



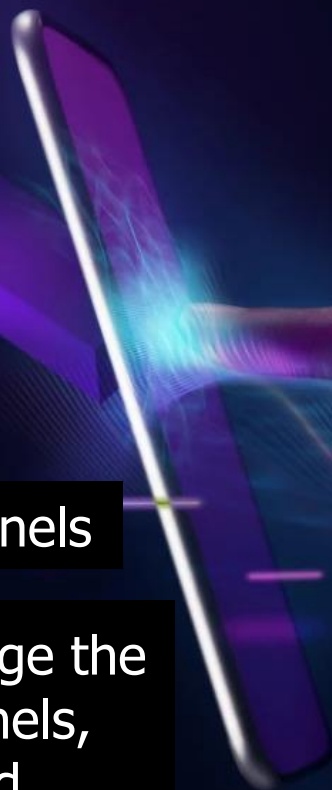
**Phygital is the new
black**



Phygital ?

Combination of "physical" and "digital channels

The goal of the Phygital approach is to leverage the strengths of both physical and digital channels, providing customers with a seamless and convenient experience across various touchpoints



Use cases - Banking



Use Case	Physical	Digital	Example	Reference
Branch Transformation / Omni Channel Banking	Traditional brick-and-mortar branches / ATMs	Online and mobile banking platforms	Banks are redesigning their branches to be more than just transactional spaces.	DBS Bank
Digital on-boarding & Account Management	In-person A/C opening	Online Account Opening & Management	Banks now allow customers to open accounts online, leveraging digital verification processes inclusive of KYC, AML & Sanction Checks	JP Mogran – Finn by Chase Mobile App
Personalized Digital Services	In-person consultations with bank representatives	Personalized digital financial advice and services	Banks are using data analytics and artificial intelligence to offer personalized financial advice through digital channels	Wells Fargo, AI-powered chatbots
Contactless Payments & Wallets	Traditional Card Transactions	Contactless Payments / Mobile Wallets	Banks are integrating digital payment solutions to enhance the speed and convenience of transactions	Apple Pay / Google Pay

Use cases - SME's



Use Case	Physical	Digital	Example	
Online Presence / E-Commerce	Brick-and-mortar store or office	E-commerce website, online marketplace presence	A local boutique can establish an online store, enabling customers to browse and purchase products from the comfort of their homes. Integration with social media platforms can further enhance the online shopping experience	➤
Click-and-Collect or Buy Online, Pick Up In-Store (BOPIS)	In-store shopping experience	Online ordering with in-store pickup	A local electronics store can implement a click-and-collect system, allowing customers to browse and purchase products online and pick them up at the physical store, combining the convenience of online shopping with the immediacy of in-store pickup	➤
Augmented Reality (AR) Experiences	In-store product displays	AR-enhanced product experiences	A furniture store can develop an AR app that allows customers to visualize how furniture items would look in their homes before making a purchase. This phygital experience enhances the shopping process and reduces the need for physical showroom space	➤
Collaborations with Digital Platforms	Local partnerships	Collaborations with digital marketplaces	A local fashion boutique can partner with an online fashion platform to reach a larger audience. This collaboration allows the boutique to tap into the platform's existing customer base and increase visibility.	➤

A Phygital strategy would entail?



Understanding
customer journeys &
preferences

Optimizing the
Synergy between
physical and digital
channels

**Continuously
adapting** to
technological
advancements



**Remember the
Goal!**

Providing holistic and seamless
experiences combining the best
of both physical and digital
worlds

How Banks can partner SME's for Phygital?



Taking SME Business Online
through Digital tools for Market
access and Operations

