

A graphic of a globe composed of a network of blue dots connected by thin lines, representing a global network or digital connectivity.

# From card to eCard

Andreas Marneris  
Head of Cards Issuing & Loyalty

## Digital: A Customer Journey!



## Banks that embrace digital transformation



2

lead  
the market  
globally

3





**Cost  
Efficiency**



**Revenue  
Growth**



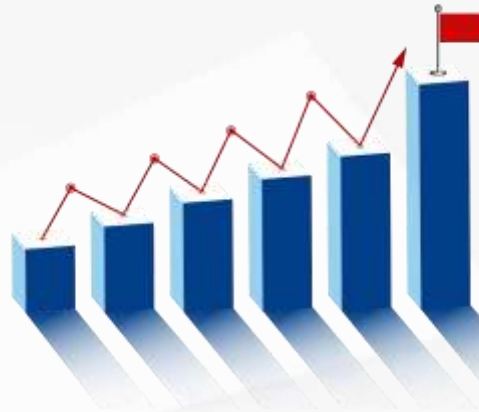
**Customer  
Loyalty**



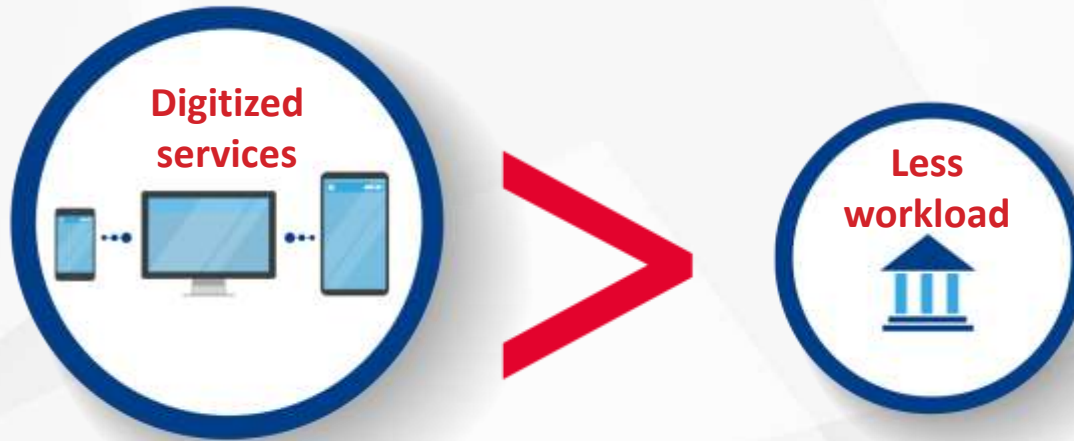
**Improved  
Experience**



## Digital Sales



**Eurobank  
embraces  
the new era**



*“Empowering the role of Branches;  
we are moving towards a new era that allows gradual release of  
skilled human resources to take on a new more consultative role”*



