

# eIDAS enabled i-banking (eIB) Project

## Introduction

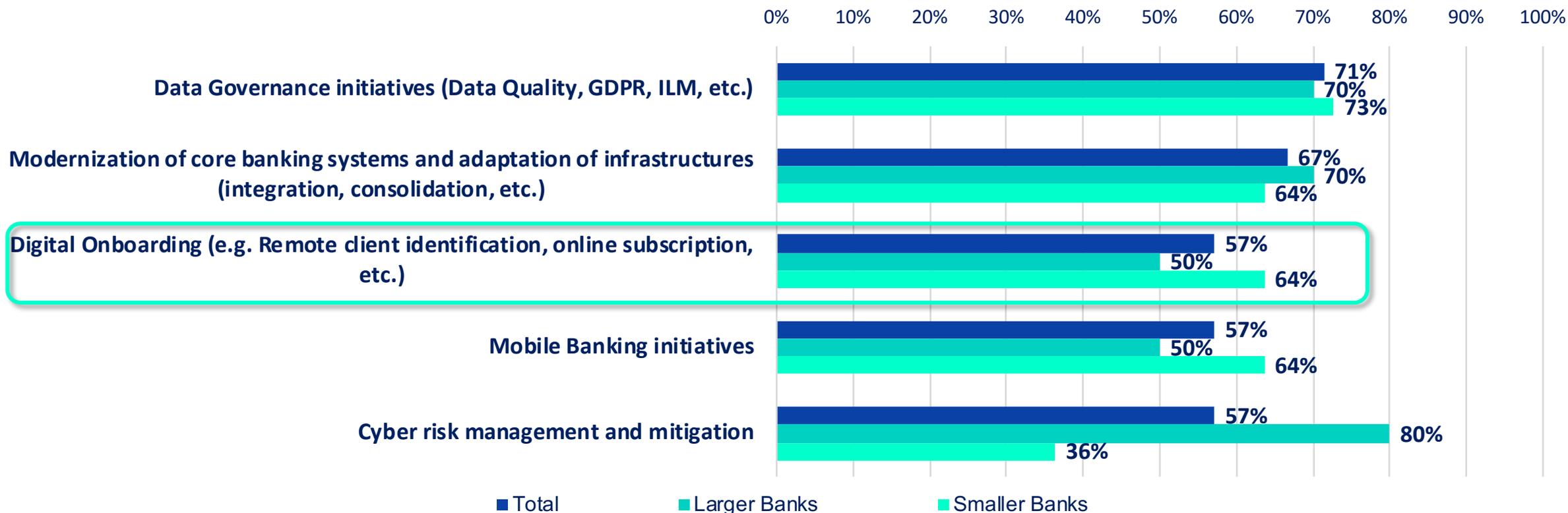
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***Romano Stasi, Segretario Generale ABI Lab***