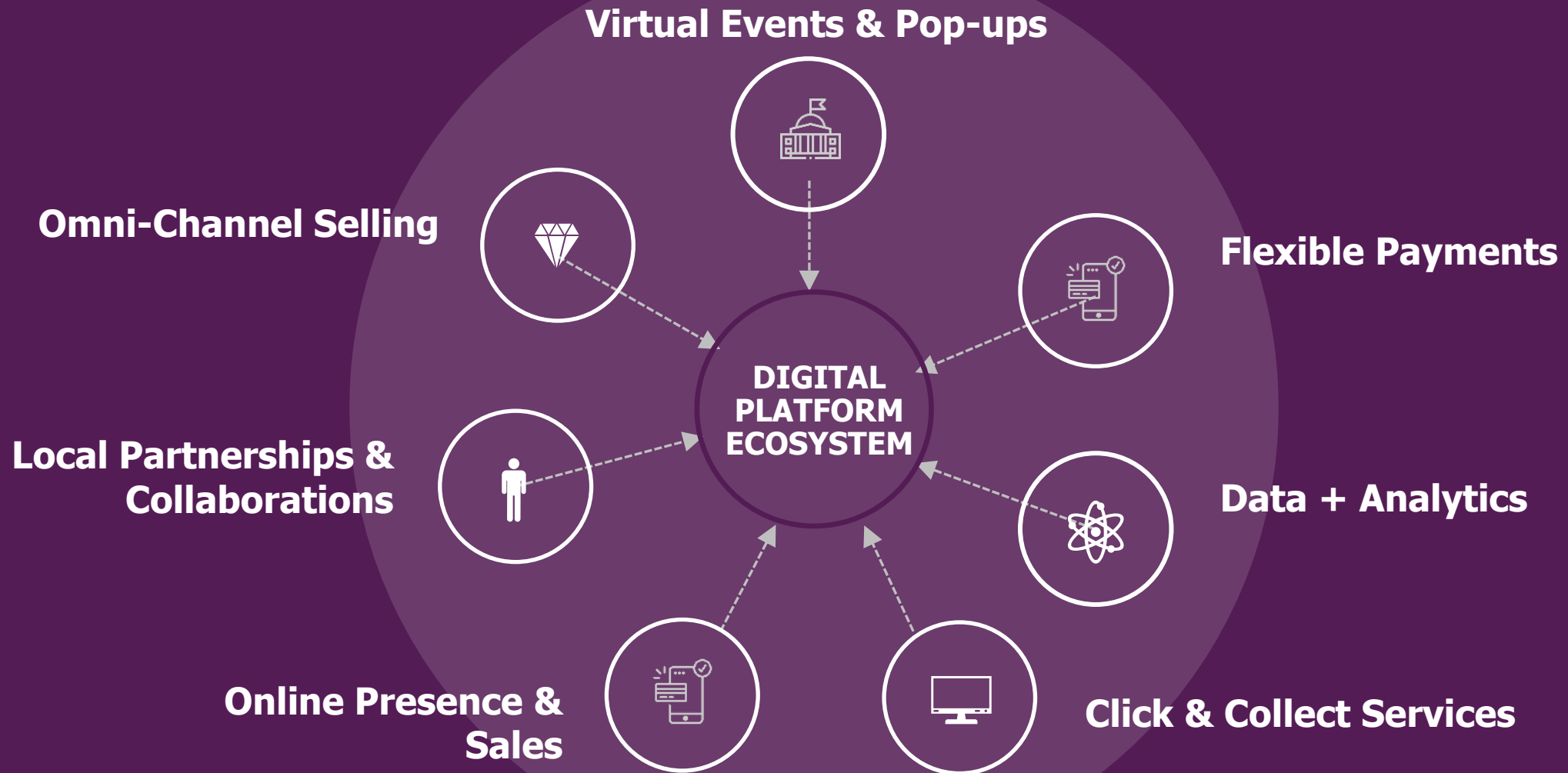
Digital Account
Management (eg:
Bank of America)

Online Loan
Applications /
Digital Document
Submission (HSBC)

