

Expert Table: The art of (simple?) communication

Challenges:

- Communications is a challenge both externally and internally
- No one single definition of services/solutions
- Core messages depends on sender and receiver
- Which problems are we solving?
 - Example: Gates Foundation – common vision for financial services in underbanked areas – i.e. solving real problems
- License to operate – nobody commends you on
 - Stability
 - Security
- Is trust a product?
- Convenience – can that be communicated? Or only demonstrated?



What's our common vision for mobile payments? – do we even have one?

- We started out exploring opportunities
 - curiosity driven
- Now we have a threat
 - fear driven
- Good news: Fear is easier to communicate 😊
- ... so is compliance
 - Especially combined with fear if you mention jail time



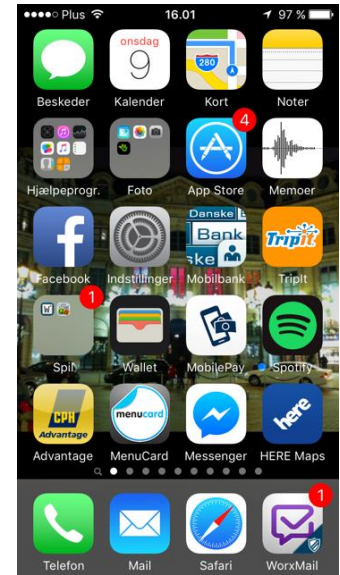
Different value propositions / core messages

- Harley Davidson:
 - “Fulfilling dreams of personal freedom”
- Banks:
 - Enablers?
 - Trusted partners?
 - Focus on your core.
 - Partner for services.
 - Building roads rather than cars.
 - But cars (and motorcycles) are cooler than roads!
... and so is ApplePay



Desired outcome

- Remain relevant!
 - Relevance = having your icon on the home screen?
- Embrace change
 - All the newspapers bought digital media companies, but none put them in the board
 - Banks are now buying fintechs but keep them from their core
- Embrace the market
 - “Love all serve all” (Danske Bank)
 - But remember that David did keep his distance to Goliath!



Communication strategy

- End customers
 - Engage as much as possible
 - Social Media is key
 - Co-create and share “ownership”
- Merchants
 - Friends and fans speak more positively about you
 - Banks will not make friends competing on price
 - Make the merchants fans of banks... Deliver value
 - Examples:
 - BankAmeriDeals in the US
 - Wrapp in Sweden
 - WorldPay informs the merchants who is in the stores/area to enable to the stores to deploy the staff with the right language skills (based on card information).



Communication strategy (2/2)

- Senior Management
 - Marketing activities are easier to have approved than products
 - Don't tell them – show them – Demos are powerful
 - And keep scaring them...
 - You don't typically get airtime for anything else!
 - Examples/ammo
 - Tech giants
 - Uberization
 - PSDII



Thank you!

- especially to my group of experts 😊

