

# Banca conversacional

## Para un mejor Customer Journey

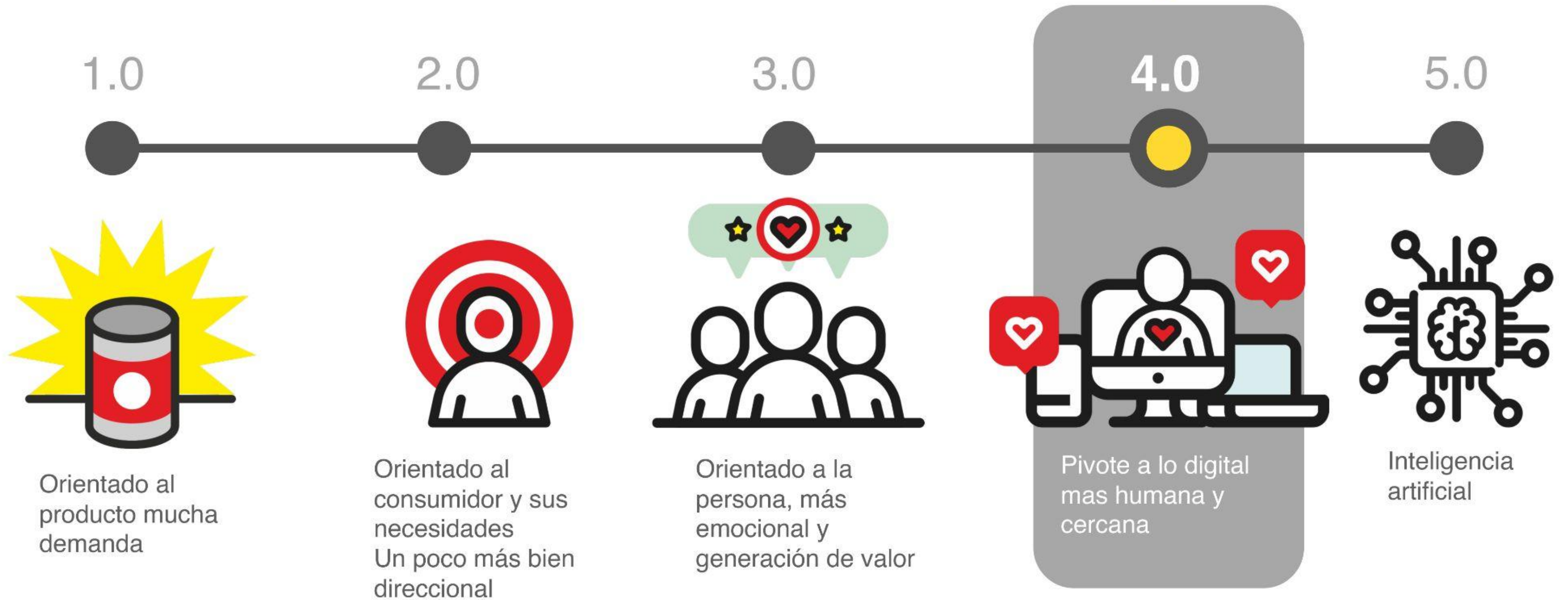
Fintech Americas | 4 Mayo 2023



# 1

## Comercialización Marketing Digital

# Timeline Marketing Digital



Orientado al producto mucha demanda

Orientado al consumidor y sus necesidades  
Un poco más bien direccional

Orientado a la persona, más emocional y generación de valor

Pivote a lo digital mas humana y cercana

Inteligencia artificial

# Ecosistema de Marketing Digital



A man is shown from the chest up, completely covered in numerous yellow sticky notes. The notes are layered over his head, eyes, and torso, leaving only his mouth and chin visible. He is looking down with a slight smile. The background is an office setting with a window, a potted plant, and a framed abstract painting.

