



The Solution to Your Digital Banking Needs

NeoWave Bank (theoretical) Case Study

NeoWave Bank

NeoWave Bank is a leading neobank headquartered in Lithuania. It is well known for its customer-centric digital banking services. NeoWave serves 40+ million personal customers and offers support in 150+ countries and regions with 36 in-app currencies.

With a focus on innovation, NeoWave offers a comprehensive suite of financial products through its mobile app, serving a diverse global customer base.

Challenge

NeoWave Bank faced significant challenges in retaining customer loyalty. As a digital-first bank, NeoWave wanted to improve its portfolio of extra services to better appeal to digital consumers—its target user base. While its core offering is financial services, NeoWave strives to be a super app and offer an all-in-one app experience. Therefore, it is always looking for new features that could be added to its portfolio. As it noticed its users are frequent travellers, it decided to incorporate eSIMs as an extra feature. To stand out against the competition and improve their offering to suit customers' needs.

Challenge

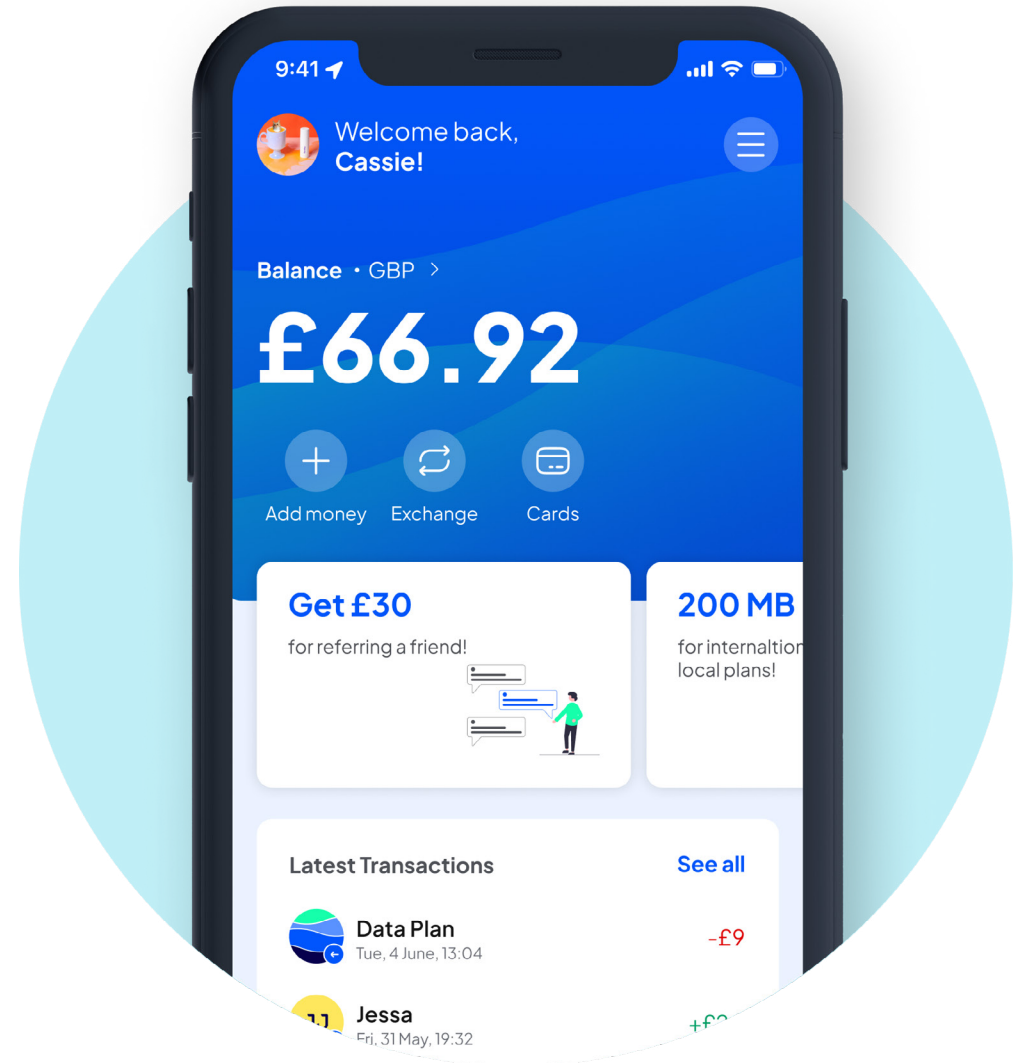
Key challenges included:

