

SERVICE DESIGN & TECHNOLOGY IN RETAIL BANKING

New Wave Product Design & Communication

4TH - 5TH DECEMBER | VIENNA, AUSTRIA

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 EUROEVENTS

This year Vienna welcomes the European Banking leaders at the Service Design & Technology Conference. This exclusive event will cover the hottest Industry topics such as product development in retail, Retail service design, technology achievements, AI & Integrated processes, Digitization, Future challenges and more.

We will strive to bring the new era of innovations in Retail Banking on your doorstep.

This conference is specially designed to enhance the benefits to all parties involved in Retail Banking, Product Management, Personal Banking, Product Innovations, Product Platform, Product portfolio, Customer experience, Banking Service design, New service excellence, AI, and technology achievements.

Don't miss this flagship industry gathering for the banking professionals, save your place now!

Yours Sincerely,

Aneta Djambaska

Conference production lead



STAY CONNECTED



2 DAYS OF INTERACTIVE CONTENT



**30
SPEAKERS**



**100+
DELEGATES**



**10+
PARTNERS**



**B2B
NETWORKING**

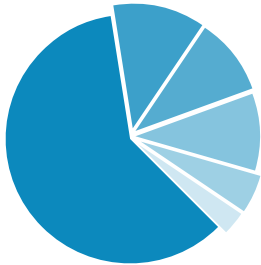


**PANEL
DISCUSSIONS**



**EXHIBITION
STANDS**

WHO SHOULD ATTEND?



- 60% BANKS
- 12% FINTECHS
- 10% SOLUTION PROVIDERS
- 10% FINANCIAL INSTITUTIONS
- 5% START-UPS
- 3% CONSULTANCIES

- ✓ Commercial Banks
- ✓ Challenging Banks
- ✓ Financial institutions
- ✓ Vendors companies & Solution Providers
- ✓ Technology market leaders
- ✓ Fintech&Techfin companies
- ✓ C-level Executives in:

Retail, Innovations, Technology, Digitization & Portfolio Officers

- ✓ Head of Divisions close to:

Retail Banking, Strategic Initiatives, Customer Experience, Private Banking, Product & Services, Product Innovation & Development, Product Experience, Product Management & Distribution, Private clients, Digital Banking, Transformation, AI, Innovations

- ✓ Experts in the area of:

Banking & Lending, Retail Banking, Retail Products, Banking Services, UX & UI, SME Alternative Financing, Digitization, Digital Banking Innovation, Digital channels, Transaction banking, DTL, Open API, Cognitive banking

JOB POSITIONS

- ✓ 30% Tech Guru
- ✓ 25% Head of Division
- ✓ 15% Board Member & CEO
- ✓ 15% Director & Manager
- ✓ 10% Expert
- ✓ 5% Consultant



10+
HOURS OF
NETWORKING




50+
COUNTRIES PRESENT



20+
HOURS OF CONTENT

SPEAKERS



 Sabadell

ALFONSO AYUSO

Chief Innovation Officer
Subdirector General



 Banco **BNI**
Europa

PEDRO PINTO COELHO

Executive Chairman



 Islandsbanki

**SIGRIDUR HREFNA
HRAFNKELSDOTTIR**

Director of Private Banking



 KBC

JURGEN VANDENBROUCKE

Expert General Manager, Head of
Innovation and Creation



 HSBC

NINO OCAMPO

Global Head of Open Banking and
Customer Preferences

SPEAKERS



OLEG TYSHCHENKO

Head of Electronic Banking
Services Division



MEHMET SOYTORUN

Group Manager for Change Management,
Process Improvement and Service Quality



TOMÁŠ REYTT

Director of distribution channels



MICHAEL BERNER

Managing Director, Country Consumer
Banking Head



JESKO KANDZORRA

Head of CX Processes

SPEAKERS



SEB

LINAS JANUSEVICIUS

Baltic Head of Private
Clients Segment
invited



Raiffeisen
BANK

VJEKOSLAV BONIC

Head of Department – Advanced Analytics
& Intelligence Transformation



DATTEIO

ŠIMON KOČÍ

Expansion Manager



BARCLAYS

AJWAD HASHIM

Vice President, Innovation and
Emerging Technology

DAY I

December 04th

08:30 Registration & Morning Coffee

09:00 Welcome and Opening Remarks

09:05 Ice-breaker session

SESSION I: NEW-AGE CHALLENGES IN RETAIL BANKING

09:10 - 10:10

» RETAIL BANKING: UPSIDES VS. DOWNSIDES NOWADAYS

09:10-09:40

» MAIN TRENDS TO FOLLOW BEFORE DESIGNING NEW SERVICES

09:40-10:10

SPEAKER: ALFONSO AYUSO, Chief Innovation Officer -
Subdirector General, Banco Sabadell, Spain

10:10 - 10:30 | Networking & Coffee Break

SESSION II: SIMPLIFYING THE CUSTOMER JOURNEY

10:30 - 12:00

» KYC (Know Your Customers) OBLIGATIONS AND ATTRIBUTES NEEDED TO CHARGE ENTIRE ECO-SYSTEM

10:30-11:00

SPEAKER: SIGRIDUR HREFNA HRAFNKELSDOTTIR, Director of
Private Banking, Islandsbanki, iceland

» HOW TO CREATE A MODULAR, DIGITAL, AND SECURE TPPs (Target Product Profiles) ON-BOARDING PROCESS?

