

The background is a blurred image of a financial market display. It features several stock charts with blue and green lines, and various data points and labels in white and green text. Some visible labels include 'OMXGI', 'OMX18', 'SSE', and 'OMX18'. There are also 'Buy' and 'Sell' indicators. The overall color scheme is dark with blue and green highlights.

BARCLAYS BANK

DIGITAL SKILLS PRESENTATION

CertHE T1GH3_GRP

Mr. Paul Jenkins

TEAM 4

- Maria Michael (1913894) – Introduction and Conclusion
- Dimitar Premyanov (1918696) – Before Modern Technology
- Bogdan Ovezee (1917612) – Impact of the Modern Technology Introduced

INTRODUCTION

Barclays was established by two goldsmith bankers John Freame & Thomas Gould in Lombard Street, London in 1690. The Bank is one of the world's largest and most respected financial institutions and one of the four largest in the United Kingdom with a heritage of success, quality and innovation.



It is a multinational investment bank and financial services company, headquartered in London, England that continues in the tradition of providing service engaged in retail, commercial banking and credit card with extensive international presence in Europe, Africa, and the Caribbean.

BARCLAYS BACKGROUND

One of the strategies of Barclays bank is to target population by Technology Adoption, Digital Apps, Customer Value, Customer outreach and Personalization banking.

Barclays has grown at an unmatched speed since the (1896) and a number of strategic gains had made it one of the five biggest clearing banks by (1920). An increase in the volume of business the consistent growth in employment, cost of labour, and the general industrialisation of banking led the bank to look for ways of improving processes and make use of labour-saving machines.

The Bank is one of the world's largest and most respected financial institutions and one of the four largest in the United Kingdom with a heritage of success, quality and innovation.



BARCLAYS TECHNOLOGY

A century ago, most transactions and administrative processes within the bank were still being done manually and were handwritten, from correspondence to clearing cheques and accounting.

Barclays technology is the power behind their global operation, their technology is instrumental in helping big ideas

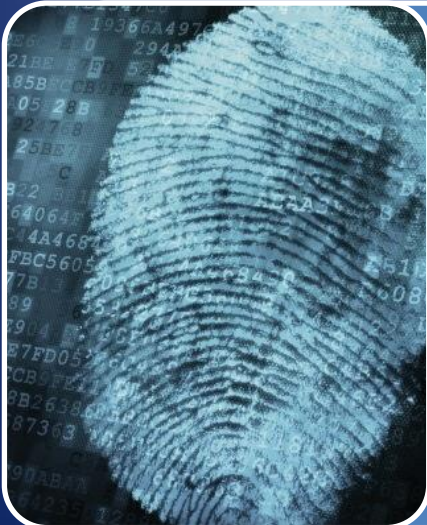
Their core system and mobile security solution support and protect over 120 million customers transaction everyday

Barclays Bank provide a range of products and service from award winning mortgage products to wealth investment management customer service including contactless payment and Barclays Mobile banking



BARCLAYS BACKGROUND

Security is an ongoing journey need and Barclays engages all employees to ensure it's stays successful by providing the required security needed to protect the employees and their customers.



Fareeha Afghan, in his article “The impact of digital transformation in the finance industry” published 30 August 2019 talks about the importance and positive impact of technology security on business operations in the finance industry.

BEFORE MODERN TECHNOLOGY



Before, banks stored their data on paper or later on punch cards. Therefore, it was impossible to make detailed analysis of the large number of customers and their specific needs.



Prior to the introduction of the internet, many banks had problems with communicating amongst each other, slowing down the process of both transactions and document flow.

BEFORE MODERN TECHNOLOGY



Years ago, banks were expanding their branches in order to satisfy more clients. With the introduction mobile banking, Barclays has closed around 250 branches (2018).



