Knowing who your customers are where they are and how they do banking

Andra Sonea - Expert and Advisor, Banking Industry

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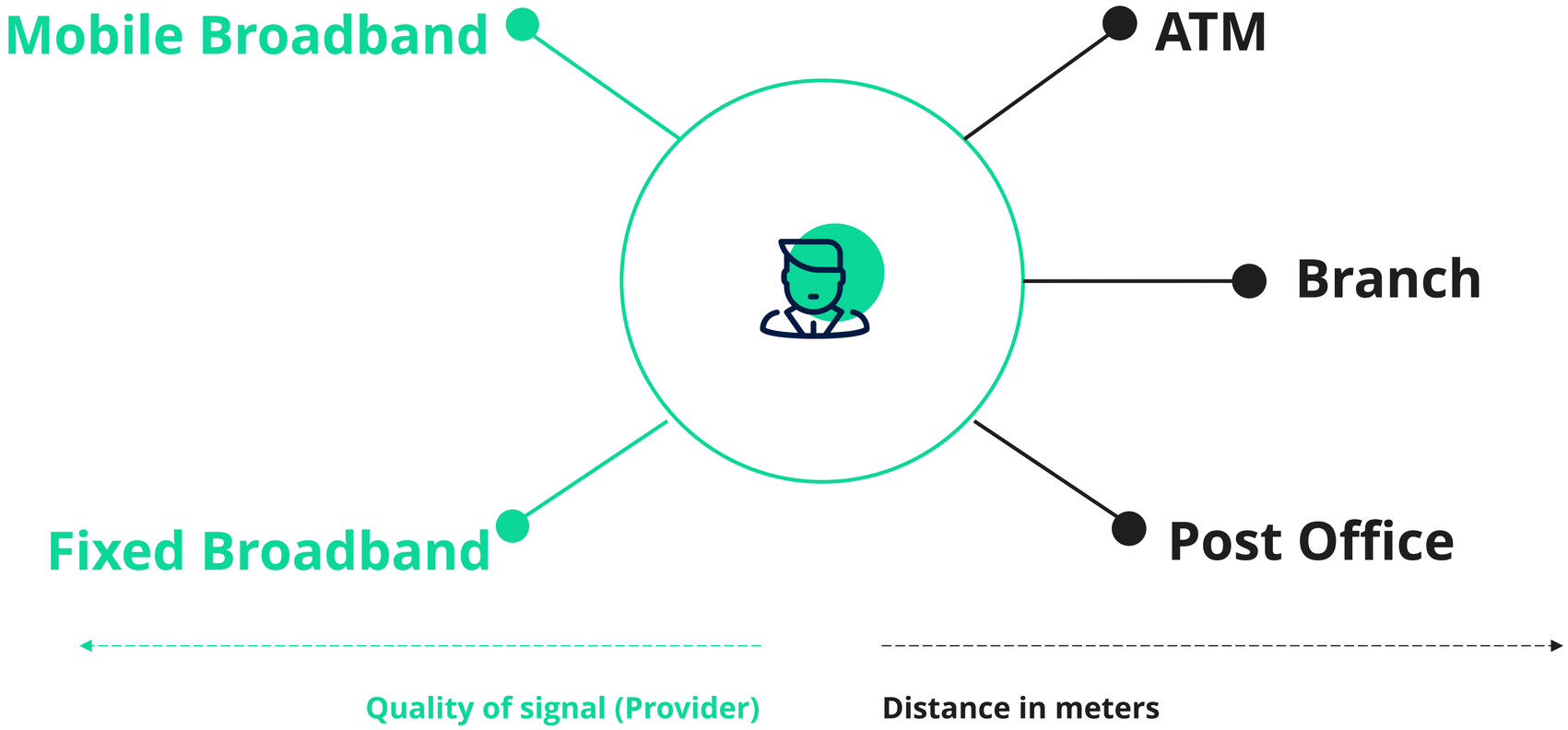

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“The Void”

Consumers can get ‘stuck’ or be ‘blocked’

from accessing financial products and services

because of physical ability or capability issues.

(Rowe et al., 2016)

