

The bank has pioneered the use of web 2.0 communication tools to provide personalised consulting services to high value customers

“la Caixa” strengthens Private Banking and Personal Banking by introducing a new model for interacting with customers, based on technological innovation

- The bank leads the industry in terms of innovation, using new technologies to ensure closer interaction between managers and customers.
- “la Caixa” Private Banking is targeting 20% growth in funds managed and customer numbers by 2015.

Barcelona, 15 September 2012.– “la Caixa” is set to drive growth in Private Banking and Personal Banking by introducing a new model for interacting with customers and by pioneering innovation in the banking industry.

“la Caixa” will use new technologies to provide increasingly customised Private Banking and Personal Banking services, based on a multi-channel format that includes groundbreaking services in the industry, such as the bank’s own social networks, video-calling, full remote product and service contracting, online MifID suitability tests and consultancy contracts, among other benefits.

The new interaction model for managers and Private Banking and Personal Banking customers allows “la Caixa” to provide the fullest range of services, with increased customisation, efficiency, transparency and tailored consultancy without the need appear in-person at branches. The new services include:

- New means of communicating with asset managers.
- A fully personalised service model, with the customer selecting what kind of information they wish to receive and when.
- Online contracting of products and services, including the remote signing of forms.
- Access to investment and monitoring reports, with *a la carte* information options.

- New consultancy services, which include financial training modules and a self-planning tool.

In short, the new platforms offer customers more ways of communicating with their asset manager, while still ensuring service excellence and proximity, regardless of the means of communications that the customer chooses to use: their branch, computer, tablet or smartphone.

A new space for customer interaction

The main new tool developed for “la Caixa” customers is a new means for interacting with asset managers, which is accessible via the “la Caixa” online platform, Línea Abierta. Here users can configure their preferences for receiving information, while also accessing exclusive services, such as financial planning tools and viewing investment tracking reports and investment suggestions. These new services also mean that customers do not have to go to their branch in person to sign forms.

One of the most innovative new features is the “Wall”; the first service designed for private and personal banking customers based on the social network concept. The “Wall” is a space where conversations can be held with asset managers (via written messages or videocalls) and where customers can be provided with new investment suggestions and customised portfolio tracking reports, as well as other items of interest. The interaction can only be viewed by the customer and asset manager, providing all the confidentiality and security that comes with “la Caixa”’s online channels.

“la Caixa” has also developed a specific learning program for personal and private banking customers, with valuable financial content and interactive games, as well as a tool to help self-planning. This allows users to establish targets and share them with asset managers via their Walls, thus helping to develop customised investment plans.

2015 targets: growth in customer numbers and market share

These new services will be directed at “la Caixa”’s more than 38,000 Private Banking customers and more than 615,000 Personal Banking customers. “la Caixa” manages a total of €67bn funds in Personal Banking and €39bn in Private Banking, and is pursuing business volume and market share growth by 2015.

The bank is targeting a 15% market share in Spanish private banking in 2014, which means growth of 20% over current levels.

“la Caixa”, the world's most innovative bank

The bank, overseen by Chairman Isidro Fainé and CEO Juan María Nin, is one of the world’s leading banks in applying new technologies to financial operations.

This approach has earned “la Caixa” prestigious recognitions, such as being named the world’s most innovative bank at the Global Banking Innovation Awards, beating 200 banks in 40 countries to the award.

In Spanish banking for individuals “la Caixa” serves the largest number of users of internet banking (more than 7.3 million Línea Abierta customers), mobile banking (more than 2.6 million users, of which one million actively use mobile phone banking services), e-banking (12.5 million cards issued) and electronic multiservice terminals, with the largest ATM network in Spain and one of the most extensive in all of Europe (more than 10,000 ATMs).

The bank’s solid business position is thanks to its sustained commitment to innovation: it was one of the first banks to adopt a multichannel format, which led to successes such as its number one position in the European AQMetrix ranking for online financial services, the launch of the first iPhone application from a Spanish bank, the development of the first SmartTV banking application for individuals, and Spain’s first ever mobile payment system.

By developing new technology solutions for Private Banking and Personal Banking, “la Caixa” has taken a further step in its drive to lead innovation in the financial sector.