SUCCESS STORY

Inventx
DB4Kids, Switzerland

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inventx
BANK ON IT

Financial education at an early age

- A "pocket money" digital banking app for youngsters

| DIGITAL BANKING |
| UX |

THE CHALLENGE

Offer an attractive banking product for the youngest

- Develop an entry-level online banking product for children.

- The company partnered with two Swiss cantonal banks, St. Gallen and Graubündner, to develop an app in which children could have their first touchpoints with banks.

- A simple and visually attractive design is essential for the young public, while parents should be able to monitor and manage the app.

THE ENGAGEMENT

Develop a white label SaaS solution in just 9 months

- In just 9 months, GFT and Inventx built DB4Kids (Digital Banking for Kids), a solution featuring a mobile app enabling kids to manage their money digitally, and a browser-based web cockpit for parents to supervise their children's accounts. This white label solution is offered on SaaS model as part of Inventx' Open Finance platform.

- The team adopted a co-creation approach, involving GFT, Inventx and the two banks who first implemented the app. This enabled all parties involved to refine the user stories, design the experience and develop the mobile and web application.

THE BENEFIT

Higher customer loyalty resulting from engagement at an early age

- Through this app, banks contribute to the financial education of children while also setting up the basis for a lifelong relationship with them.

- The app promotes customer engagement by giving both, parents and children, a motivation for regular interaction with their bank.

- The development of DB4Kids as a white label application opens a new revenue stream for Inventx. By adding this customisable out-of-the-box solution to its portfolio, the company strengthens its business proposition for financial institutions in Switzerland.