Digital es **exponencial**

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¿Por dónde  
**empezar?**

# Ranking de buscadores 2023



92.57%



3.14%



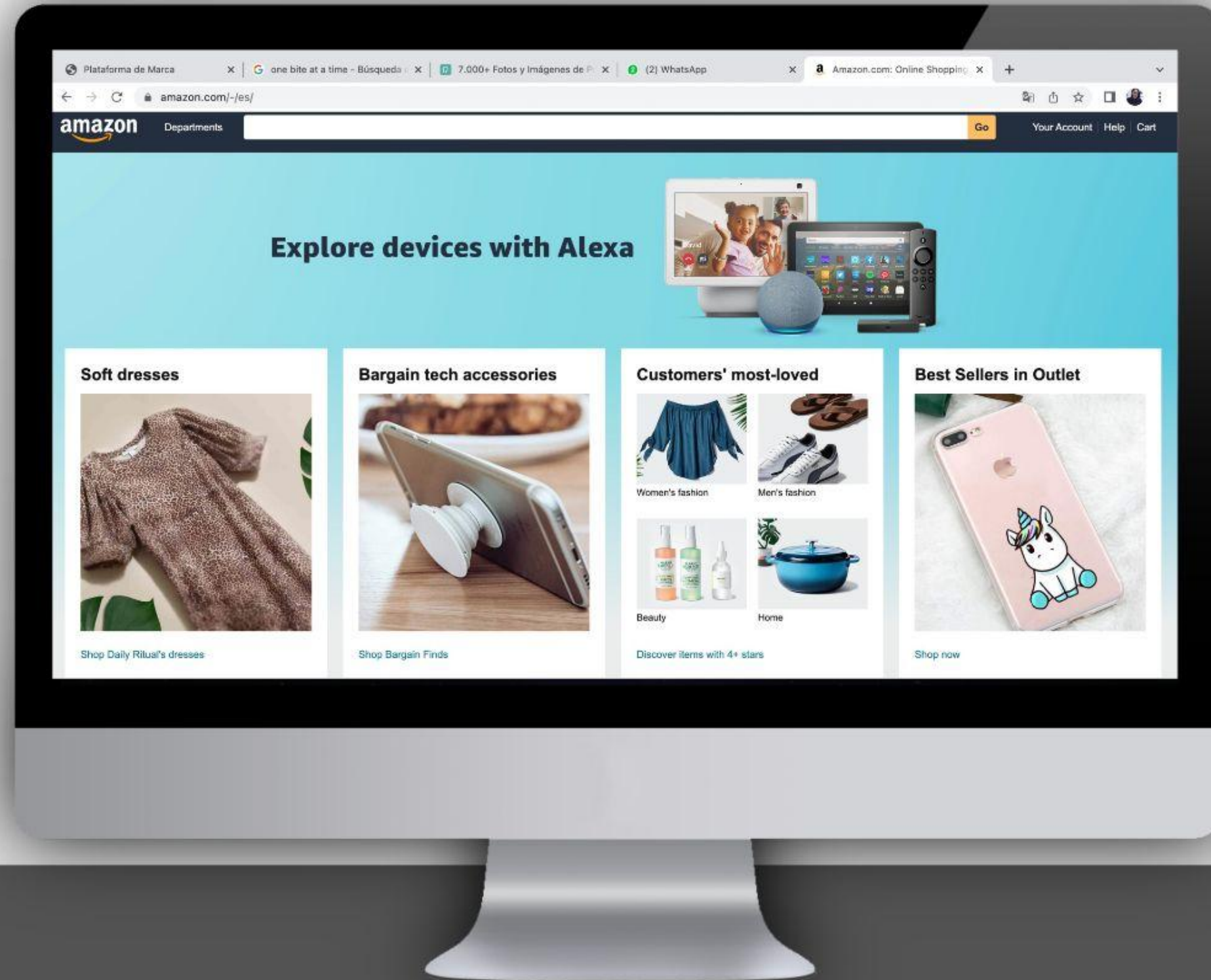
1.76%



1.53%



# Digital Content



## Tips:

- 1.Site Map.xml
- 2.Robot.txt
- 3.UX-Digital Content
- 4.Meta Description
- 5.Broken Links