11:00-11:30

» COMBINING THE POWER OF UX-UI FOR DRIVING BETTER BUSINESS PERFORMANCE

11:30-12:00

SPEAKER: MICHAEL BERNER, Managing Director, Country
Consumer Banking Head, Citibank, Russia

12:00 - 13:00 | Networking Lunch

SESSION III: FINANCIAL SERVICES ENTERING A NEW ERA OF CUSTOMER ENGAGEMENT

13:00 – 14:30

» THE NEW WAVE OF SERVICES ATTACHED TO BANKING PRODUCTS

13:00-13:30

SPEAKER: MEHMET SOYTORUN, Group Manager for Change Management, Process Improvement and Service Quality, Denizbank, Turkey

» CUSTOMER EXPERIENCE MANAGEMENT – A CUSTOMER CENTRIC JOURNEY OF CONCEPTUAL ROLL-OUT IN BAWAG P.S.K.

13:30-14:00

- CX Measurement System
- Customer Journey analysis
- Employee award

SPEAKER: JESKO KANDZORRA, Head of Customer CX, BAWAG PSK, Austria

» SMART BANKING. NOT ONLY FOR TECHNICAL SAVVY CUSTOMERS

14:00-14:30

- Are the customers ready for new ways of banking?
- Contactless as the forerunner of the cardless future
- Can banking be not so boring?
- The Ukrainian experience of customer habits evolution

SPEAKER: OLEG TYSHCHENKO, Head of Electronic Banking Services Division, JSC Ukreximbank, Ukraine

14:30 - 15:00 | Afternoon Networking & Coffee Break

SESSION IV: THE EXCITEMENT WHICH NEW COMPETITION BRINGS TO THE INDUSTRY

15:00 – 16:30

(GUEST SPEECH/CHALLENGING BANK)

» THE EXCITEMENT WHICH NEW COMPETITION BRINGS TO THE INDUSTRY

15:00-15:30

- Banks versus Fintechs
- The Digital Revolution
- Why the future of banking will not be the same

SPEAKER: PEDRO PINTO COELHO, Executive Chairman, Banco BNI Europa, Portugal

PANEL DISCUSSION 15:30-16:15

FINTECH AND BIGTECH: HOW HAVE THEY CHANGED THE BANKING INDUSTRY?

PANELIST: NINO OCAMPO, Global Head of Open Banking and Customer Preferences, HSBC, UK

16:15 CLOSING REMARKS FROM THE CHAIRMAN

16:30 END OF CONFERENCE DAY I

DAY II

December 05th

08:30 Registration & Morning Coffee

09:00 Welcome and Opening Remarks

SESSION V: EXPLORING ADVANCED TECHNOLOGIES

09:05 – 10:35

- » **COULD PROMISES: MAJOR GIANTS BUT NOT WITHOUT CHALLENGES** 09:05-09:35

SPEAKER: ŠIMON KOČÍ, Expansion Manager, Dateo, Czech Republic

- » **IMPACT OF DISTRIBUTED LAGER TECHNOLOGY (DLT) ON RETAIL BANKING** 09:35-10:05

- » **IS COGNITIVE BANKING THE FUTURE OF BANKING?** 10:05-10:35

SPEAKER: AJWAD HASHIM, Vice President, Innovation and Emerging Technology, Barclays, UK

10:35 - 11:00 | Networking & Coffee Break

SESSION VI: BANKS ARE LEVERAGING AI TO IMPROVE CUSTOMERS' FINANCIAL LIVES

11:00 – 12:30

- » **HARNESSING THE POWER OF ARTIFICIAL INTELLIGENCE TO TRANSFORM FINANCIAL SERVICE** 11:00-11:30

- » **APPLIED AI @ RBI: HOW TO PROVIDE THE INTELLIGENCE BEHIND THE DIGITAL TRANSFORMATION** 11:30-12:00

- Conversational Banking meets analytical CRM
- What can Chatbots and Virtual Assistants do for the client?
- What have we learned and copied from Big Tech?
- **Lessons learned of applying "AI" at scale**

SPEAKER: VJEKOSLAV BONIC, Advanced Analytics & Artificial Intelligence, Raiffeisen Bank, Austria

