



Fig.1 (Barclays Plc., n.d.)

Daniele Hamza Fathallah
2011264

“Background”
“Lessons learned”

Binta Diop
2009719
“Challenges”

Daniel Osamakue Agam
2008468
“Insights”

Gheorghe-Ionut Ilie
2012061
“Impact”

INTRODUCTION

We are going to present the uses of modern **technology** within:

Barclays Plc.

- ❖ One of the **most known** and **eldest** banks in the world.
- ❖ British multinational **investment bank** and **financial services** company.

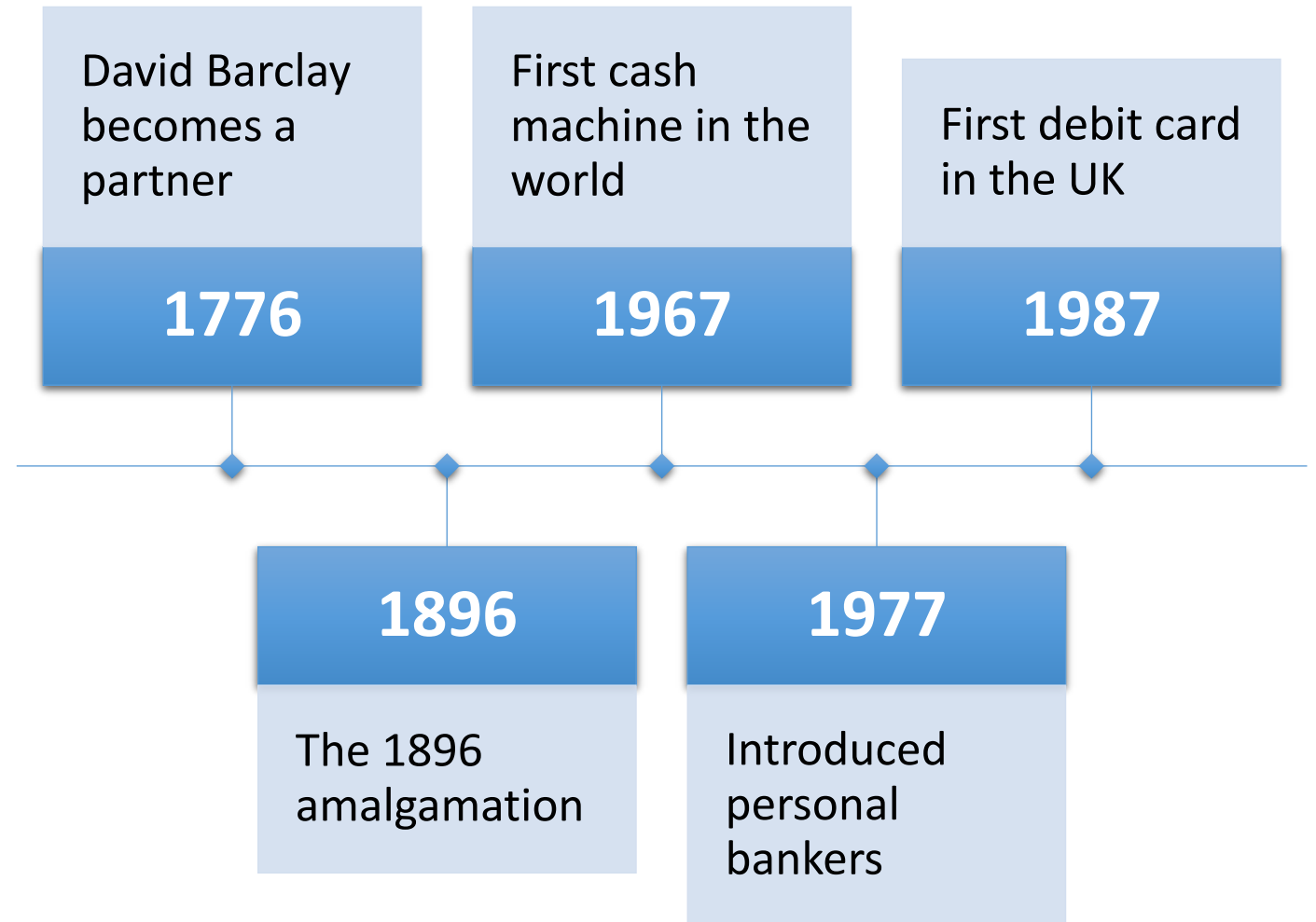
(Barclays Plc., n.d.)