# Economía de la atención

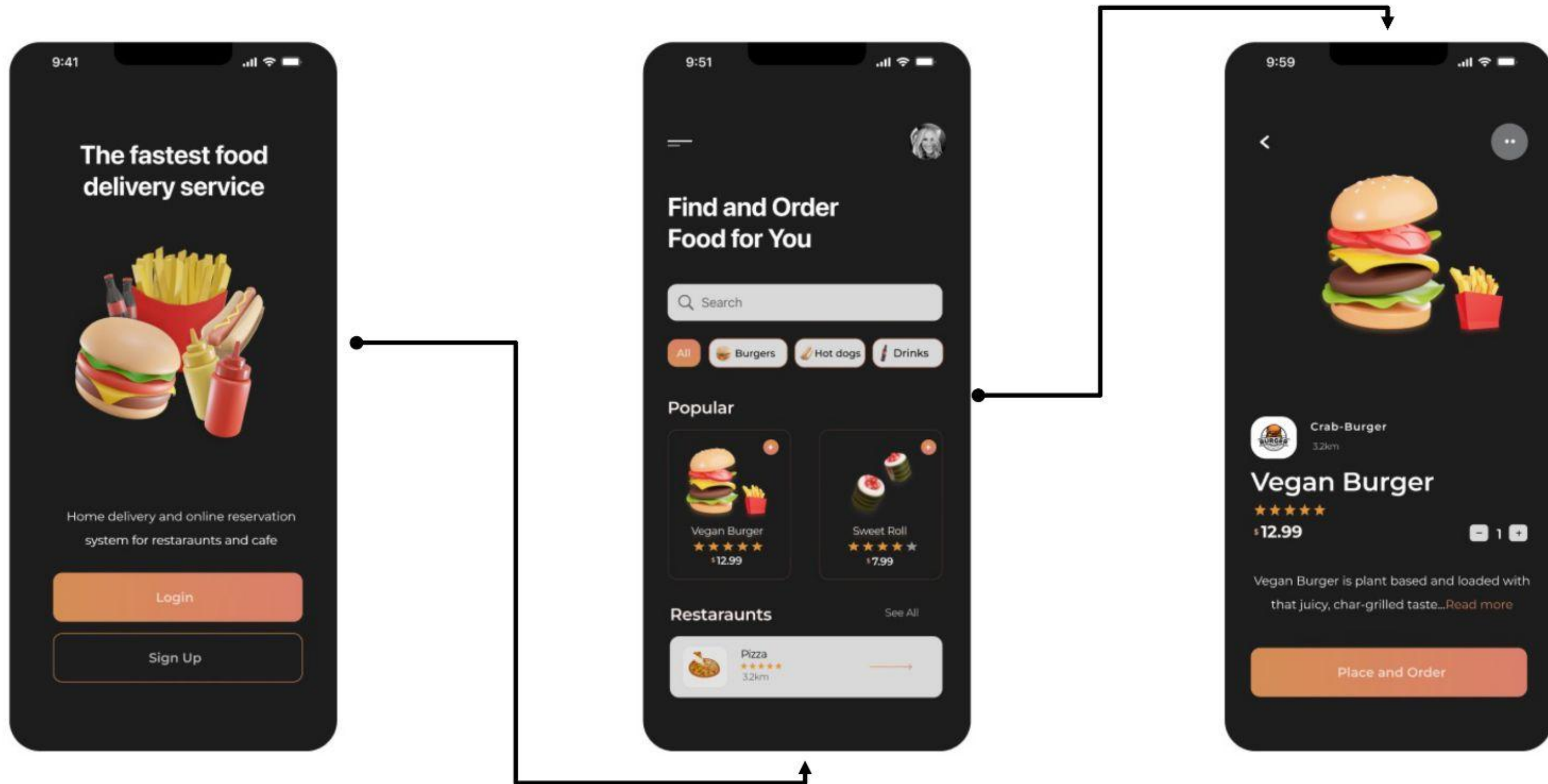




# 2

## Proceso – Journey Digital – Ventas Digitales

# ¿Que es un Journey Digital?



## Voces de interés UX para encontrar las **necesidades