

Business solution services

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Brief details

Objective

We are looking for new services/products for business clients (in all segments) which solve for a specific problem or set of problems which exist today in corporate cards sphere. The solution should deliver on convenience, optimized customer journeys and business oriented experiences. Ideally with a “wow” effect. It can be targeted to:

- Make purchasing process experience fast, comfortable, transparent and simple for each type of role in the company
- Propose solutions which can eliminate barriers of using corporate cards
- Provide freedom for a company to make purchasing via corporate card
- Provide truly personalized experience
- Give banks and/or merchants ability to use big data to become contextual and propose tailor-made solutions to a new and existing clients

Global and tech trends

The trends, examples and opportunities are described in the full brief deck serve as inspiration, but not an obligation to fall into any particular stream. Your product/service can be built using technology of AI, IoT, VR, biometrics, proximity payments, blockchain or whatever it takes to reach the objectives.

Experiences matter

There's been a race to adopt disruptive new technologies. It's very exciting - but what's the point of technology if it is unusable to clients whose experiences tech is supposed to advance? Tech isn't the solution. It's the gateway to more integrated experiences. It offers brands new opportunities to create new solutions/products/services but only if you understand who you're talking to and their past behaviors.

So do not miss this crucial context, focus on client needs and what you are trying to solve for with your product/service. Just technology will always miss the contact with client, the magic, the experience.

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Payments

Your client-focused solution/service/product/platform should be transactional and at some point in time lead to payment/ money transfer/ money exchange/ direct or alternate lending, etc.

Key requirements

Our key requirements are superb user experience, available commercialization strategy and readiness for immediate implementation.



Our Expectations

We are looking for business clients-oriented services/products which solve for a specific problem which exist today. Your solution should deliver on convenience and optimized client journeys. Ideally with a “wow” effect.

Industries and channels are not limited.

Our key requirements are superb user experience, available commercialization strategy and readiness for immediate implementation.