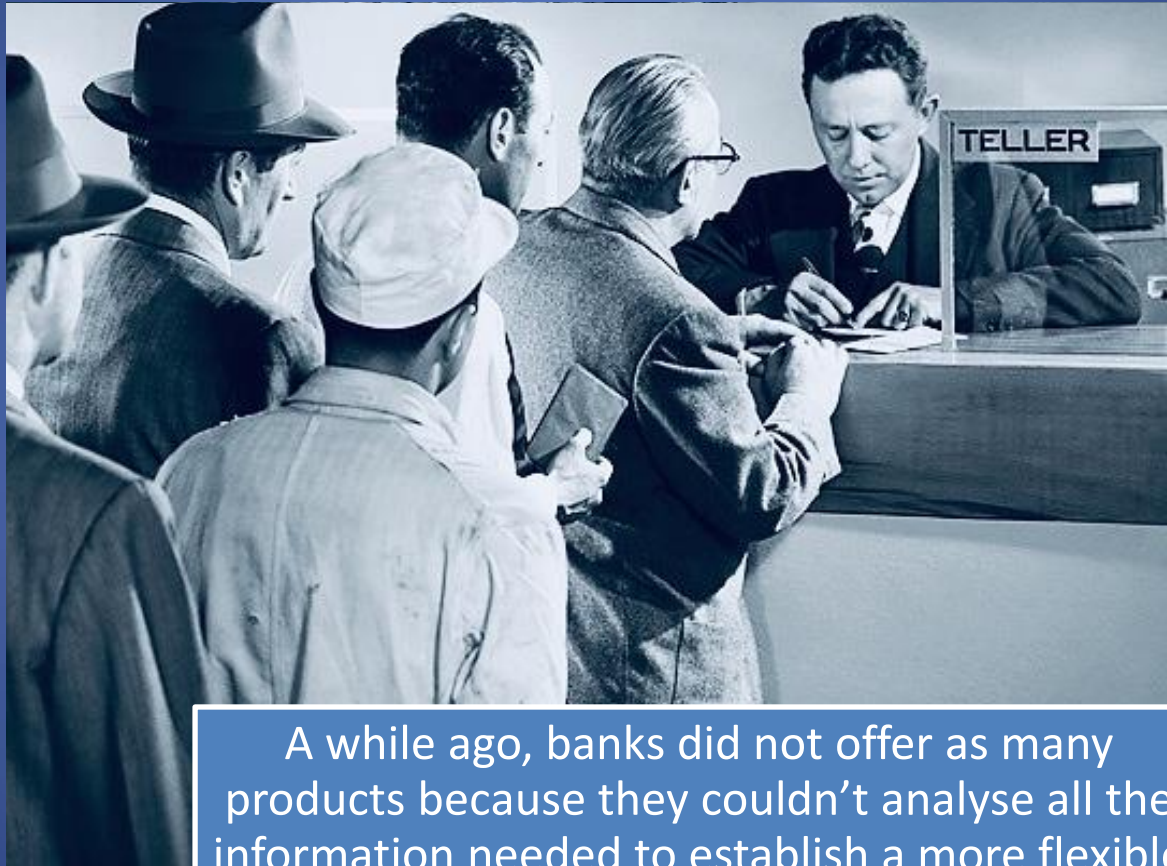
Before, there were more staff employed in order to keep customers satisfied. Between 2014 and 2016 there was a reduction of 19,000 employees.