exactas**



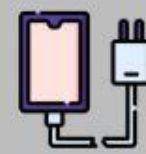
Voz del Consumidor



Voz del Negocio  
y Normativas

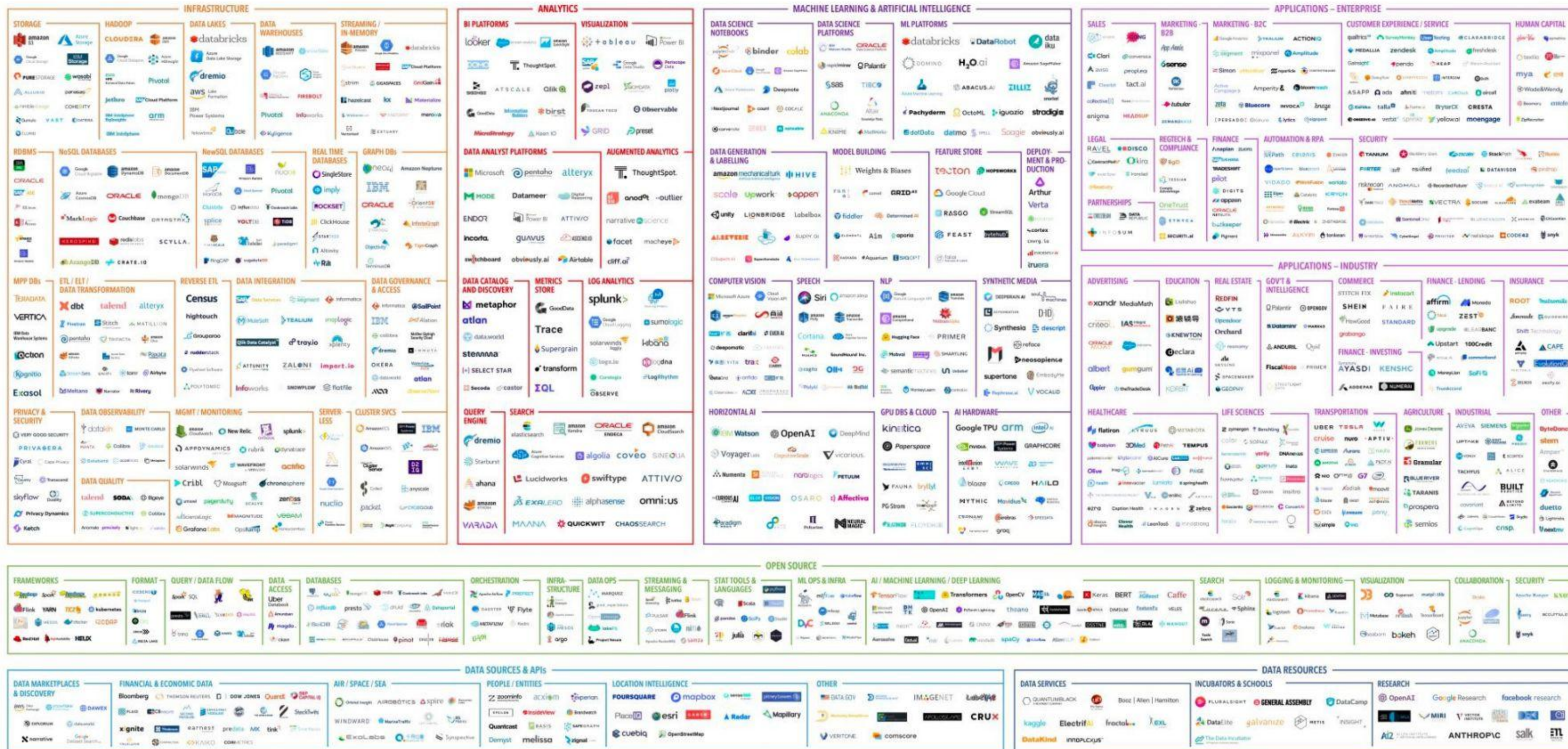


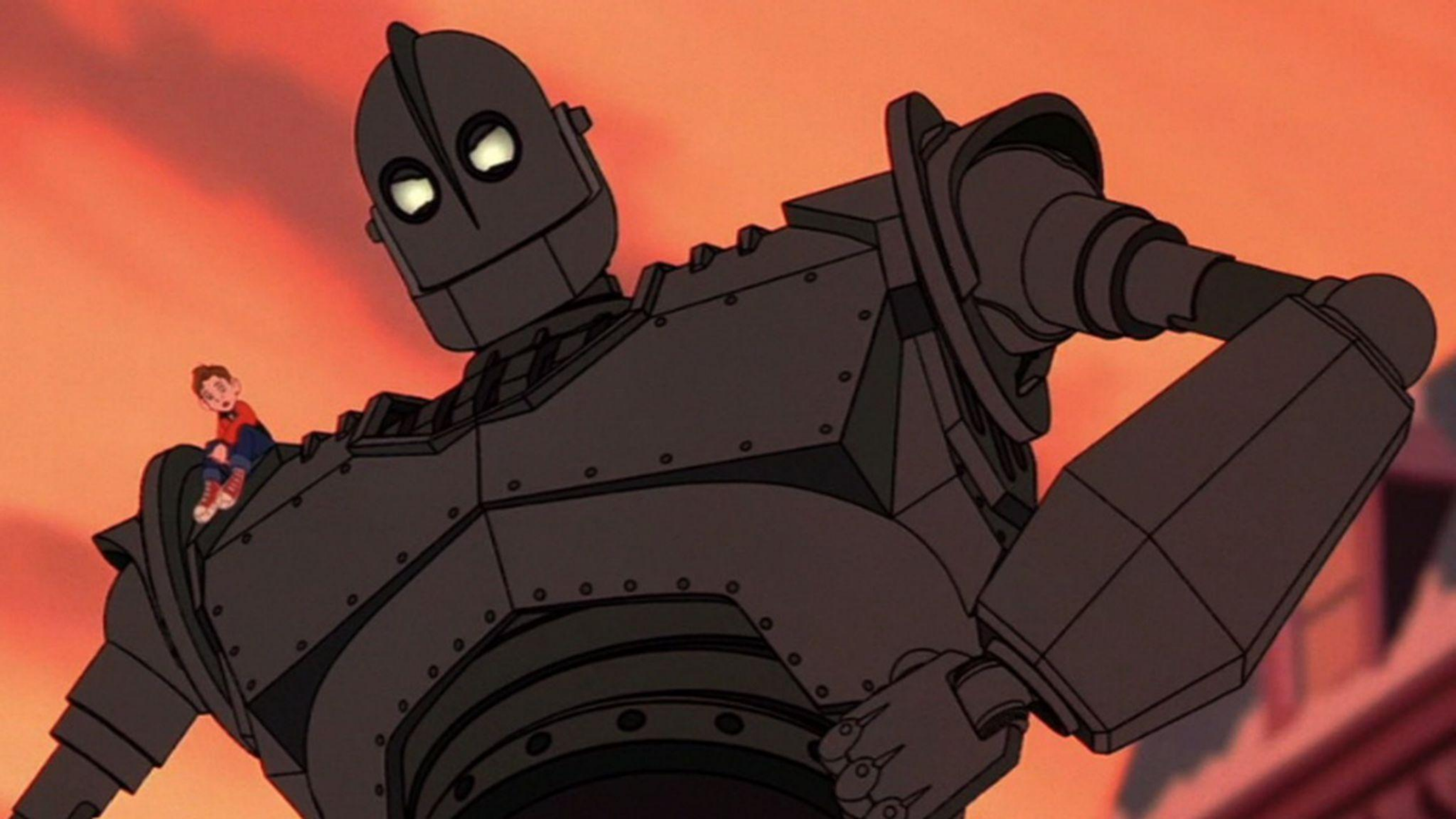
Voz del Mercado