# Digital Onboarding is a key priority

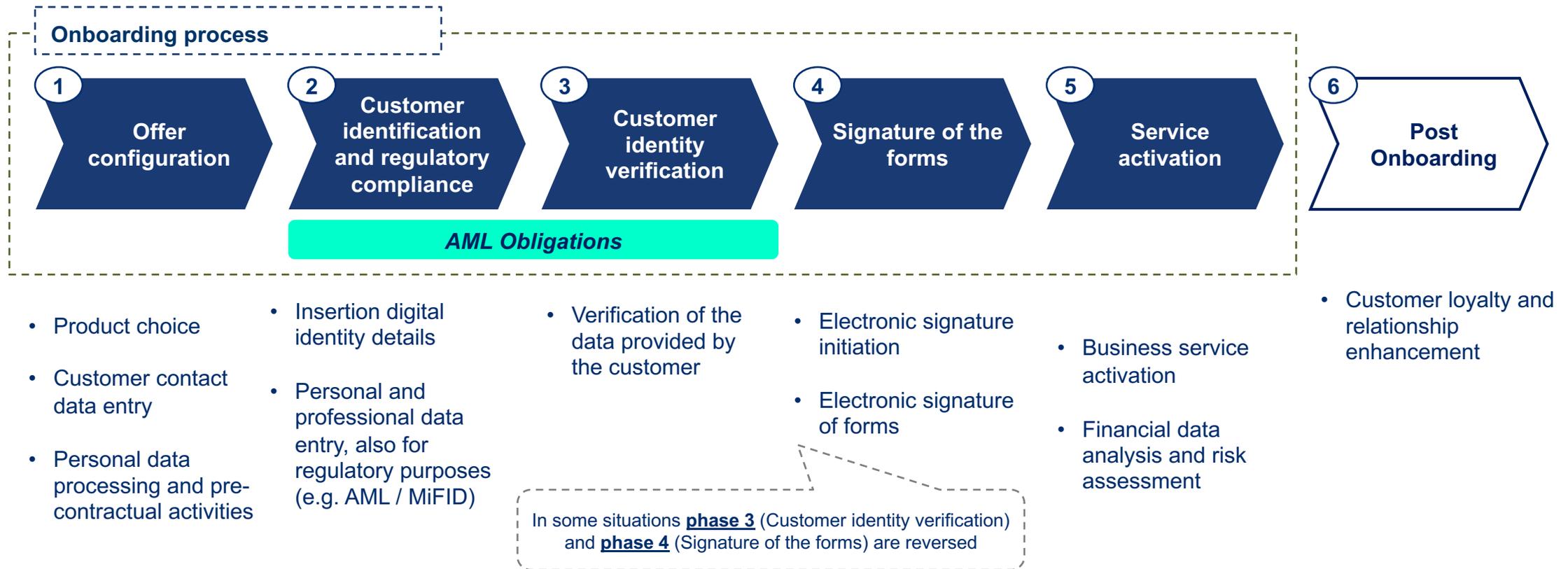
## Top 5 projects indicated as a priority in terms of investment



57% of the Italian Banks reports strengthening of the Digital Onboarding service among the top 3 ICT investment priorities in 2020.

# The digital onboarding process

Onboarding process can be represented in 5 macro phases (plus the Post Onboarding), where regulatory compliance measures and business choices jointly operate in order to lead the Prospect from product/service configuration to the delivery of the service.



# Digital Onboarding channels

According to statistics, Internet Banking is the channel all banks with a Digital Onboarding process offer, and it is the most used. Just over half of the sample offer the possibility to do it via a smartphone app, only 20% on tablet app.

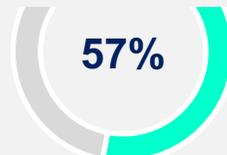
## Enabled Digital Onboarding Channels

*Sample: 14 Respondents Banks / Groups*

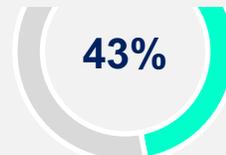
Internet Banking



App  
Smartphone



Mobile  
Site



App  
Tablet



Wearable



# Digital Onboarded customers point of view

Convenience and speed of execution are the main reasons for digital onboarding

## The advantages, relevance and satisfaction in the use of Digital Onboarding services

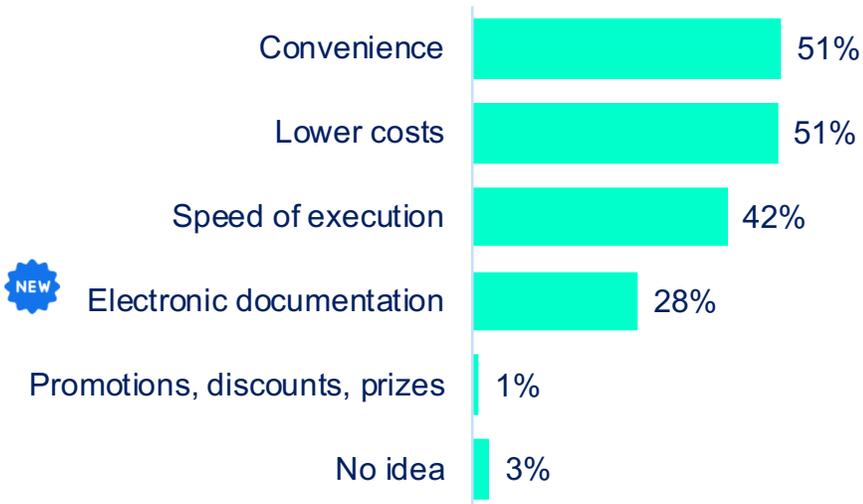
Sample: 359 Digital Onboarded Clients over 1000 customers