- » **A CUSTOMER-CENTRIC APPROACH COULD REVOLUTIONIZE DEBT COLLECTION** 12:00-12:30

12:30 - 13:30 | Networking Lunch

SESSION VII: IMPROVING DIGITIZATION AND DELIVERY CHANNELS

13:30 – 14:30

» BOOST NET SALES OF YOUR DIGITAL INVESTMENT PROCESS BY MEANS OF ARTIFICIAL HUMANITY

13:30-14:00

Digitized applied behavioral finance enables to:

- increase conversion
- improve retention
- rejuvenate your investor base

SPEAKER: JURGEN VANDENBROUCKE PhD,
Expert General Manager, Head of Innovation, KBC AM
Research Associate, Edhec-Risk Institute, Belgium

» UNLOCKING VALUE OF DIGITAL CHANNELS

14:00-14:30

- Building a digital challenger bank
- Digital native as the only real option
- Encouraging customer usage of Mobile banking
- How to manage Mobile banking customer experience

SPEAKER: TOMÁŠ REYTT, Director of distribution channels, mBank, Czech Republic

SESSION VIII: RETAIL BANKING TRANSFORMATION- WHAT DOES THE FUTURE HOLD?

14:30 – 16:15

» VIDEO MEETINGS - ON A WAY TO BECOME THE MAIN FINANCIAL ADVISORY CHANNEL

14:30-15:00

- a convenient tool, capable to replace a live meeting with a bank advisor
- scaling significantly for the banks' retail clients;
- customers' experience;
- lessons learned

SPEAKER: LINAS JANUSEVICIUS, Baltic Head of Private Clients Segment, SEB, Lithuania

15:00 - 15:30 | Afternoon Networking & Coffee Break

ROUND TABLE DISCUSSIONS 15:30-16:10

TABLE DISCUSSION 1: WHICH ARE MAJOR CHALLENGES WHICH RETAIL BANKING IS FACING?

MODERATOR: ALFONSO AYUSO, Chief Innovation Officer - Subdirector General, Banco Sabadell, Spain

TABLE DISCUSSION 2: IS IT CUSTOMER EXPERIENCE, ONE DRIVING THE WHEEL IN FINANCE WORLD?

MODERATOR: JESKO KANDZORRA, Head of Customer CX, BAWAG PSK, Austria

TABLE DISCUSSION 3: WHAT IS CATCHY ABOUT ADVANCED TECHNOLOGIES AND INTELLIGENCE FOR BANKERS?

MODERATOR: NINO OCAMPO, Global Head of Open Banking and Customer Preferences, HSBC, UK

16:10 SUMMARY FROM THE ROUND TABLE DISCUSSIONS

16:15 END OF CONFERENCE

Vienna

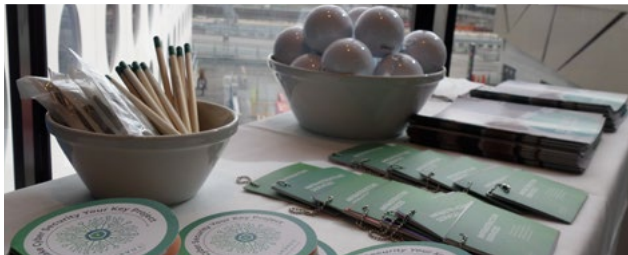
Vienna is the federal capital, and Austria's cultural, economic, and political centre. Until the beginning of the 20th century, it was the largest German-speaking city in the world. In 2001, the city centre was designated a UNESCO World Heritage Site. Apart from being regarded as the City of Music because of its musical legacy, Vienna is also said to be "The City of Dreams" because it was home to the world's first psychoanalyst - Sigmund Freud. The historic centre of Vienna is rich in architectural ensembles, including Baroque castles and gardens, and the late-19th-century Ringstraße lined with grand buildings, monuments and parks.

The city was ranked 1st globally for its culture of innovation, which analyzed covering three areas: culture, infrastructure, and markets. Vienna regularly hosts urban planning conferences and is often used as a case study by urban planners. Vienna was the world's number-one destination for international congresses and conventions.





PREVIOUS EVENTS



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Dateio is a fast growing fintech company and a pioneer of card-linked marketing in the CEE region. We enable retailers to address clients of our partner banks with card-linked offers, targeted based on clients' previous shopping behaviour. Our partners include major banks and retailers in the region.



The first and biggest community of Fintechers in Belgium.

This is a community for financial professionals, startup entrepreneurs and investors, who are interested in discovering and discussing disruptive business models and new technology for the financial services industry.

Our mission:

- To be a platform for dialogue with regulators and other parties
 - To actively and tangibly promote the FinTech sector in Belgium and Belgian FinTechs abroad
 - To share the experience, knowledge and information within and outside the community
- We aim to organise an evening conference every two months and a yearly summit on FinTech.



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