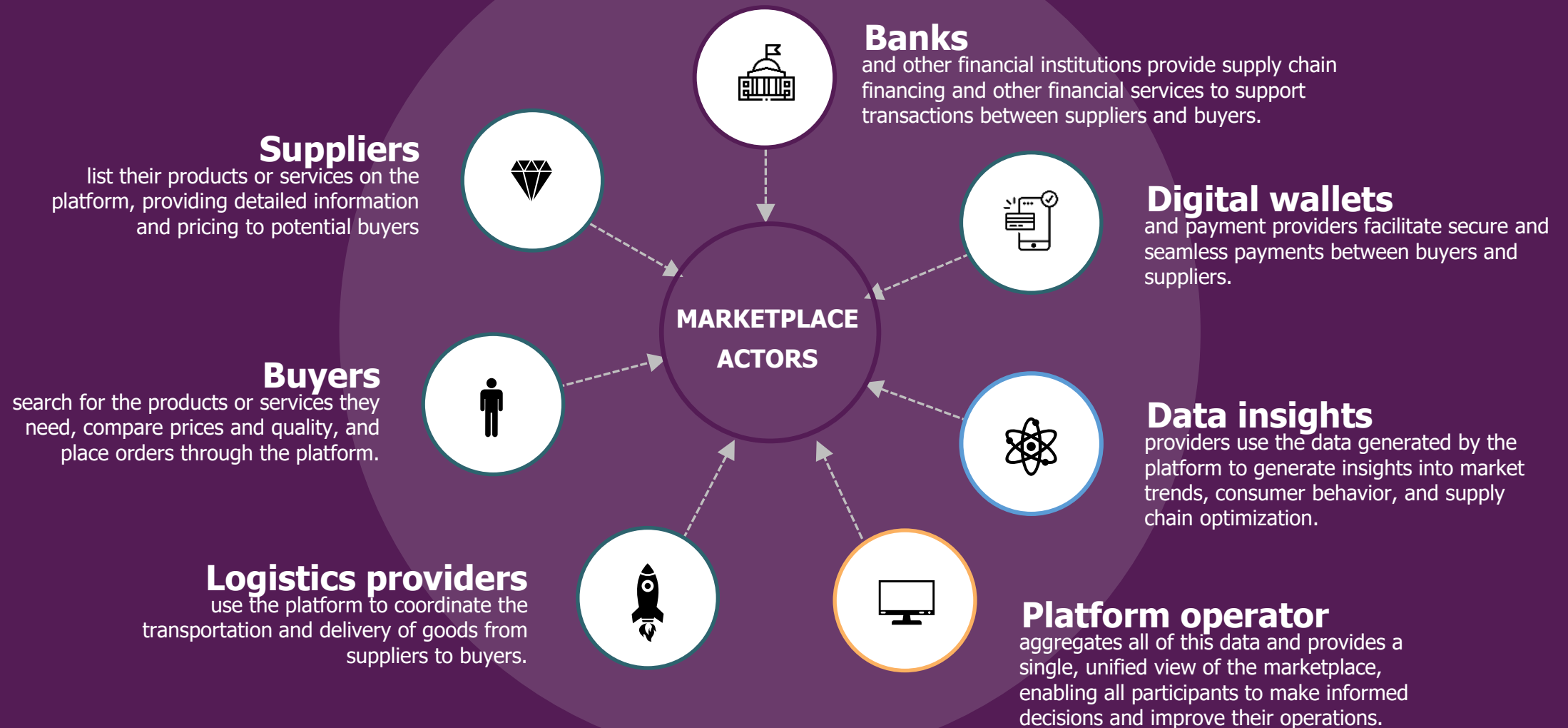
Digital Invoicing &
Payments (Chase
for Business, JP
Morgan)

Integrated
Financial
Management
(BBVA)

