# Quobis

# SUCCESS STORY

**HOW BBVA REACHED ANOTHER MILESTONE IN DIGITAL BANKING AND HOW QUOBIS HELPED IN GETTING THERE**

## Challenge

We live in an era where the motto "*The customer is the king*" **never has been more true. Specially when delivering financial services, demanding customer expectations must be met every day. Since trusted relationships with the customers are the indispensable requirement for any interaction, banks must deliver excellent customer experiences.**

We live in a time where it has never been easier for unsatisfied bank customers to just leave their bank, to compare conditions of other financial institutions on the web, and to open a new account at the bank which best responds to their interests. Having higher levels of liberty and autonomy on the customer's side, implies harder work on the bank's side to attract and maintain customers.

We live in a world where new technologies emerge quicker than ever and the unstoppable progress of digitization changes consumer habits, business rules, and even entire industries. Underestimating the emergence and significance of new technologies in the near future has led to the disappearance of large corporations in the recent past

## This story's hero

**BBVA** is Spain's 2nd largest and Europe's 7th largest bank, ranked by market capitalization. They decided to maintain this competitive position, by not ignoring the emergence of new technologies but rather taking advantage of them. They proved that delivering innovative solutions in financial environments is not a privilege reserved to *fintechs,* **because well-established banks are perfectly able to adapt to their customer's changing needs and to offer digital services. BBVA thus decided to receive the customer right where he does the research and right where he might decide to open a bank account: On the smartphone, wherever in the world he may be.**

BBVA

With this new solution, BBVA takes another step toward making people's **lives** **easier**.

Cristina de Parias, Head of BBVA Spain

# Solution

The keyword for this kind of real-time communication is WebRTC, a technology that enables browser-based video calls without having to install anything.

Quobis' video conferencing solution *Sippo,* which is based on WebRTC technology, was

customized for BBVA's special requirements and integrated within BBVA's existing contact center and infrastructure

→ In order to open a bank account via the smartphone, the user visits eithe BBVA's webpage or downloads the bank's app.

→ He is then asked to provide personal data. In order to authenticate the user' identity, he will need to take a photo of his ID card and afterwards a selfie.

→ Both images are compared via a biometrical recognition process and, if they match, the user continues with the next step: The live video call with a BBV representative who will confirm the user's identity.

→ Having passed this process of 10-15 minutes, the user is now a full-fledge BBVA customer, being able to do any financial transaction without having t be present in the branch and without having to wait for any documents to b signed from home.

→ A crucial ability of this solution which makes it conform with Spanis regulations in financial industry, is that all video calls are recorded an encrypted for any potential future legal issues.

# Contributing partners

British Telecom was the prime contractor for this project.

Dialogic provided their *Power Media XMS* for recording and archiving. Case Study.
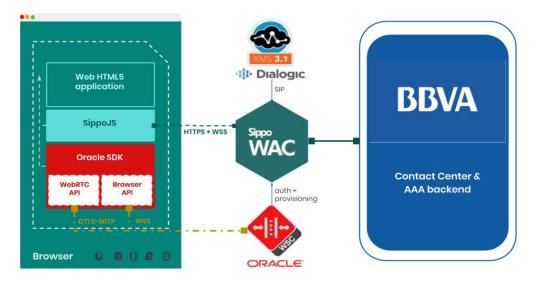
Oracle provided their *WebRTC Session Controller* which facilitates security and interoperability. Press Release.

We provided our *WebRTC Application Controller (WAC)* which manages the calls, is easy to configure and integrates directly and seamlessly with BBVA's existing internal IT and UC elements. Quobis also managed to provide the solution by bringing together the different parts.
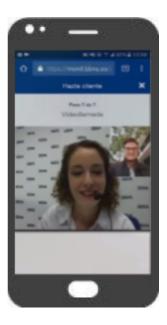
Quobis

# Onboarding experience

# Impact

| | |
|---|---|
| **Time savings** | **No need to wait** for anything, no need to go anywhere. |
| **Work efficiency** | The account opening process has been **simplified** which mak paperwork procedures superfluous. |
| **Bank reputation** | BBVA is the **first bank** in Spain that allows to open a bank accou 100% online, which promotes thoroughly their reputation modern and customer-centric bank. |
| **Future significance** | BBVA did not ignore the forces shaping its industry but **tackled t challenge**. This is how they made sure to maintain their position the future. |
| **Customer Acquisition** | Via this solution they count now **thousands** of mobile ne customer onboardings per year. |
| **"Best banking app worldwide"** | Last but not least, the BBVA **stands out between its competito** which is not at all our subjective perception: The bank has recently been awarded for the best mobile bankin service in the world by the prestigious market research compa *Forrester Research.* **Among the most impressive capabilitie** Forrester's report points also to the **mobile onboarding** servic considered as a "*next-generation functionality*". See **here.** Also the European Financial Management & Marketing Associati **(EFMA)** pointed to "the use of biometric authentication to regis new customers in Spain" as an argument for naming BBVA as **Global Innovator in Banking.** See **here**. |

Presented BBVA the 2017 award for **Global Innovator in Banking** in recognition of its efforts to innovate and offer customers unique experiences.

FORRESTER

Honoured BBVA for having the **best** mobile banking service in the world. The mobile onboarding is named among the most impressive capabilities.

**Quobis**

## About Quobis

**Quobis is a leading European company in the delivery of carrier-class unified communication solutions with a special focus on security, interoperability and identity management for service providers and enterprises. Quobis is well-known as one of the leaders in the standardization and deployment of WebRTC technology after being involved in the industry-firsts implementations and Proof of Concepts in more than 30 countries.**

**QUOBIS NETWORKS SL
Pol. A GRANXA, Porriño**