BACKGROUND

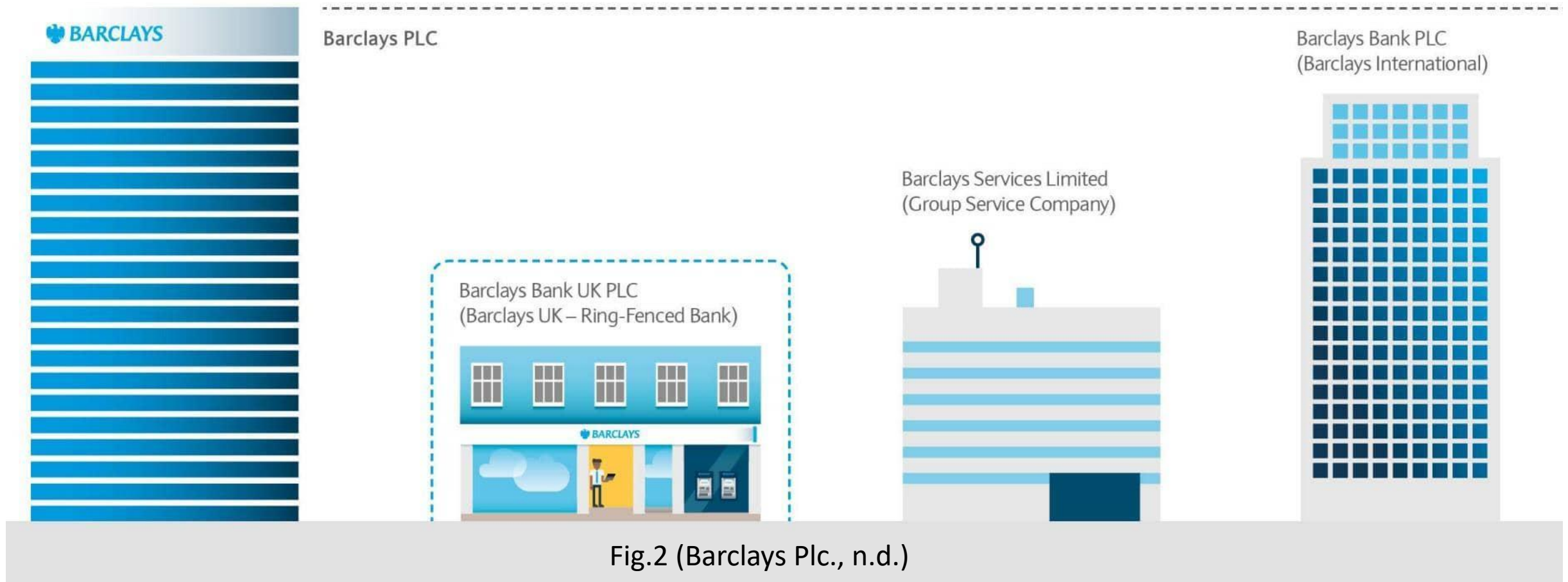
- ❖ **Core businesses:**
 - ❖ **Investment** banking;
 - ❖ **Personal** banking;
 - ❖ **Corporate** banking;
 - ❖ **Wealth** management;
 - ❖ **Investment** management.
- ❖ Barclays' history begins in **1690**.
- ❖ **John Freame** and **Thomas Gould** establish themselves as **goldsmith bankers** in **London**.
- ❖ In 1733 the first "**Barclay**", James Barclay, joined the company.
- ❖ Since, the "Barclay" name has been a **constant presence** in the organisation.

(Barclays Plc., n.d.)

KEY DATES



(Barclays Plc., n.d.)



COMPANY STRUCTURE

CHALLENGES BEFORE THE INTRODUCTION OF MODERN TECHNOLOGY

CHALLENGES

SOME
FUNDAMENTAL
ASPECTS THAT WERE
DIFFICULT TO
MANAGE BEFORE
THE INTRODUCTION
OF THE
TECHNOLOGY

TIME

MONEY

COMMUNICATION AND
CUSTOMER SERVICE

(Barclays Plc., n.d.)

TIME



ALL THE **TRANSACTION** AND **ADMINISTRATIVE PROCESSES** WERE STILL BEING DONE **MANUALLY** AND WERE **HANDWRITTEN**.



OBLIGED TO MOVE TO **GO** TO THE **BANK** FOR **EVERY** TRANSACTION YOU WANTED TO DO.



THE **TELEGRAPH** WAS USED FOR **COMMUNICATIONS** AND THIS INVOLVED **LONGER** WAITING FOR RECEIVING **FEEDBACK**.