- **Customer Satisfaction and Retention:** NeoWave Bank struggled to attract and maintain its customer base due to fierce competition, often losing to other more established neobanks or traditional banks.
- **Competitive Pressure:** NeoWave needed to innovate continuously to retain and attract customers as the banking sector became more competitive. Competitors were also exploring advanced technological solutions, making it imperative for NeoWave to stay ahead by enhancing its service offerings.
- **Security Concerns:** Ensuring secure authentication and transaction processes for their users was crucial. Physical SIM cards posed a risk of SIM swapping and other security vulnerabilities that could compromise customer data and trust.

NeoWave Bank needed a solution to address these challenges and provide their customers with reliable, cost-effective, and secure connectivity regardless of location. They sought a solution that could integrate seamlessly with their existing mobile app and infrastructure while reducing operational burdens and enhancing customer satisfaction.

Solution

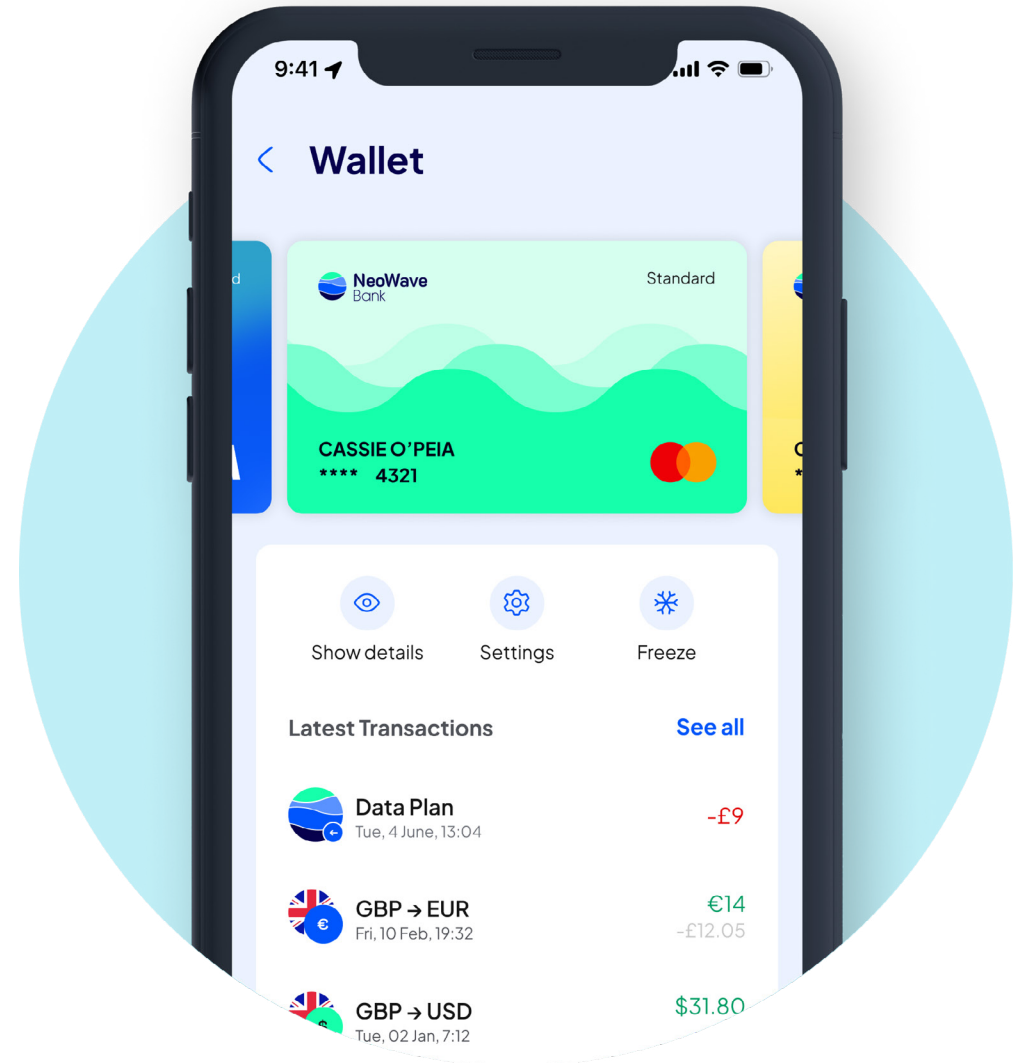
Mobilise introduced NeoWave Bank to its eSIM SDK, a cutting-edge solution that seamlessly integrates eSIM into its mobile banking app. This solution allowed NeoWave's customers to remain connected no matter where they go, ensuring consistent connectivity and access to banking services worldwide. It also provided a more secure option for customers as they didn't have to rely on unsecured public Wi-Fi networks to check their bank balance or make transactions. Mobilise's eSIM SDK provided connectivity to an app that was not traditionally competing in the telco industry.