Now



## The Future



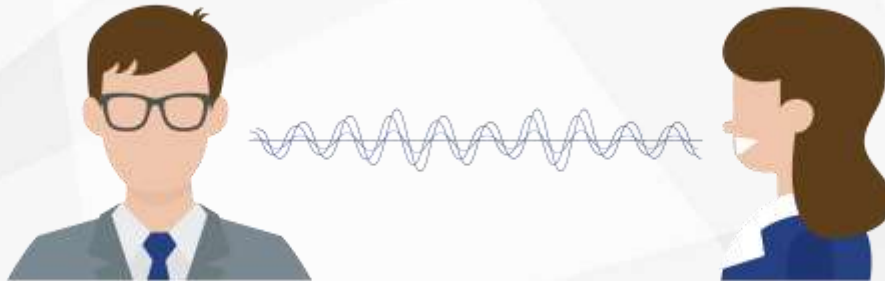


**Assistance**

**Trust**

**Future**

## Listen to Customers

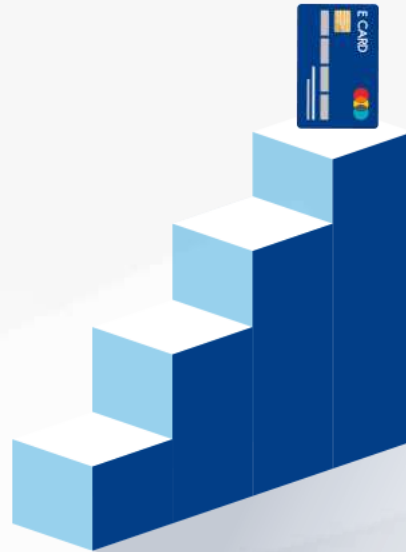






## **Online Products**



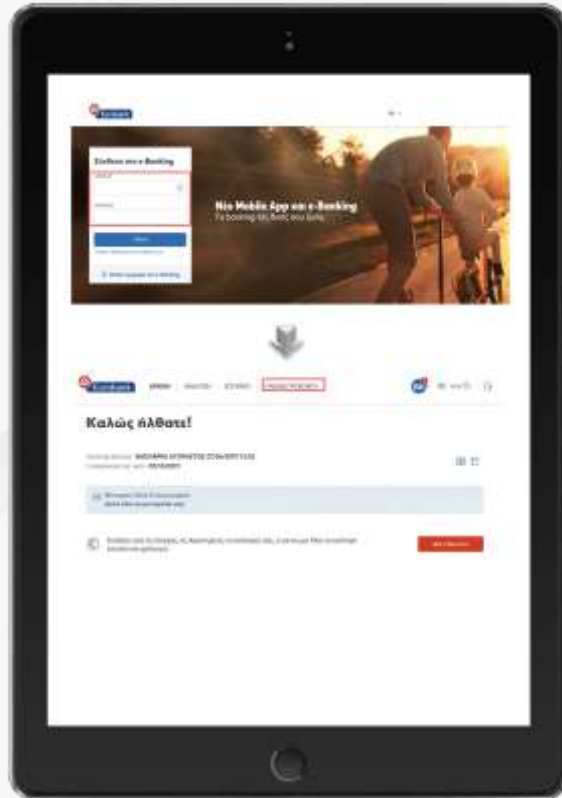


**Eurobank eCard**

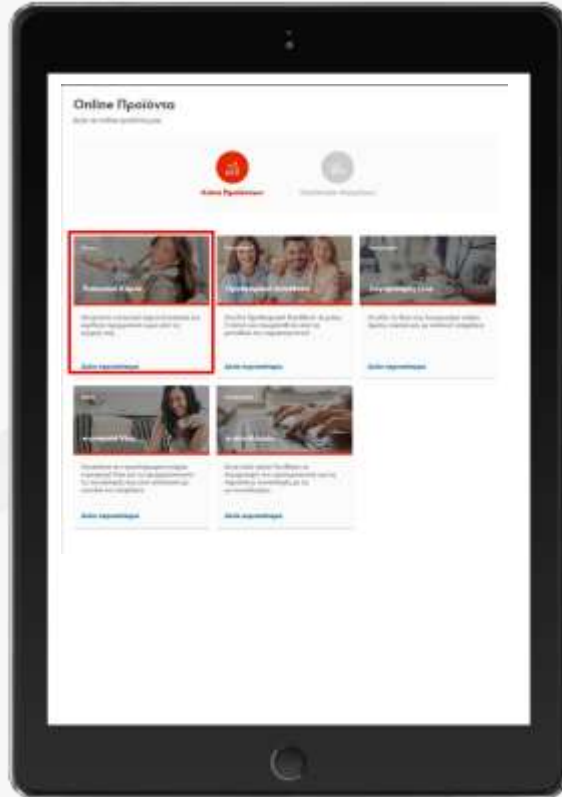


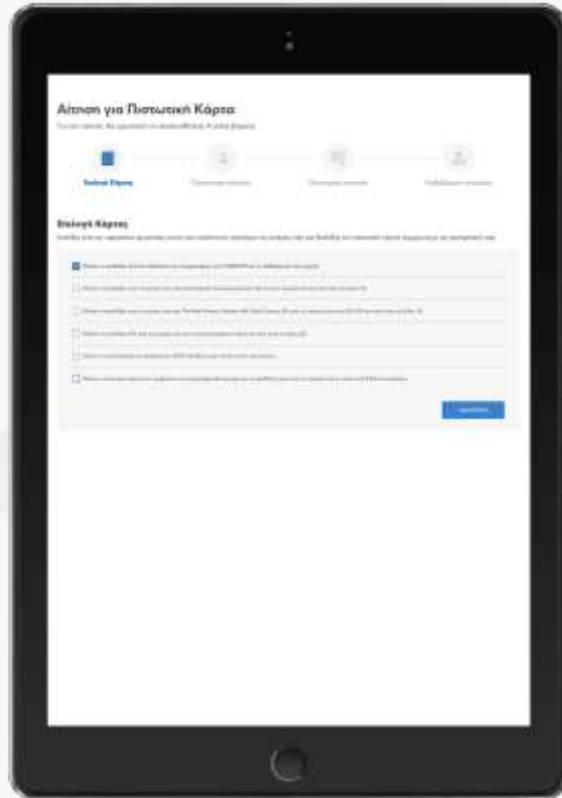
# Putting the Customer First





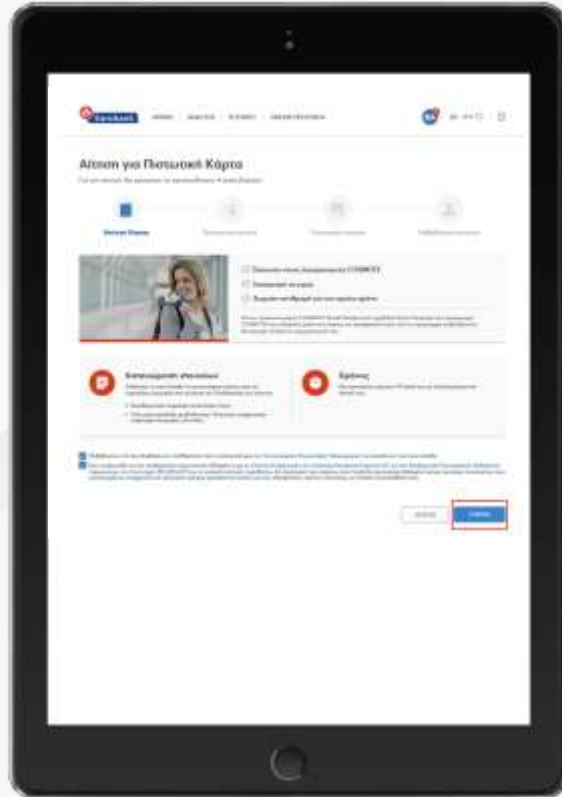
