypal and Mastercard userbase.



## PROJECT ORGANIZATION

The process of developing WoW was based on combining work of three different groups – product managers, user experience specialists and IT professionals, coordinated by a project manager.

The work was across the whole organization, including risk management, compliance, organization and processes that were involved from the very beginning in order to get the earliest and maximum possible alignment on the app design, UX and features.

The team collaborated on the solution throughout the whole process: from concept development to implementation and commercial launch, with strong help from outside technical parties (Opentech, SIA, SEC) and business partners (Paypal and Mastercard).

## RESULTS

After only about one month of launch at the End of October we had already over 15k downloads, with no advertising, just word of mouth and social networks. This the split:

- 9.180 iOS
  - 4.955 Android
  - 1.394 Windows Phone
- By mid November we have surpassed the 20k download threshold.

Additionally, by the end of October WoW customers also already executed over 1500 transactions via the app, over 2000 by mid November. Usage is taking up.

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## INVESTMENTS

Overall: Estimated until mid 2015: € 500K – 1M