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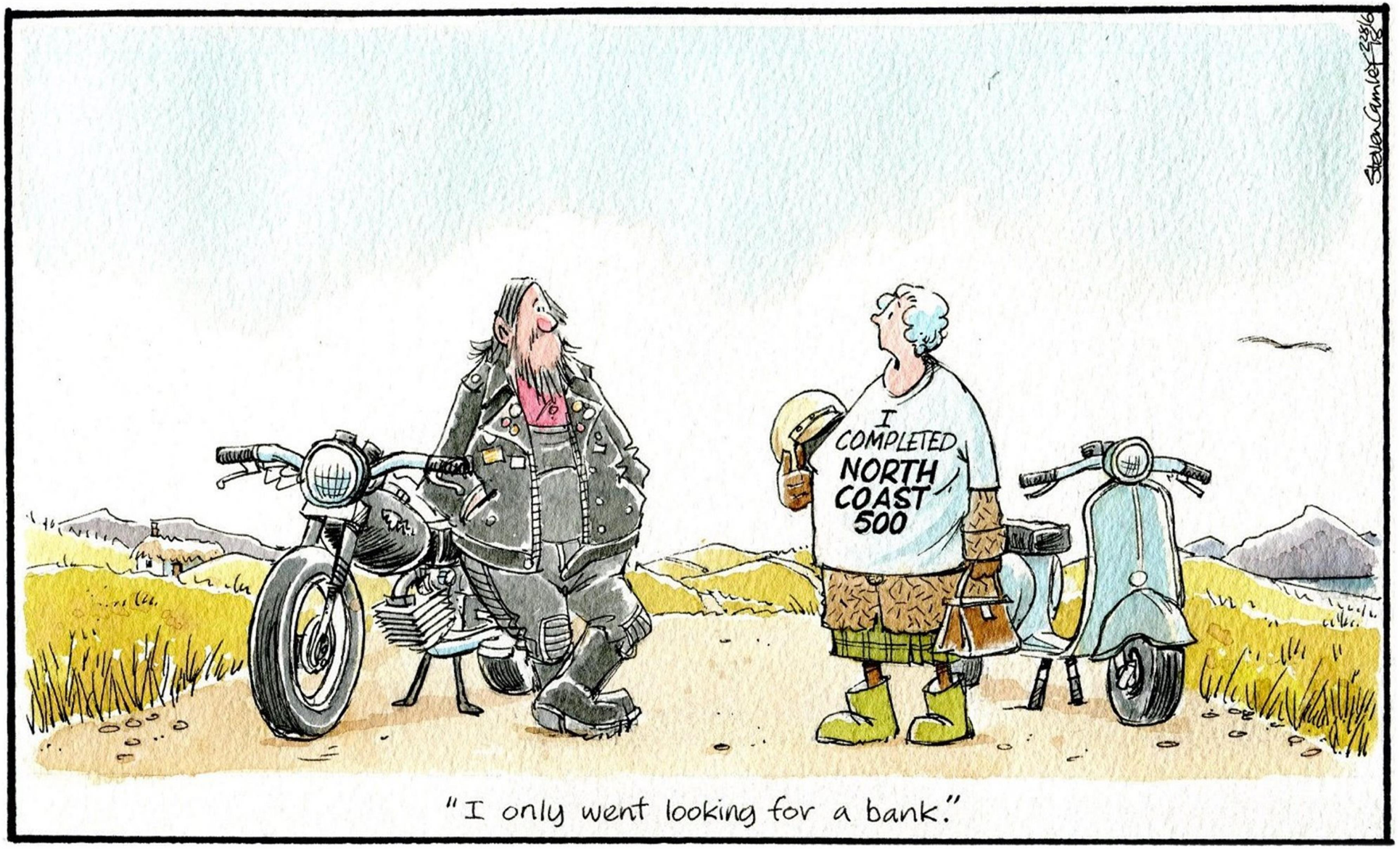

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Jenny Gilruth
@JennyGilruth

.@RBS said the Leven branch had to close due to 'footfall'. Here's the mobile van in Leven today - note the queue and the step - making it inaccessible for wheelchair users 👎

Lloyds Bank @LloydsBank · Nov 16, 2018
Replying to @TinaPhillips77

Hi, I'm LP. I'm sorry to read your tweet. Can you explain what issues you're having with the mobile branch?

Tina Phillips 🕉️💔🕉️
@TinaPhillips77

Where to start 🤦‍♀️🤦‍♀️ paying for business banking & you close all local branches to Faringdon. I have to factor in 30/45 mins each week for mobile branch. IF it turns up & IF it doesn't leave early. Who will pay for my missed work time while I wait #missedearnings

Rosa Alba Macdonald
@rosa_alba_macd

@RBS_Help when is the wee van in Stonehaven ?

Vicks Chapman
@VicksChapman

What a bunch of thieving, uncaring, heartless bunch of bankers @NatWest_Help are!!! Help nothing! Nearly £100 if charges taken out, local branch shut, nearest one over 30 min drive from me and the mobile unit takes 24 hours for any payment to clear! Helpful!

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Uckfield News
@UckfieldNews

Pub base is a success for outreach Post Office in Isfield #Uckfield: uckfieldnews.com/pub-base-is-a-...

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Questions

- **Can I find the Void areas?**
  Is there a pattern for these areas?

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- **Where** in the world are my clients and ... potential clients?

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- Where in the world are my clients and ... potential clients?

- **Can I better define my channels strategy so I can serve my clients depending on where they are and what they have access to?**

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Questions

- Can I find the Void areas? Is there a pattern for these areas?
- Where in the world are my clients and ... potential clients?
- Can I better define my channels strategy so I can serve my clients depending on where they are and what they have access to?