eBanking login



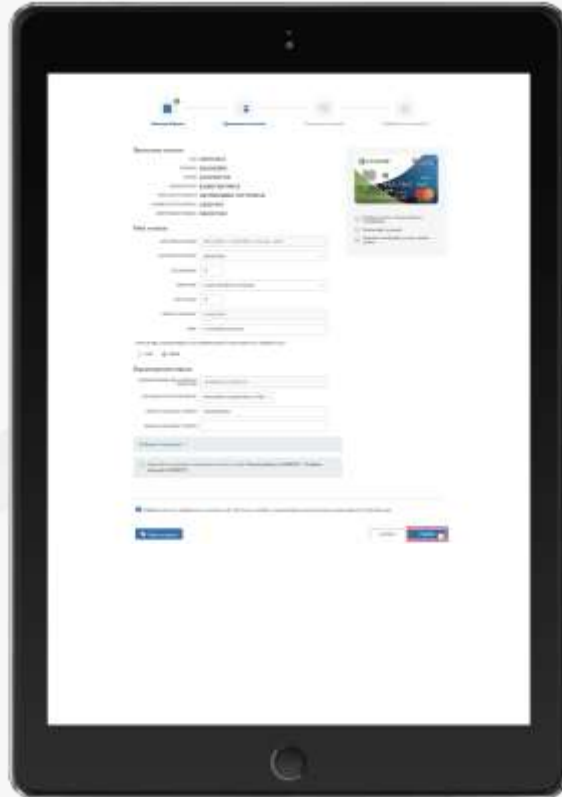




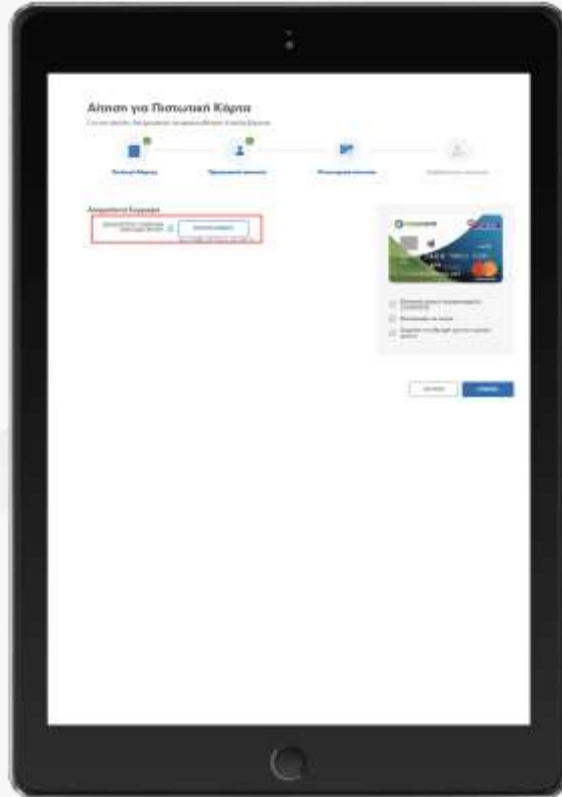
**Next Best Card Proposal**



← Time & Docs Required



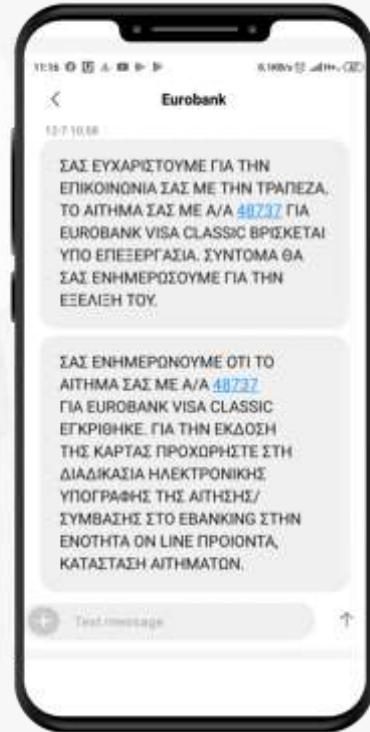
**Pre Filled  
Application**



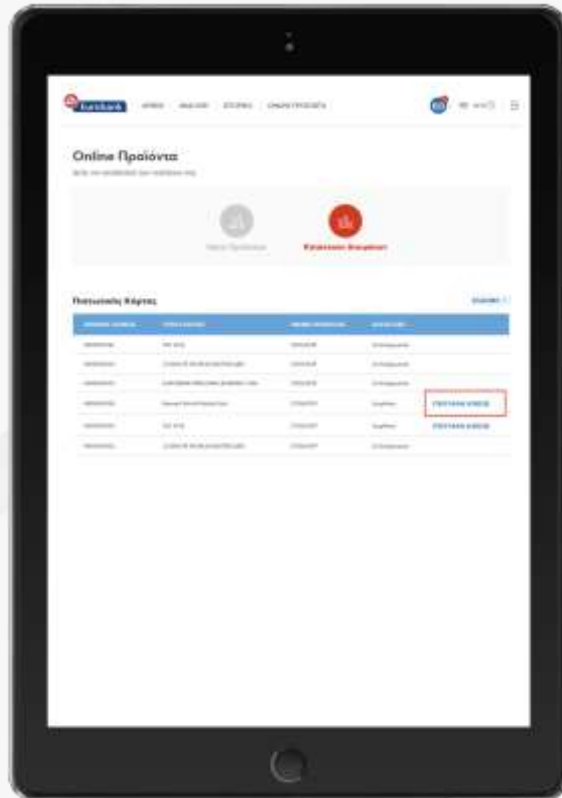
**Minimum Docs  
Required**







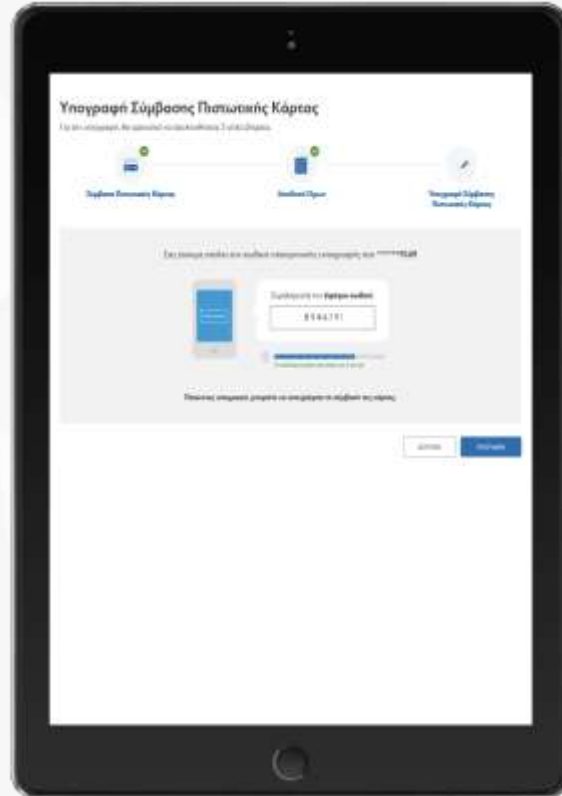
**Real Time Notification**



Instant Approval



