

BREAKTHROUGH RESEARCH ON MOBILE BANKING IN MENA

markswebb



A clear vision of a top digital service that attracts users, keeps them happy, active, and engaged.

An understanding of the real needs and expectations of fintech app users in the UAE.



Cherry-picked interface solutions from Central Asia and Europe.

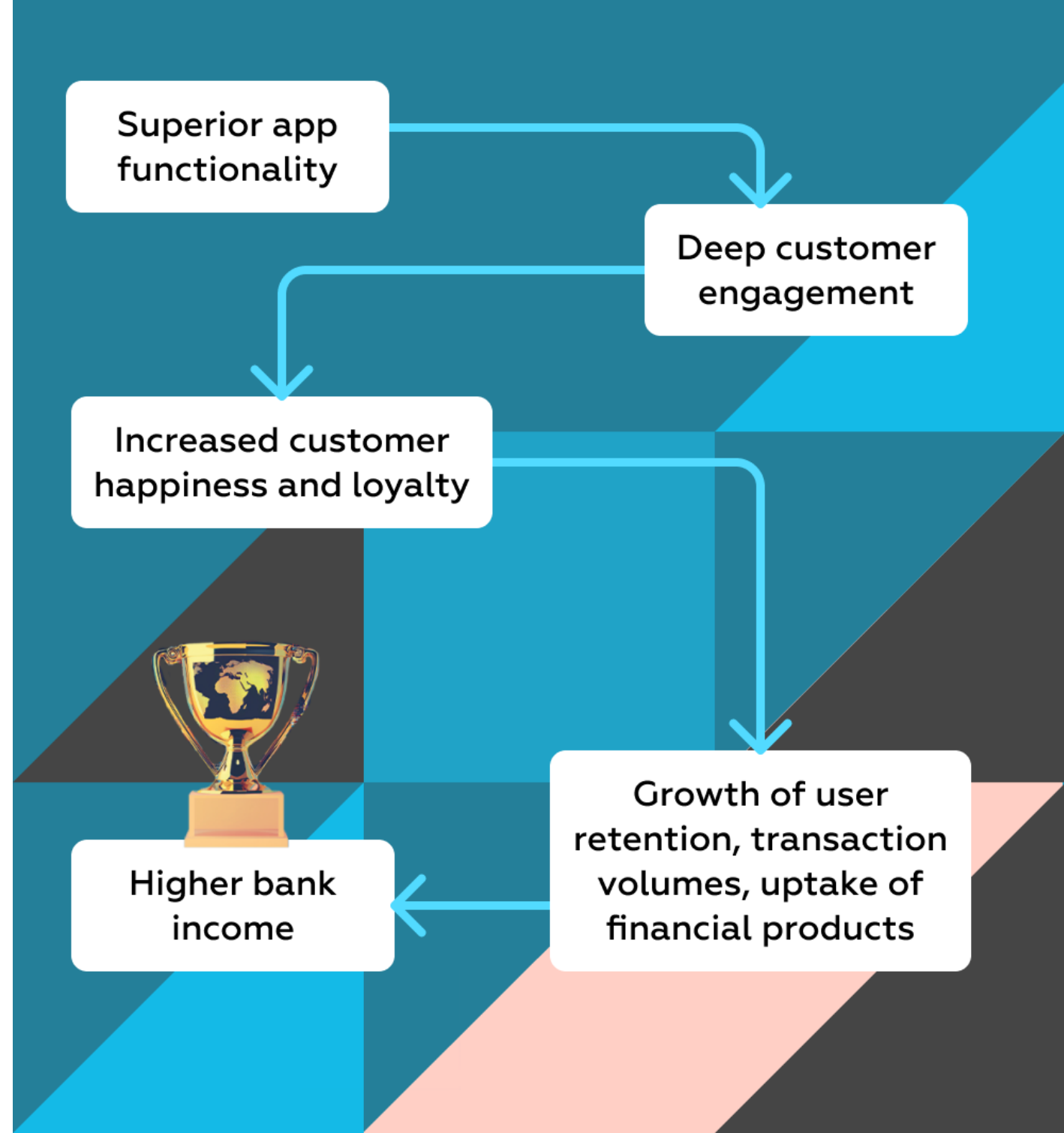
WE HELP LARGE COMPANIES DELIVER HIGH-PERFORMING DIGITAL SERVICES

Since 2010, we have specialized in evolving digital products worldwide, utilizing evaluation systems with 1000+ criteria and a proven blend of UX research methods.