Q: What advantages have you found opening your online relationship with the bank? [possible multiple answer]

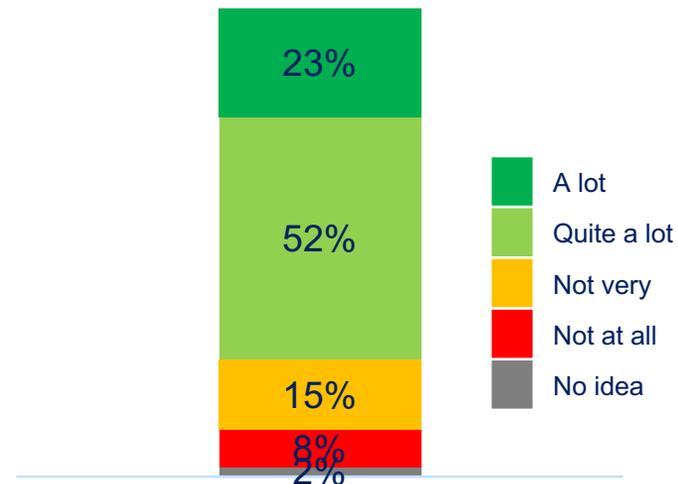
How much this modality has been determinant to become a client of the Bank or purchase the specific product?

Thinking about all aspects, how satisfied are you with your experience about subscribing/opening a new relationship with a Bank through digital tools and channels?

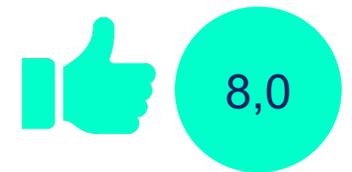
### Advantages



### The relevance of Digital Onboarding in the choice of the bank



### Overall satisfaction with the experience



75% of the customers interviewed revealed that the availability of digital onboarding solutions drives the customer's choice about the Bank

# eiB (eIDAS enabled i-banking) first workshop

## The eiB Project participants:

- ▶ **Project Coordinator:** Athens Exchange Group (ATHEX).
- ▶ **Project Member:** University of the Aegean (UAEGEAN).
- ▶ **Project Member:** National Bank of Greece (NBG).
- ▶ **Project Member:** ABI Lab - Banking Research & Innovation Centre.



## eiB aims at:

1. leveraging the potential of combining eIDAS based identification and e-signature technologies (especially remote e-signatures) to fully automate and secure the process of online registering with a bank
2. creating a new generation of cross-border e-banking services. Specifically, the action will study and create an eIDAS enabled value chain, where a Bank and Retail Service Providers (operating in different locations across Europe) collaborate in real-time to unambiguously identify users with high level of assurance via their eIDAS identifiers.

# Considerations



In the future, for all the products/services it will be possible to do onboarding from digital channels, although the use of branch will still be relevant for specific needs.



By the end of this year, 83% of the Italian Banks have planned to have the Digital Onboarding process available according to last March ABI Lab survey. 24% of the Italian banks have considered to use digital identity for the onboarding.



By 2024, the European Authorities are planning to implement a new legal framework to facilitate the use of interoperable digital identity solutions which will enable new customers to access financial services quickly and easily.



This new legal framework could be the occasion to facilitate the integration of eIDAS and KYC procedures to enhance the customer experience and facilitate the diffusion of digital instruments also in the financial market.

# eIB - First Workshop Agenda

- Introduction on Digital Onboarding - *Romano Stasi*, **ABI Lab**
- *Andrea Servida*, **European Commission**
- Project presentation - *Nikos Skarvelakis*, **Athen Stock Exchange**
- Survey on Digital Onboarding - *Giulio Murri*, **ABI Lab**
- eIB White Paper - *Emiliano Anzellotti*, **ABI Lab**
- Round table

Chair: *Petros Kavassalis*, **University of Aegean**

- *Andrea Servida*, **European Commission**
- *Emiliano Anzellotti*, **ABI Lab**
- *Mario Maawad Marcos*, **CaixaBank**
- *Ronny Khan*, **DNB**
- *Jean-Philippe Joliveau*, **SIA**
- *Luca Boldrin*, **InfoCert**