YOU COULD GO TO THE BANK ONLY DURING THE **OPENING HOURS** AS THERE WERE NO CASH MACHINES. ALL OF THIS INVOLVED **LONG WAITING LINE**.

(Barclays Plc., n.d.)



MONEY

❖ **HIGH COMMISSION.**

❖ **MORE MANAGEMENT COSTS:** BEFORE THE INTRODUCTION OF THE TECHNOLOGY **ALL** THE OPERATIONS WERE DONE BY **HAND** AND THIS INVOLVED HAVING TO **HIRE MORE STAFF** TO COMPLETE THE WORK.

❖ **IN CASE THEFT OR FIRE:** THERE WAS NO POSSIBILITY TO SAVE **DOCUMENTS** OR **FILES** ONLINE, SO IN THE EVENT OF FIRE OR SCAM, **ALL DATA WAS LOST.**

(Barclays Plc., n.d.)

COMMUNICATION AND CUSTOMER SERVICE



COMMUNICATIONS AT THE TIME WERE MORE DIFFICULT AND WERE DONE THROUGH **LETTERS** OR **TELEGRAPH**. LETTER COMMUNICATION COULD RESULT IN THE **LOSS** OF A DOCUMENT.



SLOW CUSTOMER INTERACTION.



CUSTOMERS NEED TO **WAIT** ON HOLD ON THE PHONE TO SPEAK WITH AN **OPERATOR**.

(Barclays Plc., n.d.)

INSIGHTS OF THE MODERN TECHNOLOGY INTRODUCED

- ❖ **Modern technology** is the advancement of old **technology** with new additions and modifications.
- ❖ Modern technology is all about **efficiency** and **speed**, trying to achieve **better communication**.

INSIGHTS OF THE MODERN TECHNOLOGY INTRODUCED...

- ❖ In the 60' Barclays was one of the uprising financial service support.
- ❖ In **1967** they launched the first **cash machine** in London.
- ❖ In **1969** the world was at its picking point of transformation, and now is the introduction of the use of **computers** within the bank.

(Barclays Plc., n.d.)



Fig.3 (Barclays Plc., n.d.)

INSIGHTS OF THE MODERN TECHNOLOGY INTRODUCED...

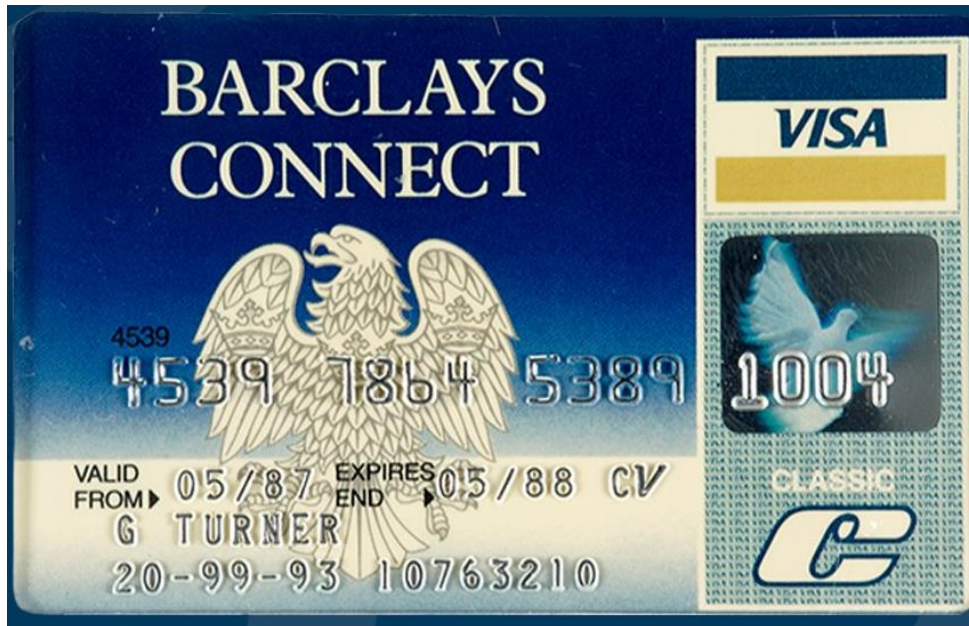


Fig.4 (Barclays Bank, n.d.)

- ❖ Barclays became the **first** British bank to use **computers** for branch bookkeeping.
- ❖ In August 1969, the Watford Junction branches' bookkeeping computer went '**online**' long **before** the internet had been invented.
- ❖ They eventually introduce a **personal customer** service in 1977 and a decade later the **first debit card**.

Barclays Plc. (n.d.)