- **Can I do a better customer segmentation depending on the context of customers place of residence?**

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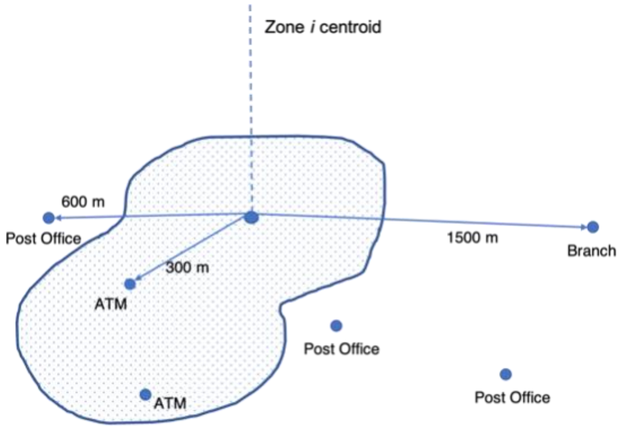
Measuring “access”

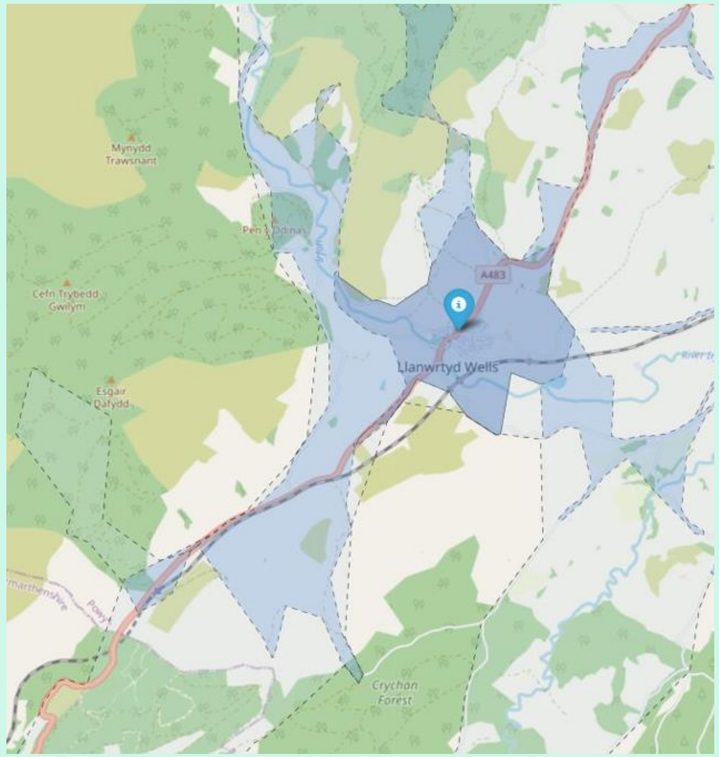


Min Distance Zone *i* = 300m

$$D_1j = min(D_1^{ATM}, D_1^{Br}, D_1^{PO})$$

$$D_2j = min(D_2^{ATM}, D_2^{Br}, D_2^{PO})$$

$$I_j = D_2j - D_1j$$



- using the road structure of UK (openstreetmap)
- differentiating by means of transport (foot, car)
- measuring time or distance
- thresholds
    - Time: 5/10/20 mins
    - Distance: 1/3/6 miles

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What we know

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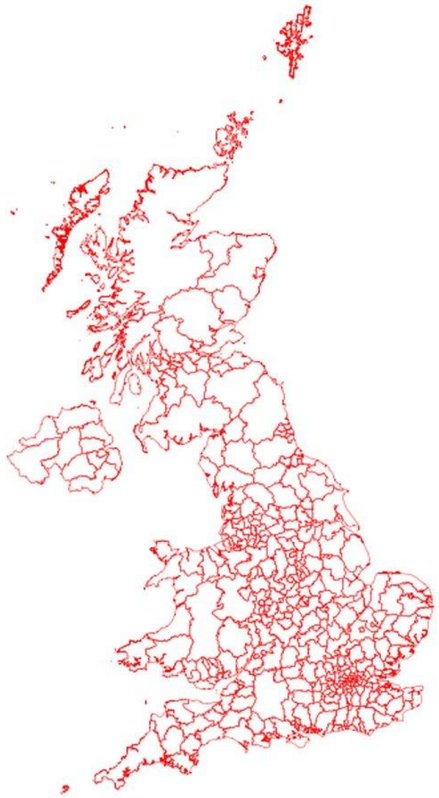
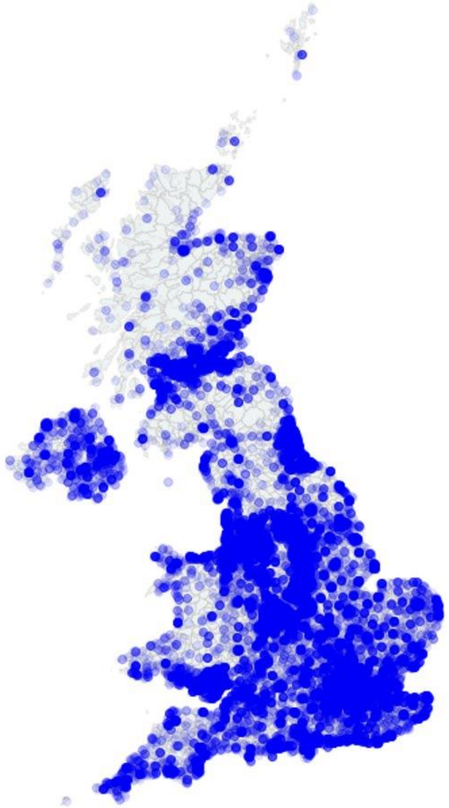
Building the dataset

