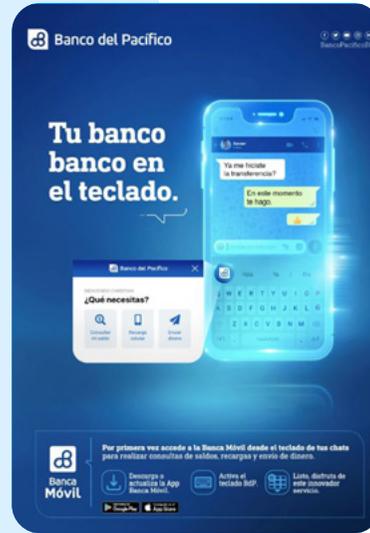


Customer Success Story Banco del Pacifico

Dedicated to driving digital transformation forward, Banco del Pacifico partnered with PayKey to increase customer engagement through a new mobile banking experience enabled by the banking keyboard.

THEIR STORY

Since its inception, Banco del Pacifico (BdP), Ecuador's prominent bank, has been committed to bringing technology and innovation to its customers, as witnessed by being the first bank in South America to introduce an ATM machine. Today, BdP customers enjoy a wealth of digital banking solutions brought by the bank's digital transformation over the last two years. To take its digital transformation to the next level, BdP sought to give customers a new and immediate way to conduct common banking functions, and partnered with PayKey to realize this vision. Together with PayKey, BdP launched a new keyboard solution called Keyboard BdP, allowing users of the "Banca Movil" mobile app to instantly transact without leaving their social and messaging apps.



Enhancing the Mobile App Experience

PayKey's keyboard solution helped Banco del Pacifico drive higher overall engagement with the app. In the weeks following the launch of Keyboard BdP, monthly mobile app downloads increased by 42% while customers' satisfaction with the app has increased dramatically with app store ratings improving from 2.8 to 4.5 stars.



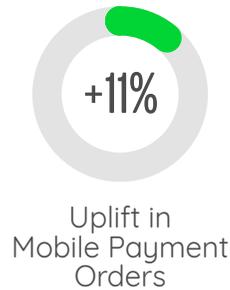
We are thrilled to empower our customers with new innovative ways to engage with mobile banking services.



Luis Aguirre
Director of Innovation & Digital Transformation

KEY RESULTS

The new keyboard solution had a great impact on customer engagement generating an uplift across verticals:



Keyboard BdP has had a tremendous impact on our customers.



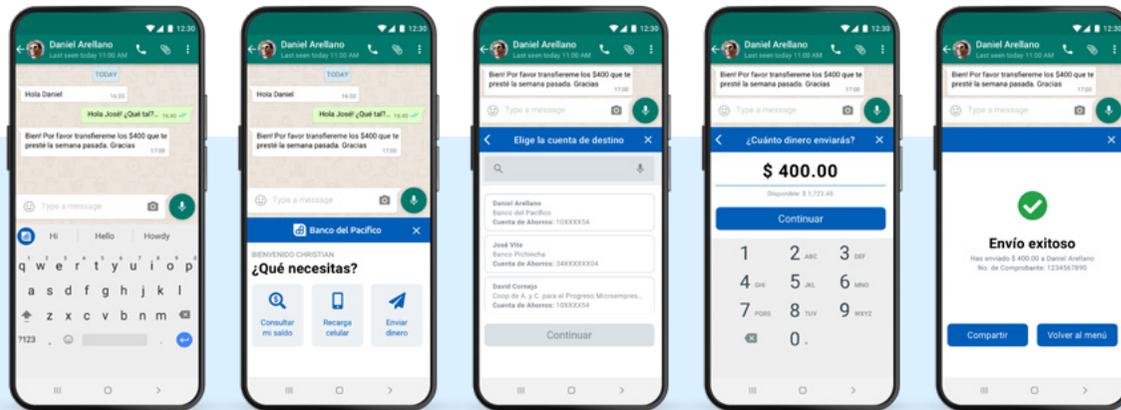
José Zunino
Innovation & Digital Transformation Manager

THE SOLUTION

Recognizing that customers spend a much of their time on mobile apps like WhatsApp, Facebook, and email, Banco del Pacifico worked with PayKey to enable access to banking functions right from the keyboard in the apps customers are already using.

The goal was to create a frictionless mobile banking experience with the bank's four most frequently used functions: balance checks, mobile top-ups, peer to peer (P2P) transfers, and mobile payment orders.

PayKey and Banco del Pacifico designed Keyboard BdP to offer instant access to these commonly-used services while reducing the steps customers are required to perform. By serving as a gateway to BdP's existing mobile app, the solution maintained the existing payment and authentication protocols, allowing customers to securely conduct P2P transfers, among other functions, in just a few simple steps:



1. Tap the Banking Button

2. Select "Send Money"

3. Choose the Recipient

4. Enter Amount

5. Done!



Fintech Americas 2020 - Platinum Winner!

Banco del Pacifico received the Platinum award in the "Channel Innovation" category for the innovation and impact brought by Keyboard BdP.

Generating Traction with Video Ads

In order to generate awareness for Keyboard BdP and drive overall adoption, Banco del Pacifico launched a series of video ads highlighting the unique keyboard functionality in different everyday scenarios. The campaign reached thousands of views and received hundreds of reactions on the BdP's official social channels. Below are a few examples of the videos used in the campaign:

