



# Programme Challenges – Our Customers' Financial Lives



## Context

- Ensuring customers feel valued and connected with their finances is core to what we do.
- This includes helping customers with their day-to-day finances, understand and achieve their future plans.
- We want to support our customers and ensure their financial resilience in the face of the unexpected.
- We want to help customers beyond just their transactional needs and take a more personalised and active role that can aide, protect and empower everyday life choices.
- Customer adoption of digital services - both within and beyond financial services - ensures that we need to continually evolve our tools to meet the financial needs of our customers now and in the future.

## Challenges

- How can Lloyds Banking Group provide a customer focused ecosystem that provides more integrated, timely and personalised value to its current account, mortgage, saving and investment customers in their everyday lives?
- How can we provide a customer centred experience that offers the best blend of human and digital support?
- How can we help customers that have already started or dropped out of a digital experience in the most effective way?
- Using digital services and technology how can LBG better support the financial life ambitions of our mass affluent customers (income or wealth above £75,000)?

## Who are we designing for?

- The UK population – both individual customers and small/medium enterprises and corporates.





In the context of the challenge, Digital Services refers to any experiences, products or services created using digital technology and accessible to colleagues and customers wherever they are across the UK.

We serve both individual customers and companies (employers) with relevant personal banking, mortgages, pension and retirement products.

We are open to ideas and propositions that are relevant, including but not limited to responsible customer engagement and education, ecosystem development.



## Our Sponsor – James Harrison (Customer Services - Planning and Performance Director)



*“This is a great opportunity to collaborate with potential partners to think innovatively about how we operate, so that we can better serve our customers and support our colleagues in a post-pandemic environment.”*

## Our Sponsor – Philip Robinson (PCA, Payments and Fraud & Financial Crime Director)



*“We’re excited by opportunities to develop deep and innovative partnerships that can be the engine driving our collective purpose – to build products and services that help our customers get the most from their money, make purchases safely and responsibly, and protect themselves from unwelcome events.”*

## Our Sponsor – Andrew Assam (Mortgages Director)

*“We are always looking to provide customers with an even better home buying experience, and we believe through partnerships we can create new innovative and engaging offerings to help support them. The Launch programme supports are objectives and will help us find solutions more quickly – we’re excited to see the applicants”*