Statistical areas



Points of access



Broadband quality

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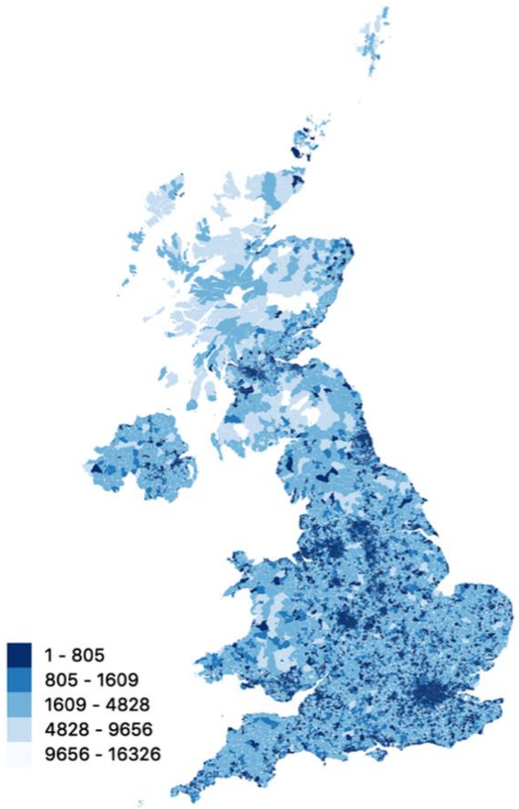
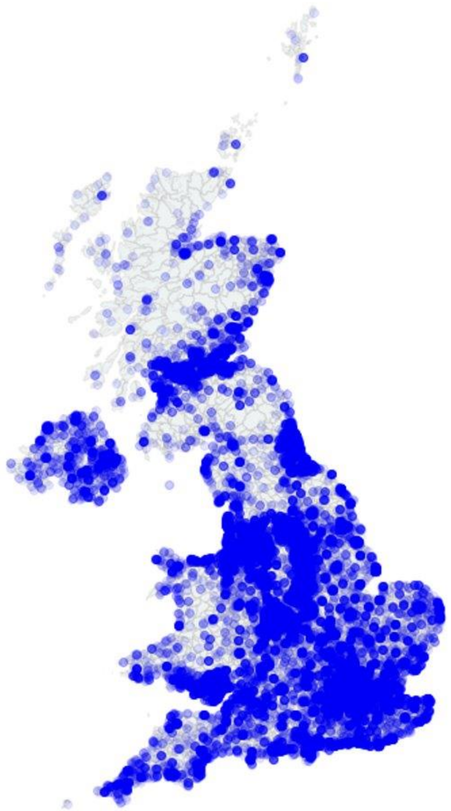
Dataset: UK Access to Banking, Feb 2019, available https://zenodo.org/record/3417103#.YXFXRBDMI1I