# Tecnología de Best in Class

# Landscape Tecnológico





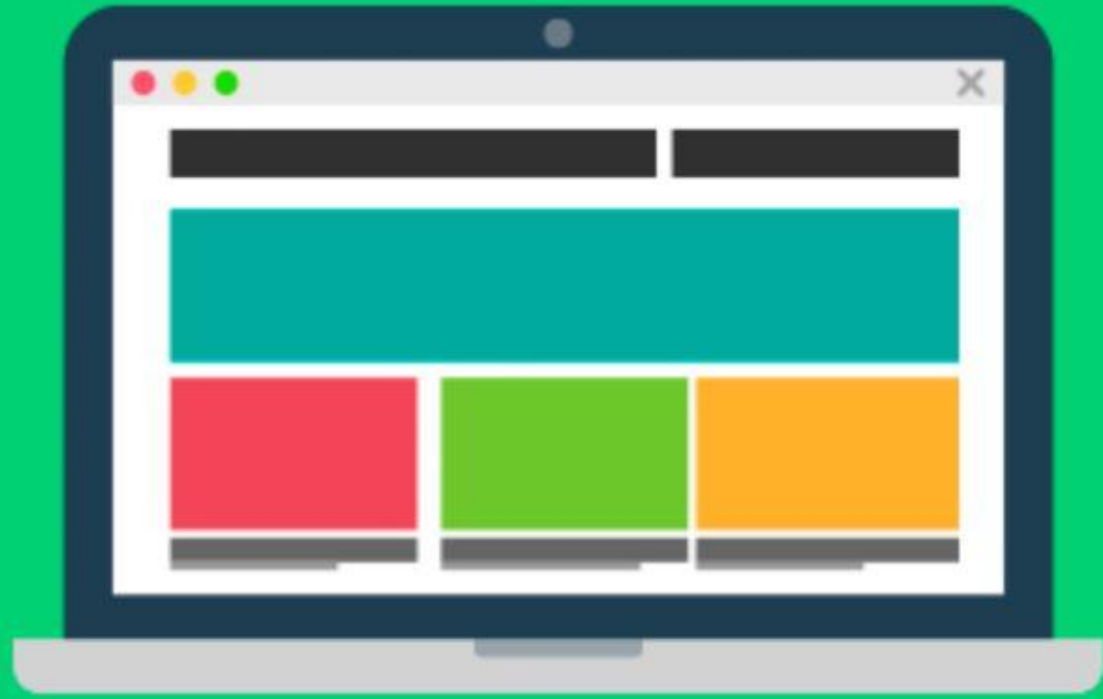
# Hablemos de 2 Gigantes

The Amazon logo is displayed in a dark blue, lowercase, sans-serif font. Below the text is a curved orange arrow that starts under the 'a' and ends under the 'n', pointing to the right.

amazon

The Netflix logo is displayed in a bold, red, uppercase, sans-serif font against a black background.