**Online Agreement**





**> 10% of new production**



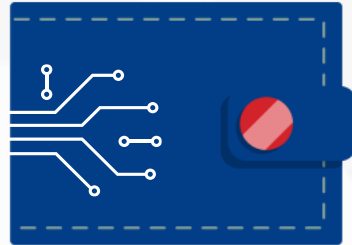
# Eurobank Mobile Experiences





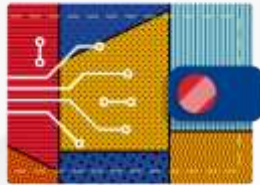
**Experience I**

# **Eurobank Wallet**



# Eurobank Wallet

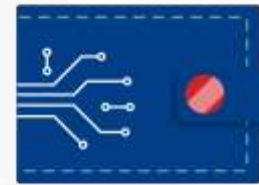
Trend?

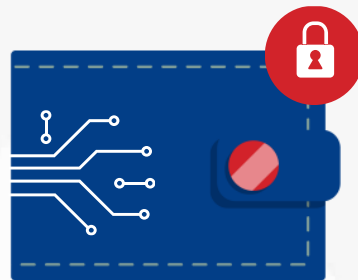


Tool?

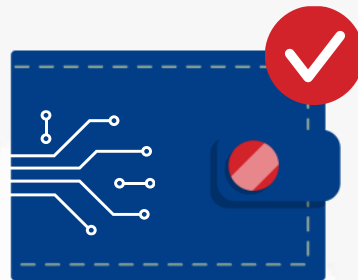


Experience

