

Banking 2.0 – The next Generation of Client Advisory

INTERVIEW WITH THE TEAM OF THE SWISS DESIGN INSTITUTE FOR FINANCE AND BANKING

The *Swiss Design Institute for Finance and Banking* (SDFB) (www.sdfb.ch) is a joint initiative between the renowned Swiss Universities ETH Zurich, University of Zurich, University of St. Gall, and the University of Applied Sciences and Arts Zurich. The focus of the SDFB's applied research lies on The Art of Advice [quote by Peter Wuffli, CEO UBS] and particularly on the question on how the quality of satisfying and value generating *bank client relationships* can be improved by digital and interactive technologies.

Prof. Buurman, you are launching a competence center for the Swiss banking industry. What research topics will the SDFB cover?

Enhancing the value of an exceptional quality in client advisory is a great challenge for the Swiss financial center. The SDFB's research will assure Switzerland's high standing in this field by developing visions, practical strategies, and tangible prototypes. The exploration of new participatory, dialogical, and accrual interaction and communication models defines the SDFB's main research focus. Zurich – as the European center of

gravity in the fields of banking, science, and design – is a predestinated place for this interdisciplinary initiative, which certainly is exceptional throughout the world.

Mr. Schwitter, to what extent does the SDFB differ from well-known initiatives such as the E-Finance Lab?

The application of interactive technologies to improve the service quality of the client advisory in Private Banking and Wealth Management is an internationally untouched and unexplored research field. Our concepts and prototypes will primarily focus on the requirements, the expectations, and the accomplishments of the user and less on the potential future technologies provider. User Centered Design methods as well as the hands-on character of our results based on empirical scientific knowledge express a further unique selling proposition of the SDFB.

Dr. Kruse, the institution is still in the foundation process. When does the SDFB start its research activity?



(from left to right) Prof. Dr. Hans Geiger, Professor for Finance, Swiss Banking Institute, University of Zurich; Dipl. Des. Lukas Schwitter, Research Assistant, Interaction design, University of Applied Sciences and Art Zurich; Prof. Dr. Gerhard Buurman, Professor for Interaction Design, University of Applied Sciences and Art Zurich; Dr. Christian Kruse, Research Fellow, Head of Swiss Financial Centre Watch, Swiss Banking Institute, University of Zurich

We aim to achieve an institutional foundation by the late summer 2007. We are currently working on the financial plan, the legal form of the organization, and the strategic partnerships on one hand. On the other hand we have already started at the beginning of 2007 our first research projects together with our industry and academic partners. As an example, the SDFB is developing in cooperation with the Swiss private bank Maerki Baumann & Co AG a prototype of an interactive advisory table. The focus lies on a traditional advisory situation in the premises of a bank where the interactive table should support both the advisor and the client by designing a personalized portfolio strategy.

Prof. Geiger, what can you tell us about the intended structure of the SDFB?

Our plan is to launch the SDFB as an independent organization with a strong connection to the participating universities. In terms of our legal form of organization we head for an association. This form is, by Swiss law, a flexible solution in which persons and institutions can follow collective interests under a particular name. These interests can be of a charitable, academic, as well as an economic nature. The Zurich Wealth Forum for example, which organizes a yearly conference on Private Banking, is constituted as a Swiss association. Members are universities, public institutions, other associations, and banks.

Thank you for the interesting conversation.