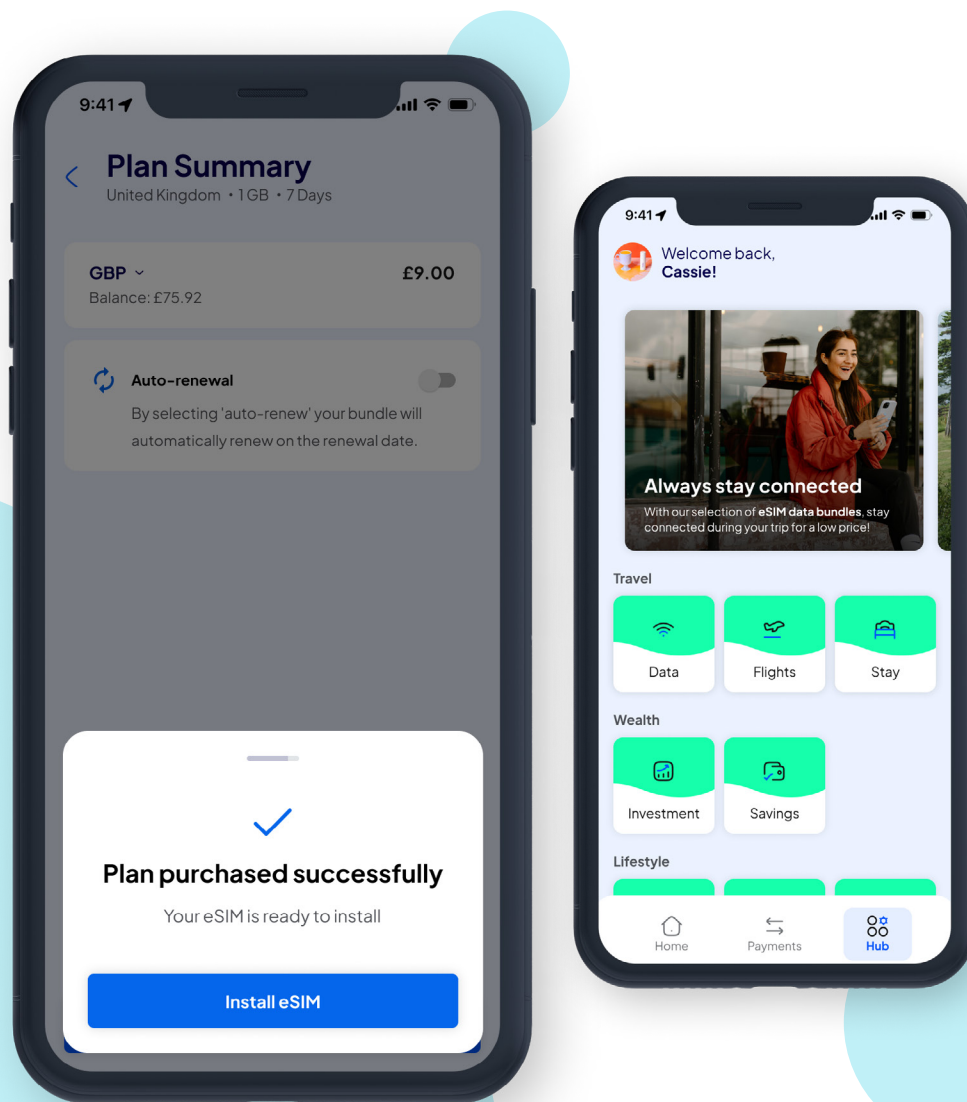


Results

After integrating Mobilise's eSIM SDK solution, NeoWave Bank saw remarkable improvements across its service and operations. The implementation of eSIM technology yielded the following key results:

Increased Global Transactions: With seamless global connectivity, the volume of international transactions processed by NeoWave Bank increased by 30%. Customers were more comfortable using their banking app abroad, leading to higher transaction rates and more significant usage of NeoWave's financial services during travel.