We believe that every qualitative change in user experience can be measured, objectively assessed, and **translated into monetary value**.

Our methods not only attract and engage more customers but also boost banking income.

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WE WILL TAILOR MARKSWEBB'S TIME- TESTED ASSESSMENT TOOLS TO SPEED UP THE DEVELOPMENT OF CUTTING-EDGE DIGITAL SOLUTIONS IN MENA

- Benchmark of local mobile banking services against **1,000 criteria**.
- The criteria consider the **complexity and frequency** of tasks, emphasizing those that are more critical and commonly encountered.
- Unified **coordinate system** objectively compares different mobile banks without falling prey to subjective opinions.
- Our evaluations are **binary**—either a criterion is met, or it isn't.



WE PROVIDE NEW SOURCES OF VALUE

For a broker



We synchronized the product strategy with the audience's expectations to better motivate users to start investing and grow the portfolios.

- **x5** app downloads
- **x3** first investment conversion
- **x4** average transaction value

For a telecom company



We standardized the processes for onboarding corporate clients while preserving a personalized approach.

- **+25%** in sales funnel conversion
- **+33%** in average revenue per user
- **+22%** in customer satisfaction

For SBI Bank

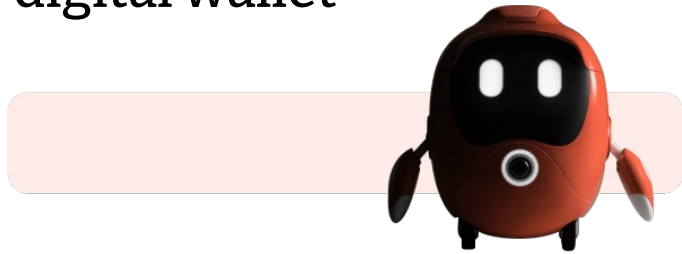


We launched a mobile app for family banking, the only one in the market.

- **+25%** in new users
- **+27%** in monthly active users
- **+17%** in the number of orders for new financial products
- **+31%** in transactional activity

WE FIND ENTERPRISE INSIGHTS TO FUEL BUSINESS

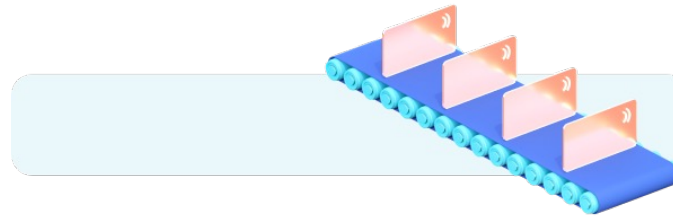
For an international digital wallet



For the international digital wallet QIWI, we elevated the level of chatbot automation and reduced support costs.

- **85%** of user tasks are handled by the chatbot
- **+10%** in customer satisfaction index with the digital service

For Forte Bank



We aimed to merge a fully digital experience with a personalised approach targeting entrepreneurs.

- launch of the new app for SME
- **100,000+** users
- **4,5** in Google Play

For a bank



We identified insights for creating a fully digital POS lending service.

- **8 days >> 10 minutes** service activation time
- **x9** in the number of merchants within 9 months
- **x10** in portfolio volume

WE DO RADICAL TRANSFORMATION OF END-TO-END JOURNEYS

1

User research

Who uses the service, their needs, and how they address them.

2

Best practice search

Interface solutions from different industries / countries.

3

Competitive analysis

What sets the service apart / what can be borrowed or improved.

4

UX/UI audit

Wireframes / service / MVP / business-requirements.

5

Backlog information

A step-by-step plan to achieve the goal.

6

Business metrics consulting

Achieving the target metrics without margin for error.

Ready to position your company as a leader
in customer satisfaction on a global stage?

CONNECT WITH OUR PARTNER IN MENA REGION!

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