BEFORE MODERN TECHNOLOGY



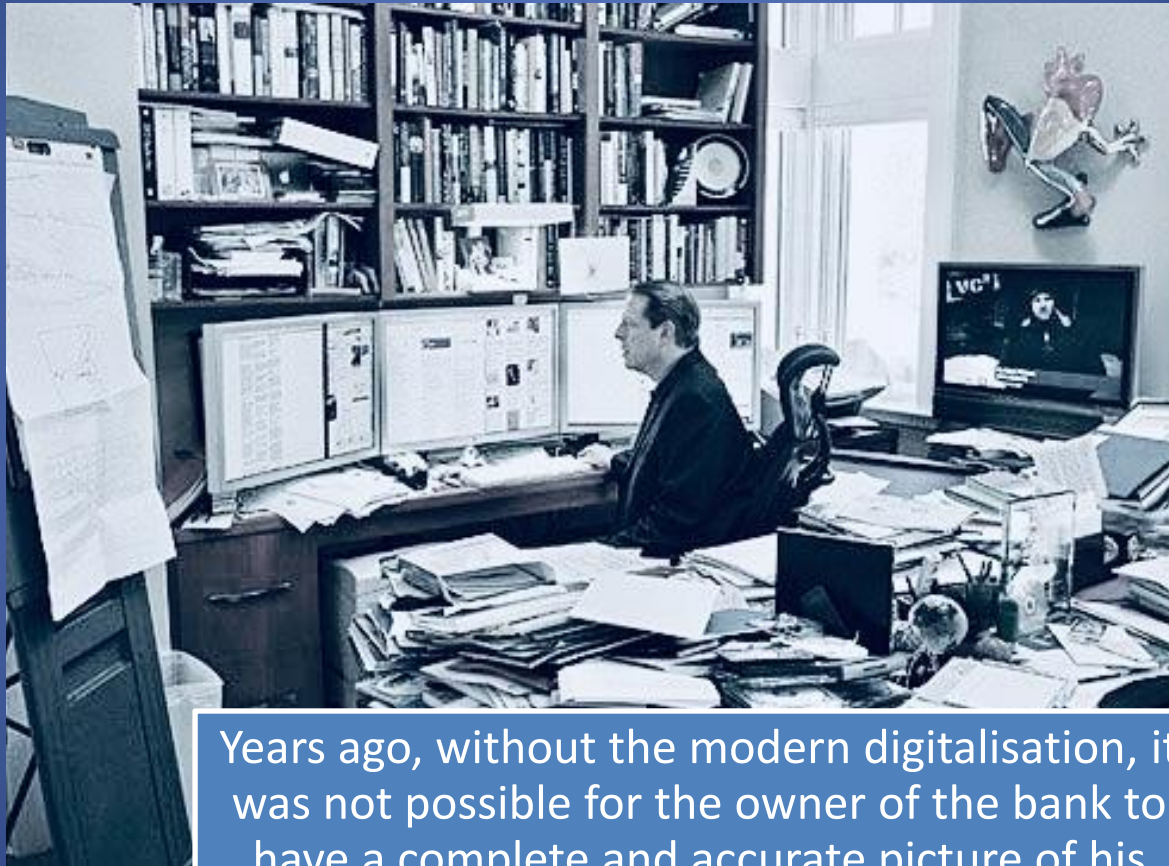
Before, banks had to pay their employees the same wage depending on their position in the hierarchy, Nowadays, the internet allowed banks to employ people overseas which is very beneficial for them.

BEFORE MODERN TECHNOLOGY



A while ago, banks did not offer as many products because they couldn't analyse all the information needed to establish a more flexible and accurate pricing.

BEFORE MODERN TECHNOLOGY



Years ago, without the modern digitalisation, it was not possible for the owner of the bank to have a complete and accurate picture of his business at any given moment.

THE IMPACT OF THE TECHNOLOGY INTRODUCED



“Technology is not coming after people’s jobs, it’s coming after the bad bits of people’s jobs like having to sit through hundreds of thousands of documents. That should be embraced.” (Van Den Berg, 2019)

THE IMPACT OF THE TECHNOLOGY INTRODUCED



Introduced the world's first automated teller machine



Introduced payment cards (debit, credit, etc.)



Overhauled financial transactions



Enabled people to change their spending habits

THE IMPACT OF THE TECHNOLOGY INTRODUCED



The introduction of online banking took the world by storm. Seeing your balance at a whim, checking what you've spent, making transfers and payments, managing direct debits and other usual expenses such as bills, all done online. (MacIver, 2018)

Customers no longer needing to visit physical locations as often, Barclays took the opportunity to reduce their number of branches and employees thus increasing profitability

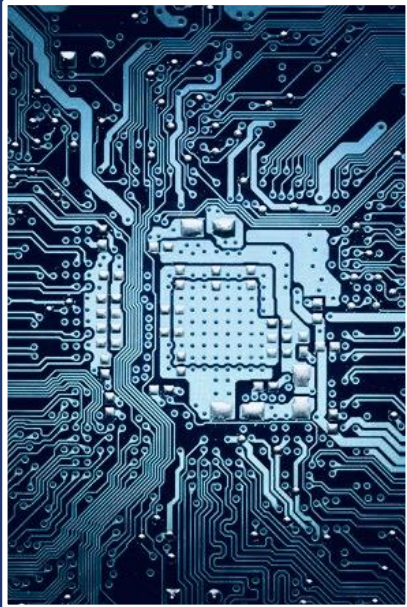
THE IMPACT OF THE TECHNOLOGY INTRODUCED

In 2007 Barclays was the first bank to launch another innovative product, namely the first contactless debit and credit cards which can be used to fasten payments and for public transport. Furthermore, consumer spending has been proven to increase with the use of contactless therefore generating more business overall and increasing the general economy.



