Digital Maturity Assessment

Drive growth and better service your customers in the digital world

Digital transformation is shifting consumer habits and challenging traditional banking business models. Driven by the growing number of platforms, devices, and payment form factors, debit and credit card issuers need to develop and execute a forward looking strategy that transforms their digital offerings to remain relevant across the customer lifecycle.

Visa Performance Solutions’ Digital Maturity Assessment will help you optimize your investment in digital to drive acquisition, engagement, loyalty and account servicing across both debit and credit products. The Digital Maturity Assessment can help you answer the following questions:

**Strategy**
- How should I be prioritizing investments in digital?
- What are my gaps in utilizing available digital payment options?

**Marketing**
- Am I utilizing the right marketing/advertising channels, e.g., social media campaigns?
- How are my peers leveraging digital payment technology to target a specific customer base such as millennials?

**User Experience**
- How do I stay ahead of the most current web and mobile application functionality?
- How can I better service my customers using digital channels?

Digital Capability Model

The core of the Digital Maturity Assessment provides the basis for assessing across three foundational domains: Strategy, Marketing and User Experience.

Each capability area is further divided into dimensions that will be scored on a maturity level scale – Limited, Basic, Mature and Leading. The maturity level score is established based on combined qualitative and quantitative elements obtained through on-site interviews, client data (e.g., mobile device usage statistics), Visa network data and other third-party data sources.
Deliverables

Digital Market Comparison Analysis
Quantitative-based comparison of digital propensity based on client data, Visa network data and other third-party sources. The analysis will include trends and insights of the latest payment technologies.

Digital Maturity Scorecard
Detailed scorecard providing your performance to peers for over thirty capability dimensions of the Digital Capability Model.

Considerations for Improvement
Detailed, prioritized considerations for improving your digital strategy and tactical execution based on the gaps identified in the Digital Capability Model.

Approach
We estimate five to six weeks for project execution:

Week 1 - Plan and Scope
- Provide questionnaire and collect key statistics and key performance indicators
- Identify “target” comparison group (e.g., by geography)

Weeks 2-3 - Digital Market Comparison
- Gather historical VisaNet data over agreed period to determine digital propensity of current cardholders
- Preliminarily assess functionality of web and mobile user experience

Weeks 4-5 - Current State Assessment
- Conduct interviews with key stakeholders on digital vision, marketing, social media, servicing and technology
- Review management reports and/or documentation

Week 6 - Final Deliverables
- Outline next steps, including potential roadmap for implementation
- Present results in interactive presentation or workshop

Want to learn more?
For more information, please visit Visa.com/VPS, send an e-mail to vps@visa.com, or contact your Visa representative.

Visa Performance Solutions
Visa Performance Solutions is the advisory business arm of Visa, Inc. Our tailored consulting services and automated solutions are designed to help financial institutions, acquirers, and merchants succeed in today’s fast-changing payments industry.

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