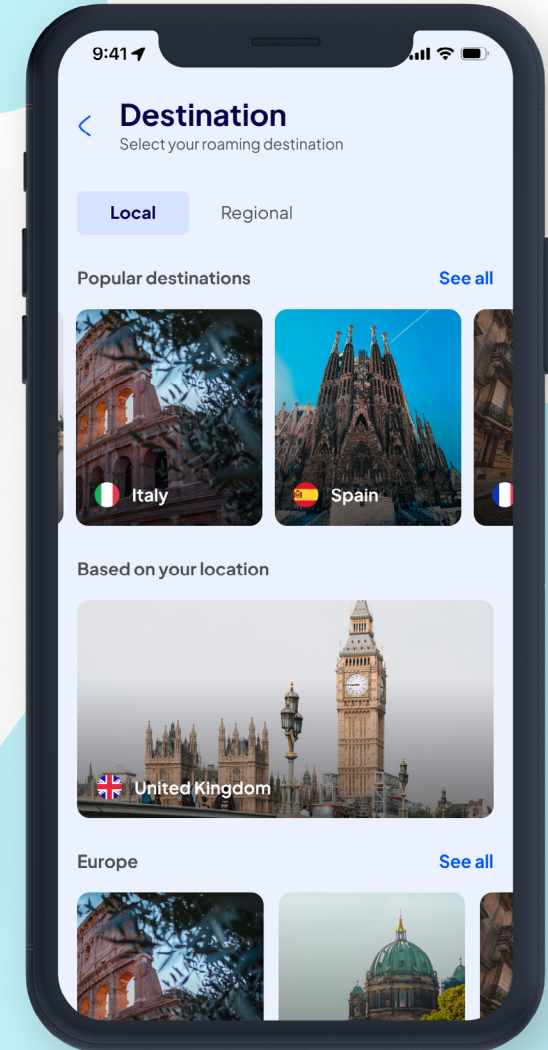
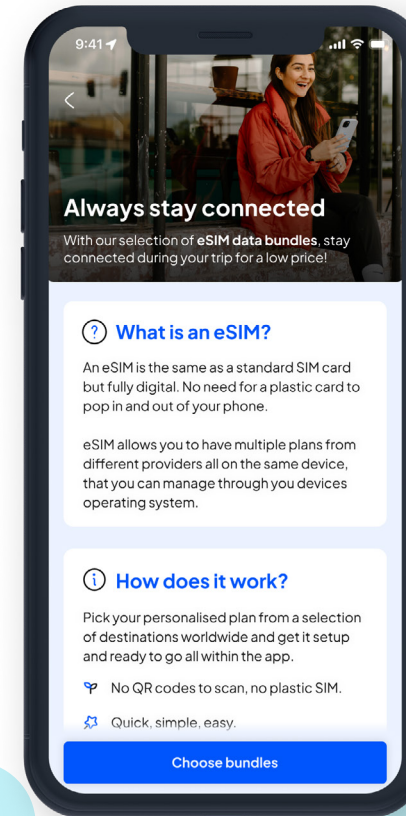


Cost Savings for Customers: Eliminating high roaming charges due to eSIM's flexible network switching capabilities resulted in considerable cost savings for customers. This financial benefit strengthened customer loyalty by 20% and attracted new users seeking cost-effective global banking solutions.

Enhanced Customer Satisfaction: Overall customer satisfaction scores improved by 25%, reflecting the positive impact of NeoBank's eSIM feature. Customers appreciated the convenience of seamless network access and the assurance of secure transactions provided by eSIM.

Results

Strengthened Competitive Position: By adopting eSIM technology, NeoWave Bank reinforced its reputation as a leader in digital banking innovation. This strategic move differentiated the bank from its competitors and attracted tech-savvy customers looking for advanced, flexible banking solutions.



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NeoWave's mission is to provide seamless, secure, and innovative banking experiences to our global customer base. Partnering with Mobilise has been transformative for us. Their eSIM SDK ensures our customers can access their accounts seamlessly and effortlessly, no matter where they are in the world. This collaboration has significantly enhanced our service satisfaction and global reach, allowing us to deliver on our promise of a truly all-in-one banking experience.