This is a clear example of how the bank, using new technologies, seeks to reduce cash payments therefore making customers even more dependent on their services for convenience and easy of use.

THE IMPACT OF THE TECHNOLOGY INTRODUCED



The global development of modern technologies in the specific direction of expanding the devices and methods of data storage allowed all companies, including banks, to purposefully process colossal amounts of information. In the banking sector, the collected information about its customers and their preferences is analysed and actually used to create individual profiles and based on those profiles to market their own products and service in order to drive more business and increase revenue. (Wintermeyer, 2018)

CONCLUSION

In conclusion, Barclays service every customer from individual clients right through to the largest institutions and companies to be successful in this digital world. They have created a system that will redefine the future of finance and ensure that their industry business continues to develop and redefine by cultivating a culture of positive health and wellbeing. Barclays protect their millions of clients and customers that rely on them, they take great care of their clients and their staffs with the great technology they have. According to Eric Piscini, Barclays would lead the world overall in digital banking and become a truly digital business organisation as the world evolves technologically and digitally.

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Word Document

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SLIDE

1. Introduction/ Background of Organisation – (Maria Michael – 1913894)

1.1) With more than 48 million customers worldwide and more than 150,000 corporate staff, today Barclays is one of the four largest banks in the United Kingdom. When in the early 18th century John Freame' son and James Barclays formed a partnership, they would have hardly been able to imagine that their bank will ever be valued at 64.43 billion pounds, which is the value of their issued shares as of 2019 (Barclays, 2019). As it stands today, the bank is "a major global financial services provider engaged in retail and commercial banking, credit cards, investment banking, wealth management and investment services with an extensive international presence in Europe, United States, Africa and Asia."(Barclays, 2020)

1.2) From the dawn of its existence, the banking business has been developed in conditions of dynamic competition - both in terms of banks (between them) and between all other financial and non-financial institutions that also provide services in the financial market - insurers, leasing companies, investment companies, etc. Nowadays, competition in areas such as marketing, ways to access customers, competition in the number and quality of products offered (banking services), the speed of customer service, staff competition, etc., often comes down to competition in banking innovation. In this regard, the entry and rapid development of modern technologies in our lives, strengthened their use by all economic (including financial) players. In order to increase competitiveness and efficiency in general, today banks are one of the largest users of ultra-modern software. In confirmation of this, an independent analyst at Investec states that Barclays is "generally well ahead of peers in terms of technological advance". (Gordon, 2016)

2. Challenges Before the Introduction of Modern Technology – (Dimitar Premyanov – 1918696)

2.1) Prior to the advent of modern technology, all banks experienced serious difficulties in optimising their business drivers, such as:

- Targeting customers -

Previous to the introduction of different servers used for storing information, banks were forced to store most of their data (that could be about customers, branch locations, etc.) on paper or later on punch cards. That therefore meant it was practically impossible to make a careful and detailed analysis of the large number of customers which is what most businesses and banks nowadays do to target clients with appropriate services and products, in other words - advertising was carried out on a very general principle.

- Speed and flexibility of financial transactions and document flow - Before the introduction of the internet, many businesses alongside banks had problems with communicating amongst each other, slowing down the process of both transactions and document flow.

Currently, using the internet, intranet and extranet, bank branches can quickly communicate with each other which is both convenient for them and their customers.

- Number of offices, size, and their appropriate locations -

Before the advent of modern technology banks were always expanding their branches in order to be able to satisfy and appeal to more already existing and potential clients. With the introduction of mobile banking, Barclays bank has closed just under 250 branches in 2018 (bbc.co.uk)

and according to the United Kingdom Office for National Statistics, during the last ten years the use of online banking as a whole has grown by over 30% (Office for National Statistics (UK), 2020).

2. Challenges Before the Introduction of Modern Technology – (Dimitar Premyanov – 1918696)

- **Number of staff employed** – Prior to the introduction of modern technologies, there were more staff employed in order to keep customers satisfied (reduce their queuing time, better service, etc.). In 2014, CEO of Barclays, Anthony Jenkins, announced the reduction of 19,000 employees by 2016 as he wishes for a “simpler bank”, using iPads, in order to “improve customer experience”.(bbc.co.uk, silicon.co.uk).