NETFLIX

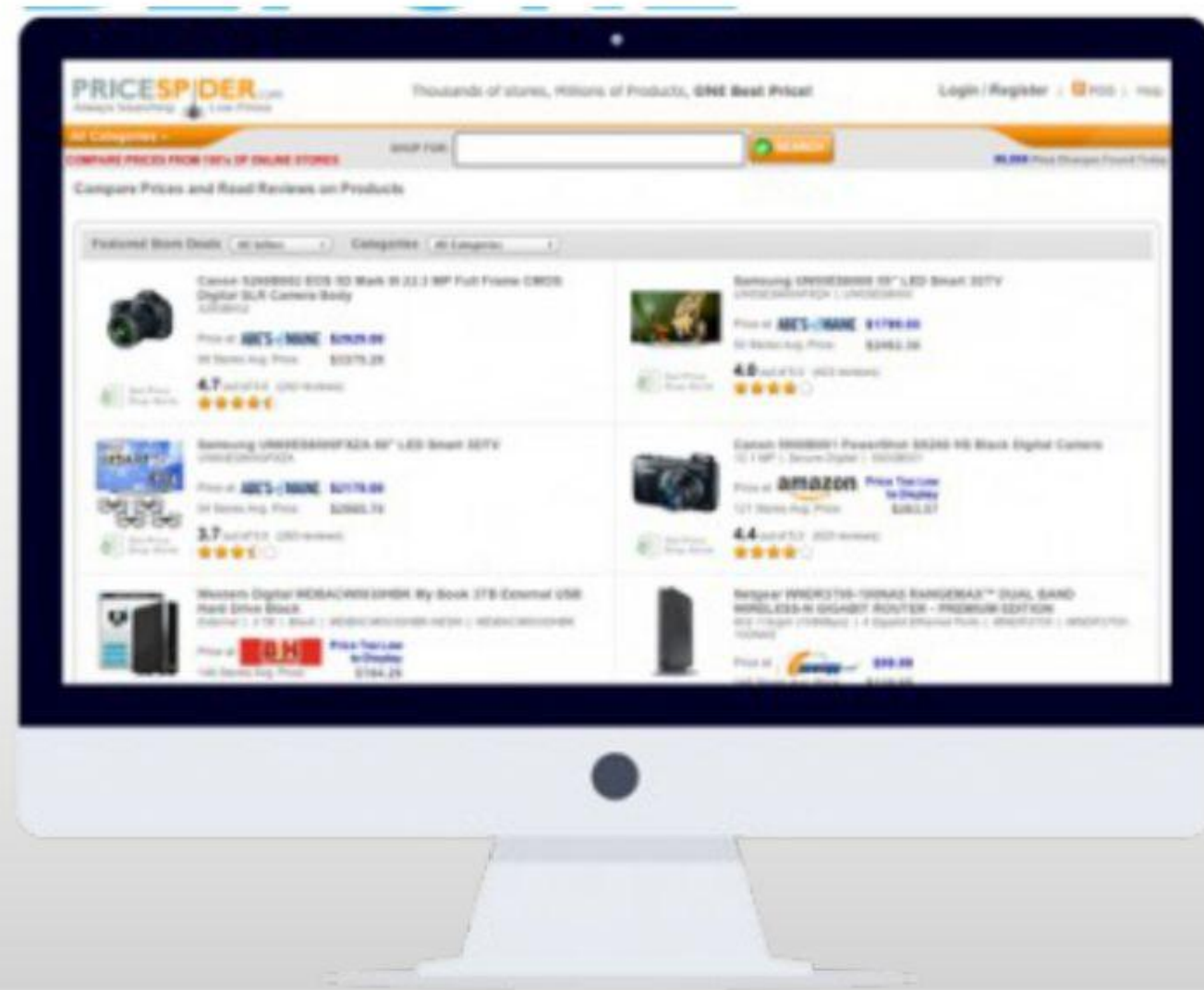


# FRONTEND

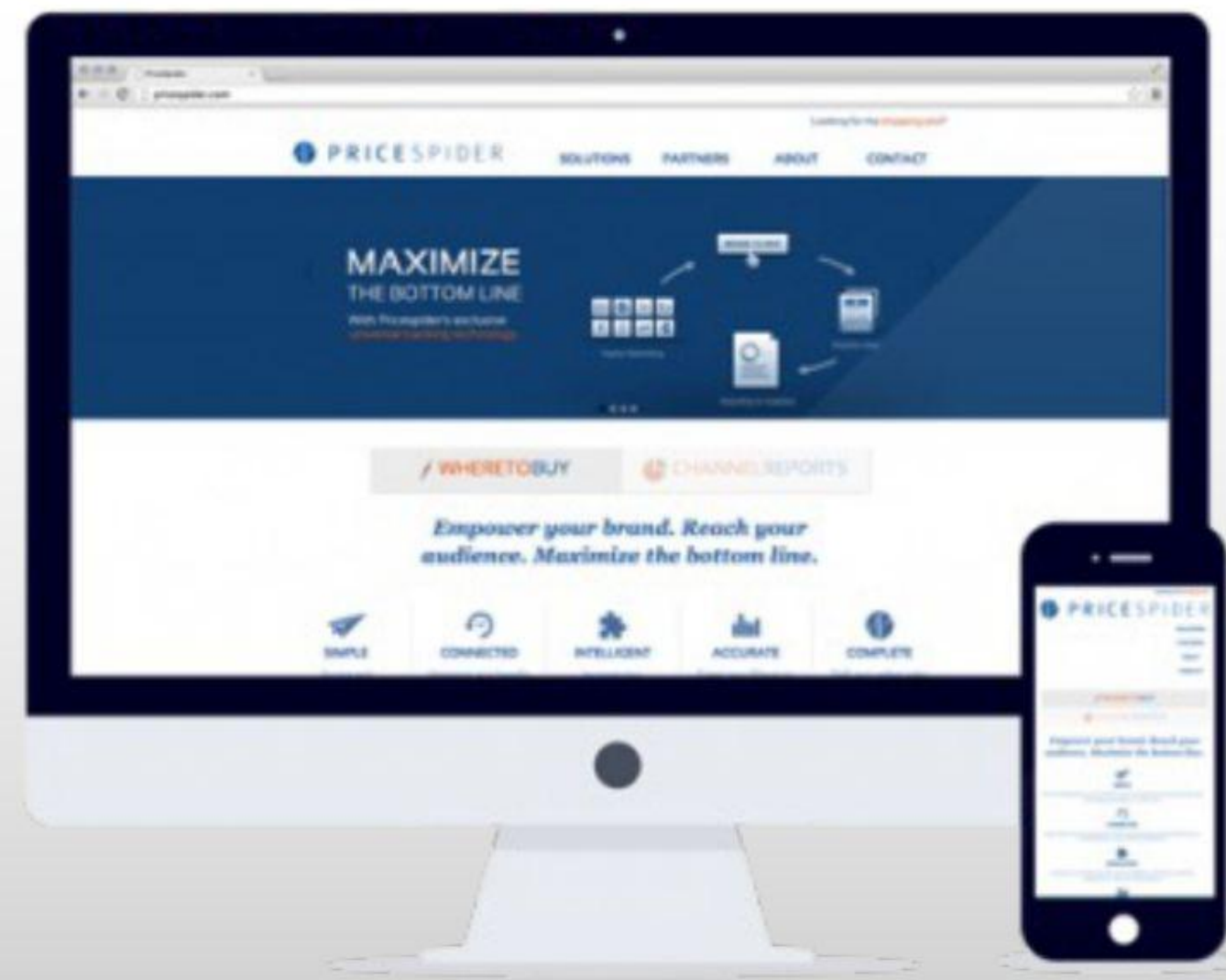


# BACKEND

# Evolución Front-End



Antes