Distance 1 and Distance 2

Distance 1



Distance 2



$$D_2j = min(D_2^{ATM}, D_2^{Br}, D_2^{PO})$$

$$D_2j = min(D_2^{ATM}, D_2^{Br}, D_2^{PO})$$

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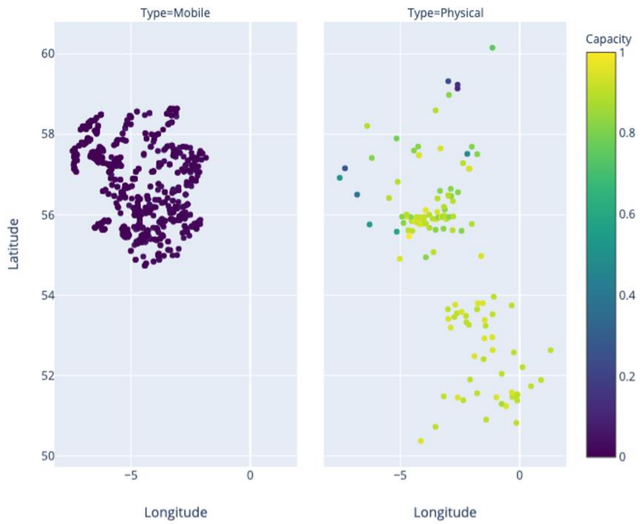
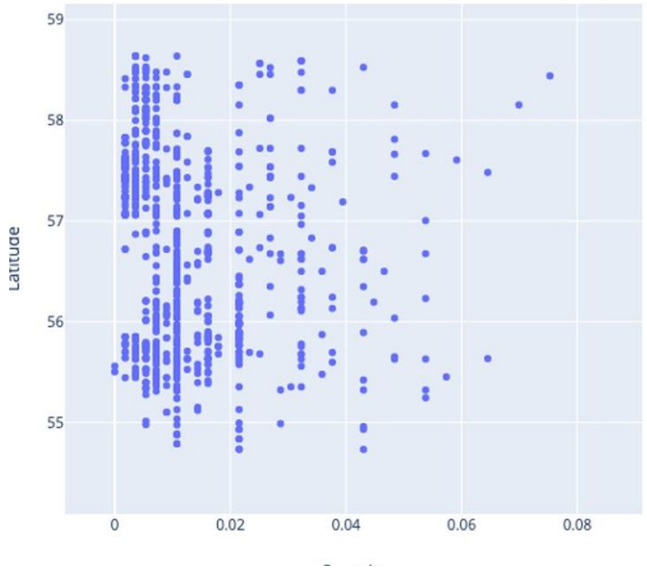
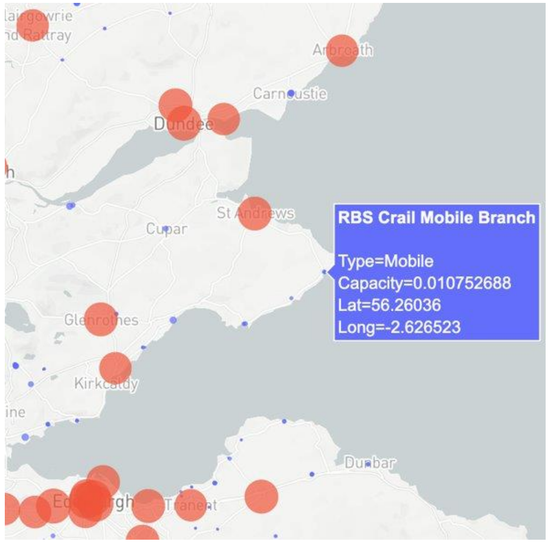
Capacity of a point

Capacity of 1 = 46.5h = 2790 mins







https://andrasonea.github.io/RBS_July2019_zoomable.html

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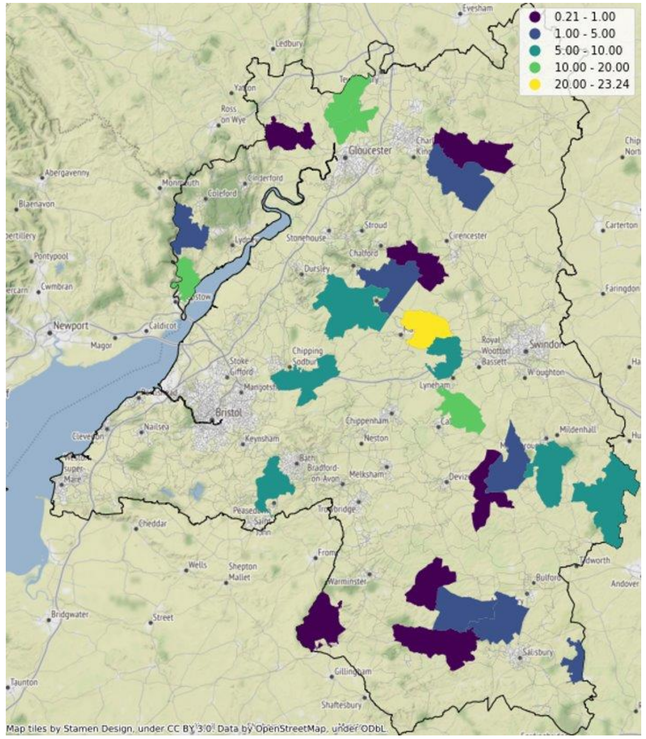
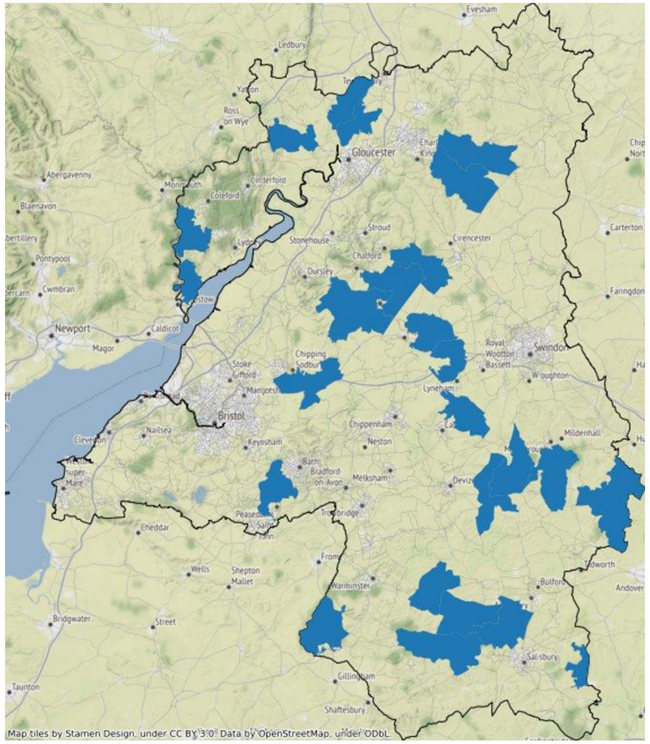
The Void

