



## FD FRANK

### BACKGROUND

Frank is the FD for a Bristol-SME, having worked in finance all his life for many different UK companies. He's very much from the old-school traditional banking brigade.

### DEMOGRAPHICS

Frank is in his late-60s, with a wife and 3 grown up children. He earns £100k, has a nice savings stash, and is looking to retire in the not-too-distant.

### ATTITUDE

He's time-poor, but also does everything absolutely by the book, and very thoroughly (which possibly feeds into the time-poor aspect).

### COMMUNICATION PREFERENCES

Short, concise content ideally, but also doesn't mind lots of words (loves books, papers and reports). Uses his phone and loves it for emails and several apps seem useful thus far.



### + GOALS

- Always, without fail, ensure the company finances run like clockwork (his legacy intact & retirement safe)
- He has to somehow marry that with making finance at his company more tech-savvy and centred (plus data accessible by mobile & web)
- Modern, flexible & real-time finance



### + OBJECTIONS

- Fear of incorrect, flawed data, and at the mercy of digital issues
- Fear of increased costs with new tech, or it not being covered by the necessary financial authorities or being easily hackable
- Fear of no human interaction and faceless tech. Fear of the unknown / new



### + CHALLENGES

- Will the new banking 'fin-tech' actually be reliable and accurate?
- Loathed to part with his beloved, and numerous Excel spreadsheets and existing 'systems' / ways of operating
- What role does the traditional person / bank manager have to play in the world of 'fin-tech'?



### + CUSTOMER DATA

Length of time they've been a customer

(0 years)

Average purchase frequency

(Insert info for current customers only)

Average spend

(Insert info for current customers only)

Average CSAT score

(Insert info for current customers only)

Customer Lifetime value

(Insert info for current customers only)



### + QUOTES

“*Ok my spreadsheets may seem numerous and complex, but they work - and have done for decades. I'm very nervous about killing them off and moving to something that was only set up a few years ago. The business bank accounts of these places only started last year!*”



### + ASPIRATIONS

- Short / medium term - try and find a fin-tech solution that overcomes all his objections so he looks to be taking his old finance into the new decade
- Longer term - not really applicable for him personally, he wants to retire after this project is complete with both old and new artfully and professionally combined