Daniel Osamakue Agam (2008468)



IMPACT OF THE TECHNOLOGIES INTRODUCED

- ❖ The **impact** that the **technology** introduced had on:
 - ❖ **Customers;**
 - ❖ **Company staff;**
 - ❖ The whole **business.**

FIRST CASH MACHINE



Fig.5 (Barclays Plc., n.d.)

- ❖ Program to **improve customer service** and **queuing** at branches:
 - ❖ Note counting machine;
 - ❖ **Automatic cash dispenser.**
- ❖ The first cash machine was in **Enfield**:
 - ❖ Good **position** in front of the bank branch;
 - ❖ Good cross section of **community** to be using the machine
- ❖ The population seemed to be quite **quick** to embrace the idea of them.

Barclays Plc. (n.d.)

COMPUTERS

- ❖ First at using **computers** for branch **bookkeeping**.
- ❖ Those computers went **online** before the invention of the **internet**:
 - ❖ A customer was able to **know** if a transaction had gone through on their account:
 - ❖ **Foundation** for the types of banking we all do now:
 - ❖ Check your balance on your **app**;
 - ❖ Transfer money **worldwide** almost **instantly**.

FIRST DEBIT CARD

- ❖ Banking was gradually **extended** to the working population.
- ❖ Amount of **cheques** was increasing exponentially:
 - ❖ Therefore, “**Connect**” was designed:
 - ❖ Could be used at a POS and as a cash machine **card**.
- ❖ “Connect” can be seen as a **stage** in the process of **automating** the whole banking process.

Barclays Plc. (n.d.)



LESSONS LEARNED

I will now discuss the **lessons** that can be drawn from the work we presented.

HOW A COMPANY SURVIVES THIS LONG?

Goldsmith
bankers
1690



Multinational
investment
bank
2020

- ❖ Ex and current chiefs wanted to go that **extra mile** to reach better levels of **customer service**:
- ❖ I believe this is what motivated the **technology pioneering**:
- ❖ Kept this company working for over **three centuries** and counting.

TECHNOLOGY PIONEERS

They have always been technology **pioneers** at Barclays:

- ❖ **First** cash machine;
- ❖ **First** bank to use computers;
- ❖ **First** debit card.

Contribution to the reach of a **banking** process as we currently experience it.

CONCLUSION

- ✓ Barclays Plc is a **worldwide** operating **investment bank**.
- ✓ It was found in **1690**.
- ✓ It faced some **money** and **time** consuming **challenges**.
- ✓ **Insights** of the technologies introduced.
- ✓ The **impact** those technologies had on the company.
- ✓ Those **technologies** are the reason Barclays is still operating.

REFERENCE LIST

- ❖ Barclays Plc. (n.d.) *Barclays history* [online] Available at <https://home.barclays/who-we-are/our-history/> (Accessed 01 December 2020)
- ❖ Barclays Plc. (n.d.) *Technology 50 years on* [online] Available at <https://www.barclayscorporate.com/insights/innovation/technology-50-years-on/> (Accessed 01 December 2020)
- ❖ Barclays Plc. (n.d.) *Barclays Group Structure and Leadership* [online] Available at <https://home.barclays/who-we-are/structure-and-leadership/> (Accessed 01 December 2020)
- ❖ Figure:
 1. Barclays Plc. (n.d.) *Barclays logo* [online] Available at <https://www.investmentbank.barclays.com/content/dam/barclaysmicrosites/ibpublic/Images/group/barclays-logo-desktop.png> (Accessed 01 December 2020)
 2. Barclays Plc. (n.d.) *Organisation structure* [online] Available at https://home.barclays/content/dam/home-barclays/images/who-we-are/structure-and-leadership/barclays-business-structure.small.medium_quality.jpg (Accessed 01 December 2020)
 3. Barclays Plc. (n.d.) *Computers being used in the Barclays offices* [online] Available at https://www.barclayscorporate.com/content/dam/barclayscorporate-com/images/Arc/arc-willesden-centre-16_9.small.medium_quality.jpg (Accessed 01 December 2020)
 4. Barclays Bank (n.d.) *The first debit card* [online] Available at <https://pbs.twimg.com/media/Eb7tBu6WoAAOFKz?format=jpg&name=large> (Accessed 01 December 2020)
 5. Barclays Plc. (1967) *A crowd gathers for the unveiling of the worlds first ATM* [online] Available at https://home.barclays/content/dam/home-barclays/images/news/2017/06/Crowd_watches_unveiling_of_the_worlds_first_ATM.small.medium_quality.jpg (Accessed 01 December 2020)

THANK YOU