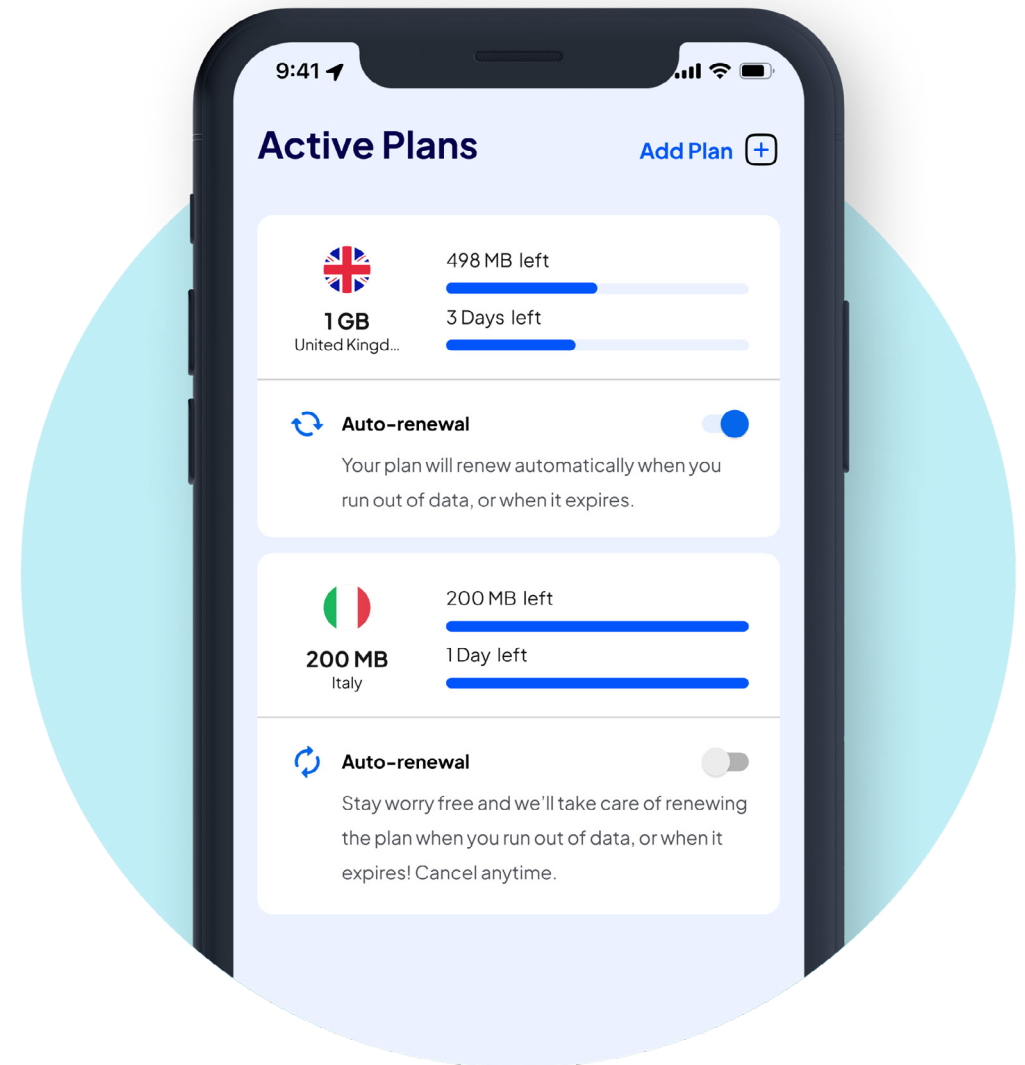
Nick Krasinsky

CEO of NeoWave

Conclusion

Mobilise's eSIM SDK empowered NeoWave Bank to enhance its service offerings, providing customers with a reliable, secure, and convenient mobile banking solution. By adopting eSIM, NeoWave Bank improved customer satisfaction and retention, and positioned itself as a forward-thinking leader in the banking and finance sector.

[View NeoWave prototype](#) →



About Mobilise

Simplified mobile connectivity solutions

Mobilise is a dynamic company united by a simple mission: to build innovative digital-first telecom products and services. We've combined our deep telecom knowledge and vast software development experience to achieve this.

We have a strong track record of launching cutting-edge connectivity solutions for our clients. We work with large and small organisations in the telecoms industry and beyond.

Want to learn what we can do for you? Get in touch!



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