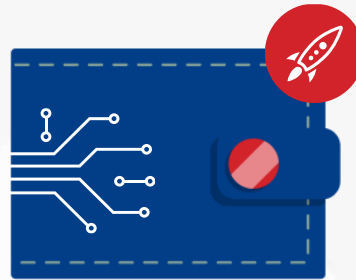




Safe



Easy

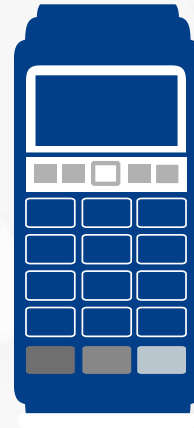


**More than  
a wallet**

**Fast Simple Accurate**



**POS**



Experience II

# Geolocation



## Tailor-made €pistrofi Loyalty Offers



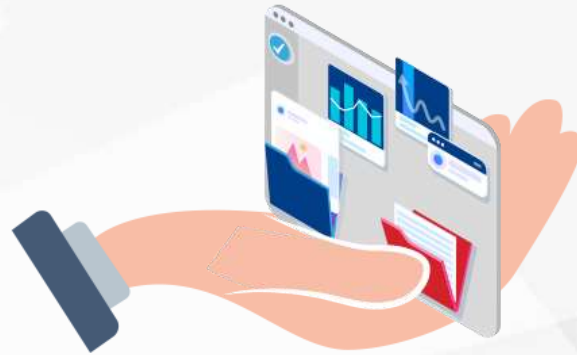


Experience III

# Full Control Customizable Features



## Your Finance Hub



**You want the best**



**We made it**