Gloucestershire, Wiltshire, and Bristol/Bath areas (NUTS2 : UKK1), Feb 2019

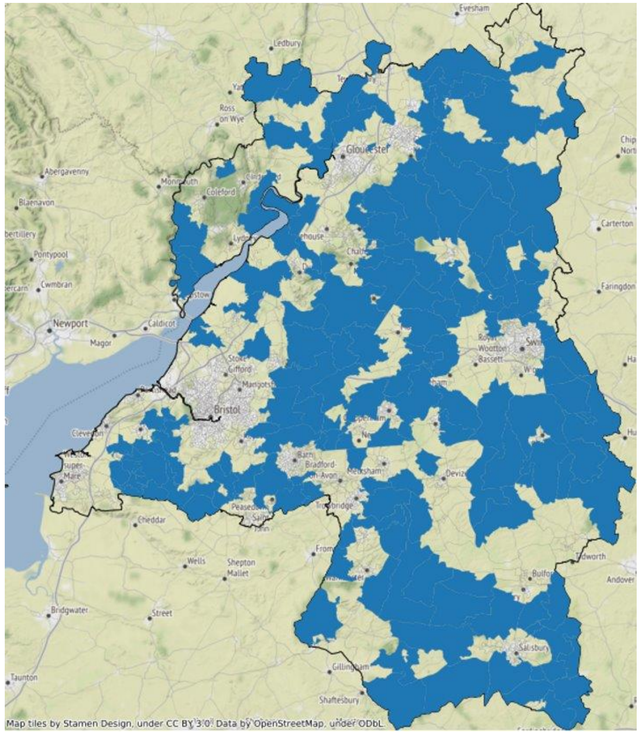
D1 > 3000m and a % of the premises cannot get fixed broadband over 2Mbs (2017).



D1 > 3000m and Internet User Classification of the area is “Constrained by Infrastructure”.



"The Branches Void" – D1 branch > 3000m and Internet User Classification of the area is “Constrained by Infrastructure”.



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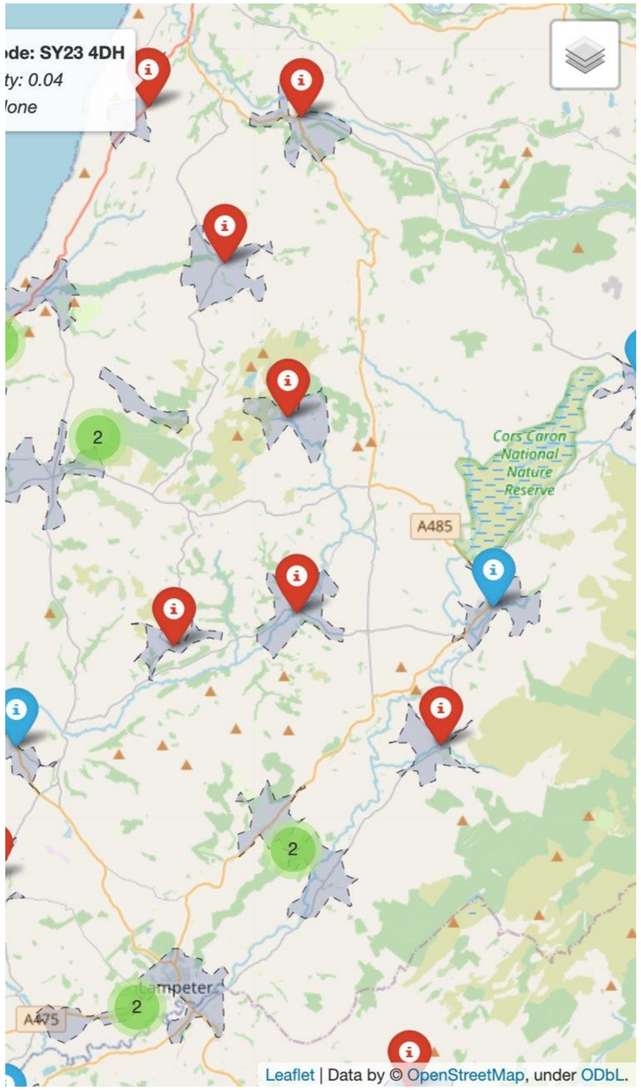