- **The costs for wages** - Before, banks had to pay all of their employees the same wage depending on their position in the hierarchy, but now, using the internet allowed banks to employ people overseas which is very beneficial for them. For example, in the Philippines, “the average pay is around 13,000 to 15,000 pesos a month (\$240 to \$270) for call centre workers.” (the guardian) which is equivalent to between £185 and £200 a month. Where as if you were to work in a call centre in the United Kingdom, your monthly pay would be around £1400.

- **Determining the value and prices of products and packages of services** – A while ago, they did not have the ability to make a precise and accurate analysis of a large number of heterogeneous data. In practice, this has been reflected in the lack of diversity in the services offered, and sometimes in the inaccurate pricing of those already offered.

- **Sales reporting and communication as a whole** - Prior to modern technology, the employee who made a sale (or service) had to personally inform his manager, who in turn had to inform the head of the branch. Looking at it from this way, technically, the information process was very slow and ineffective. The owner of the bank did not have the opportunity to have a completely accurate picture of his business at any given moment, and this was reflected in the speed of his decisions.

3. The Impact of the Technology

Introduced – (Bogdan Ovezee - 1917612)

3.1) A major innovative breakthrough in banking, specifically by Barclays, and related to the use of new technologies, was the introduction of the world's first automated teller machine (ATM) back in 1967. Naturally, other banks were quick to respond to this innovation and implement it in the range of services offered, thus the hole in the wall gave rise to the so-called self-service banking culture.

"The success of the cash machine enabled people to make impromptu purchases, spend more money on weekend and evening leisure, and demand banking services when and where they wanted them" (Batiz-Lazo, 2019).

3.2) Indeed, with the development of payment cards (debit, credit, etc), but especially with the introduction of online banking, many of the routine financial transactions that used to be queuing and filling out various documents no longer require even a visit to the bank. With the expansion of services through smart phone applications, today everyone can have a look at their account, and no matter where they are (as long as their signal is in range) can make transfers and various types of payments, and even track the history of their past transactions. Currently, Barclays Bank has the most used banking app and the number one Digital Engagement and Branch Automation Usage in the United Kingdom.

Of course, online banking, in addition to convenience for customers, also provided huge benefits to the banks themselves. Business drivers related to the number, location and size of physical bank offices (branches) have been gradually improved, and today there is a persistent tendency to reduce them - in 2017 alone, Barclays Bank closed more than 60 offices in the United Kingdom. Quite logically, we can assume that this reform has led to a large number of staff reductions, respectively to a reduction in total wage costs. (MacIver, 2018)

3. The Impact of the Technology

Introduced – (Bogdan Ovezee - 1917612)

3.3) In 2007 Barclays was the first bank to launch another innovative product, namely the first contactless debit card, which, in addition to making purchases faster, it can be conveniently used when using a parking lot or instead of Oyster cards when using public transport. This is a clear example of how the bank, using new technologies, seeks to reduce cash payments, which still predominate (dominate), over digital ones.

The global development of modern technologies in the specific direction of expanding the devices and methods of data storage allowed all companies, including banks, to purposefully process colossal amounts of information. In the banking sector, the collected information about its customers and their preferences is analysed and actually used to create individual profiles. In this way, banks today communicate far more adequately with specific customers, as well as having the opportunity to give them certain offers according to their specific and actual needs. (Wintermeyer, 2018)

4. Lessons to be Drawn (conclusion) – (Maria Michael - 1913894)

4.1) Nowadays, the high-speed digitisation is fundamentally transforming how Barclays serves every customer, from individual personal banking clients right through to the largest institutions and companies. To be successful in this digital world requires extensive and tactical partnerships with technology providers and protection of intellectual property to gain competitive advantage.

4.2) In conclusion, Fintech (Financial Technology) is everything that implies the use of technology in the field of financial services - aimed at all customers but also at the banks themselves. If we focus on the customers, these are the products (provided by the banks) that achieve faster loan approval, easy electronic payments, etc. As for banks, the largest share of their costs will continue to go towards the developing of newer technology and the strengthening of its data protection, so they will look almost like IT companies. (Eric Piscini CEO of Deloitte Consulting) Overall, banking will continue to evolve technologically and digitally, and it may look a lot different in the very near future.