Digital Marketplace and its role in Phygital for SME's

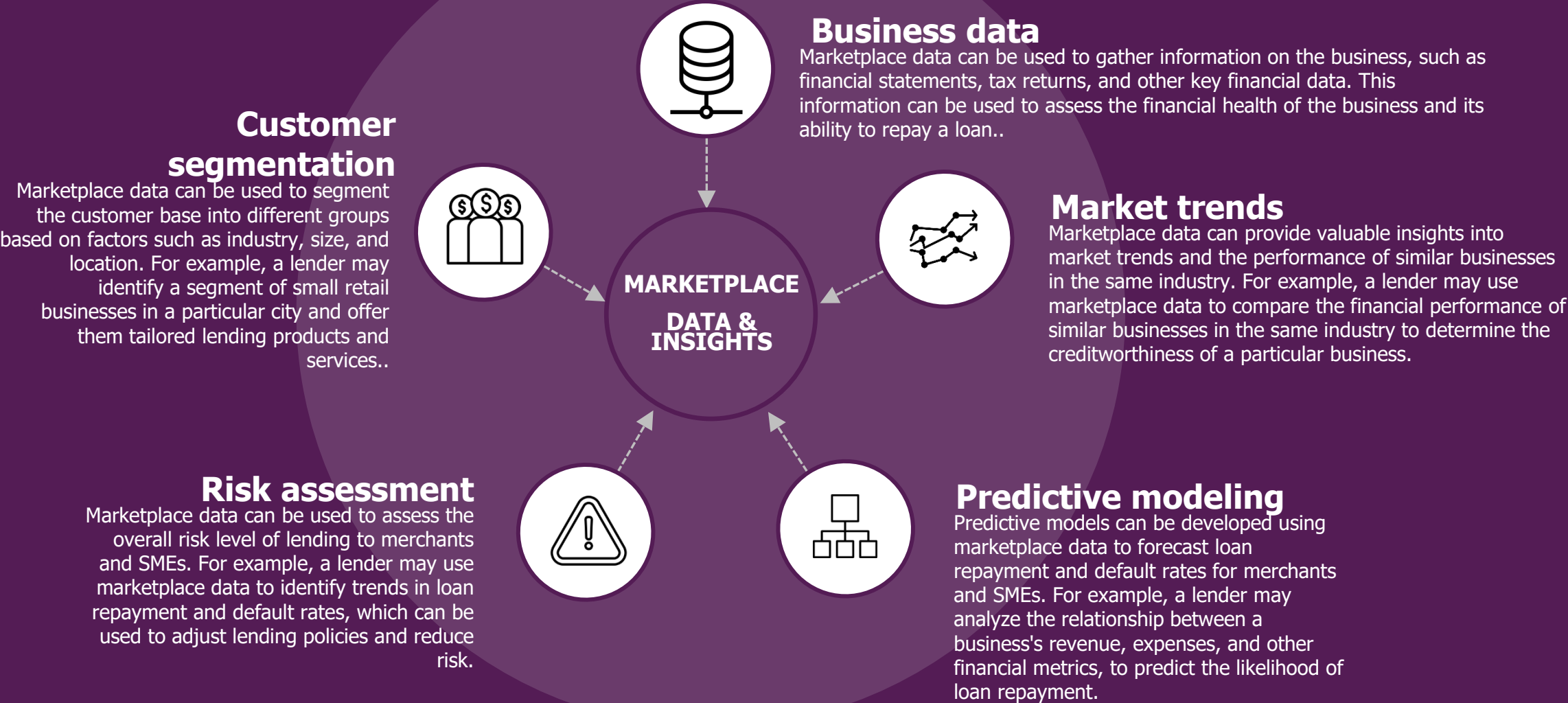


Key Actors in the Marketplace Ecosystem



SME problem: Access to Finance

How can Marketplaces Help?





Industries We Serve



350+ Institutions Powered By BPC's Smartvista In 120+ Countries

Retail Banks											
Digital banks wallets											
Ecommerce payment providers											
Central banks government transport	 UAE	 Spain	 Indonesia	 Panama	 Greece	 Algeria	 Egypt	 Ivory Coast	 Ethiopia	 Philippines	 Bulgaria

Role of Payments in an era of Phygital



Role of Payments in Phygital



Payment Instruments

Phygital Payment Solutions –

SMEs can leverage digital micro-payments to bridge the gap between physical and digital transactions. This is especially relevant for businesses with both online and offline presences.

Contactless Payments

Digital micro-payments enable SMEs to embrace contactless payment methods, which are increasingly popular in the Phygital landscape. This is crucial for businesses adapting to changing consumer preferences for fast and secure transactions

Easier Cross Border Transactions

Digital micro-payments facilitate cross-border transactions for SMEs engaged in international trade. This is particularly beneficial for businesses that want to expand their customer base beyond national borders.

Usecase

SMEs can leverage digital micro-payments to bridge the gap between physical and digital transactions. This is especially relevant for businesses with both online and offline presences.

A cafe can implement contactless payment methods using mobile wallets, allowing customers to make quick payments without physical cash or cards, both in-store and for online orders. This can also be Digital Wallet based payments or QR based payments.

An e-commerce platform that caters to global customers can accept digital micro-payments in various currencies, simplifying transactions for customers worldwide



Impact on Financial Inclusion

**Access to Digital Banking Services
Support for Unbanked or Underbanked Entrepreneurs
Micro-Finance & Peer-to-Peer Lending**

What is next on Payments / Micro Payments

► Blockchain &
Crypto
Currencies

► CBDC's

► IOT

►

Enhance
Security



Let's talk

► BPC

BPC

info@bpcbt.com

<https://www.bpcbt.com>