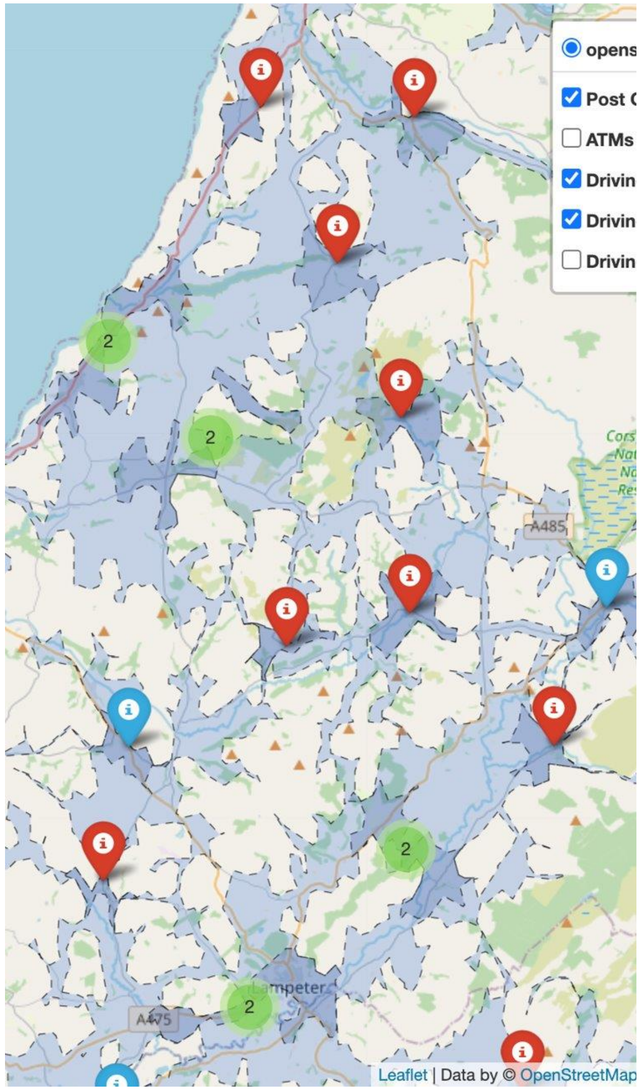

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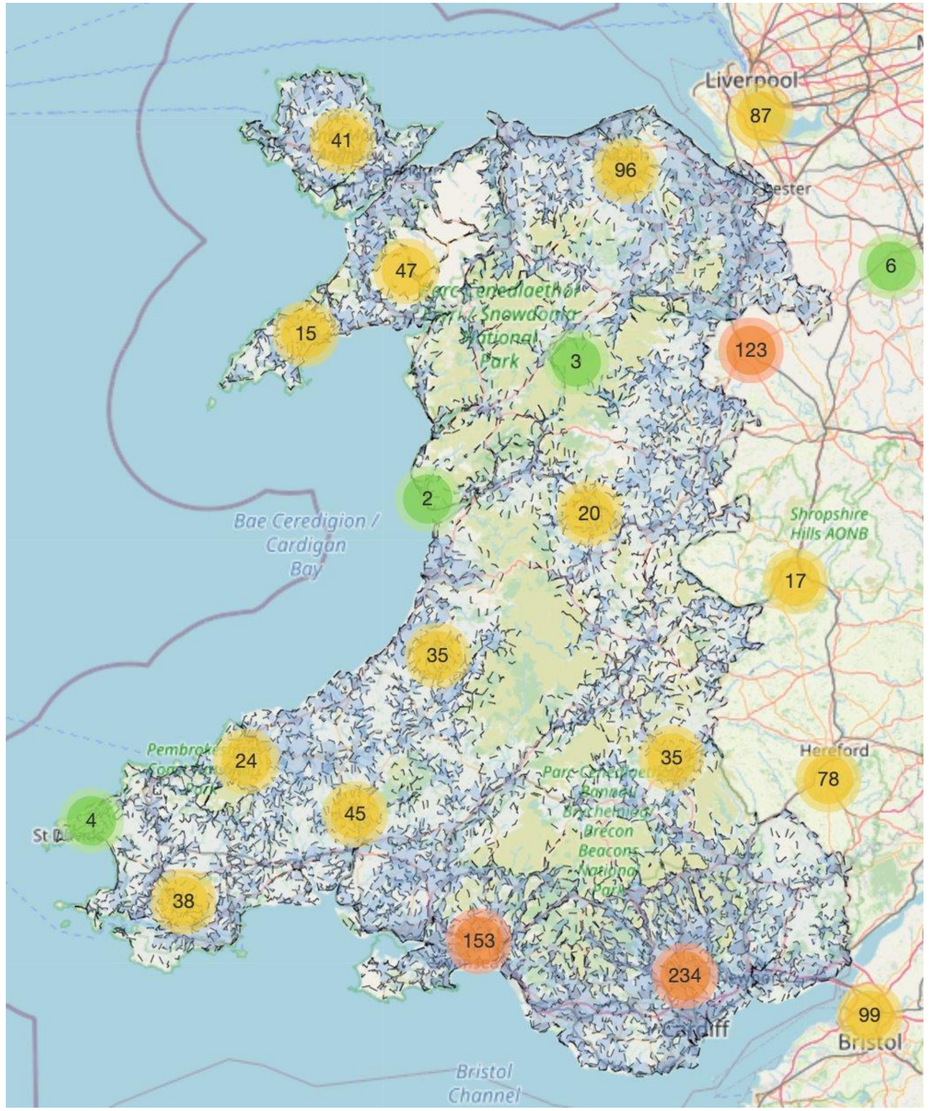
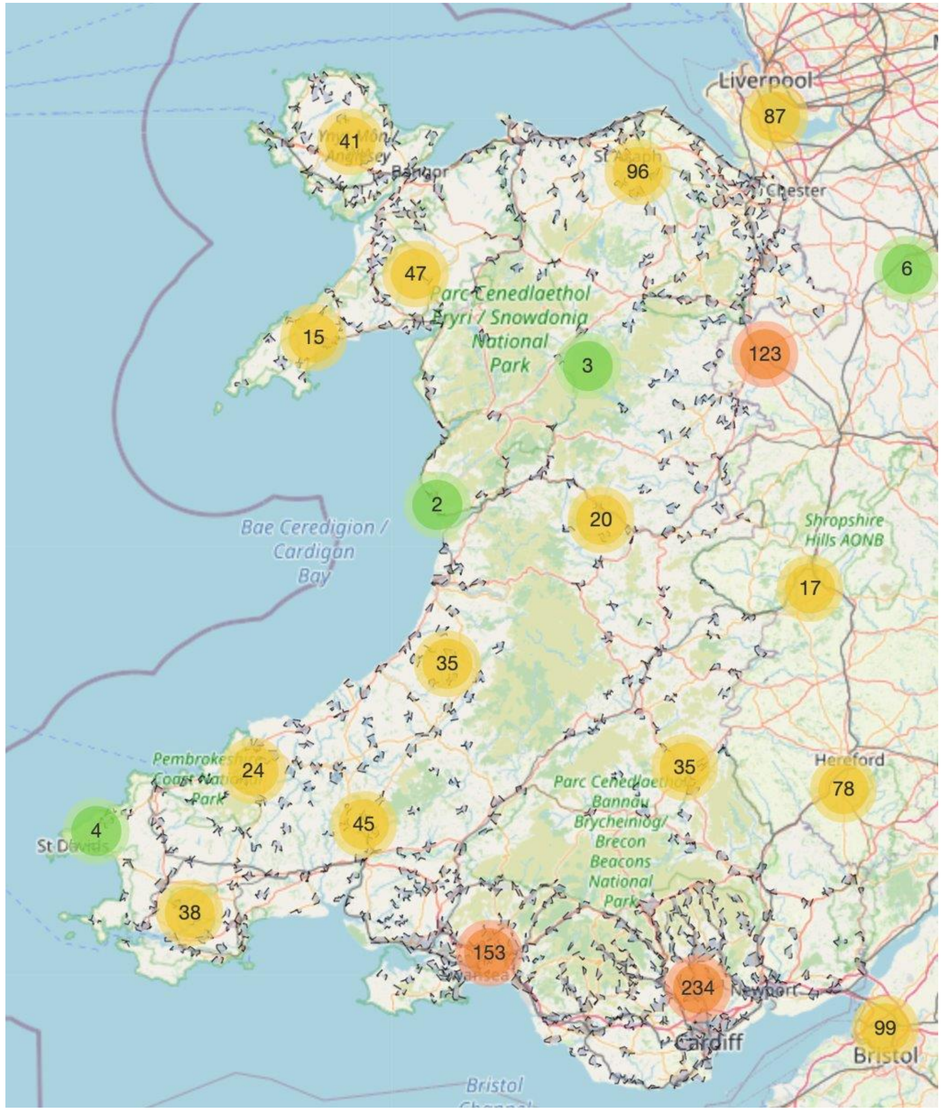
Digital Maps: "Geographic and Temporal Access to Basic Banking Services Offered through Post Office in Wales" available at https://zenodo.org/record/4776897#.YXE41BDMI1I





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