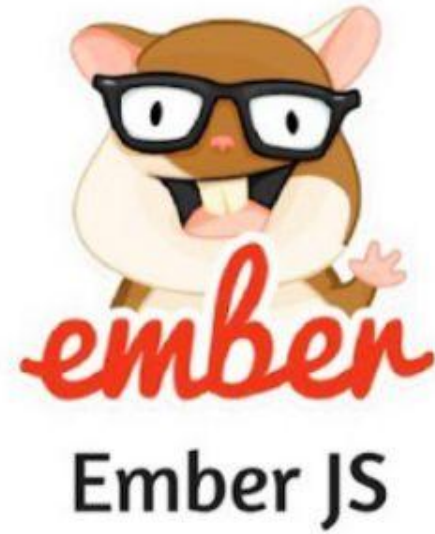
Después



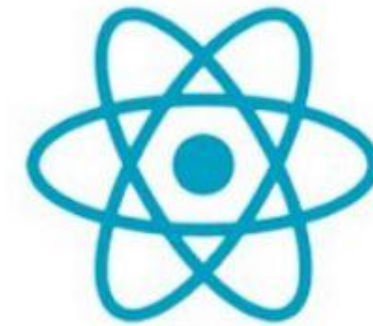
# Tecnología FrontEnd



Meteor JS



Ember JS



React JS



Vue JS



Polymer JS

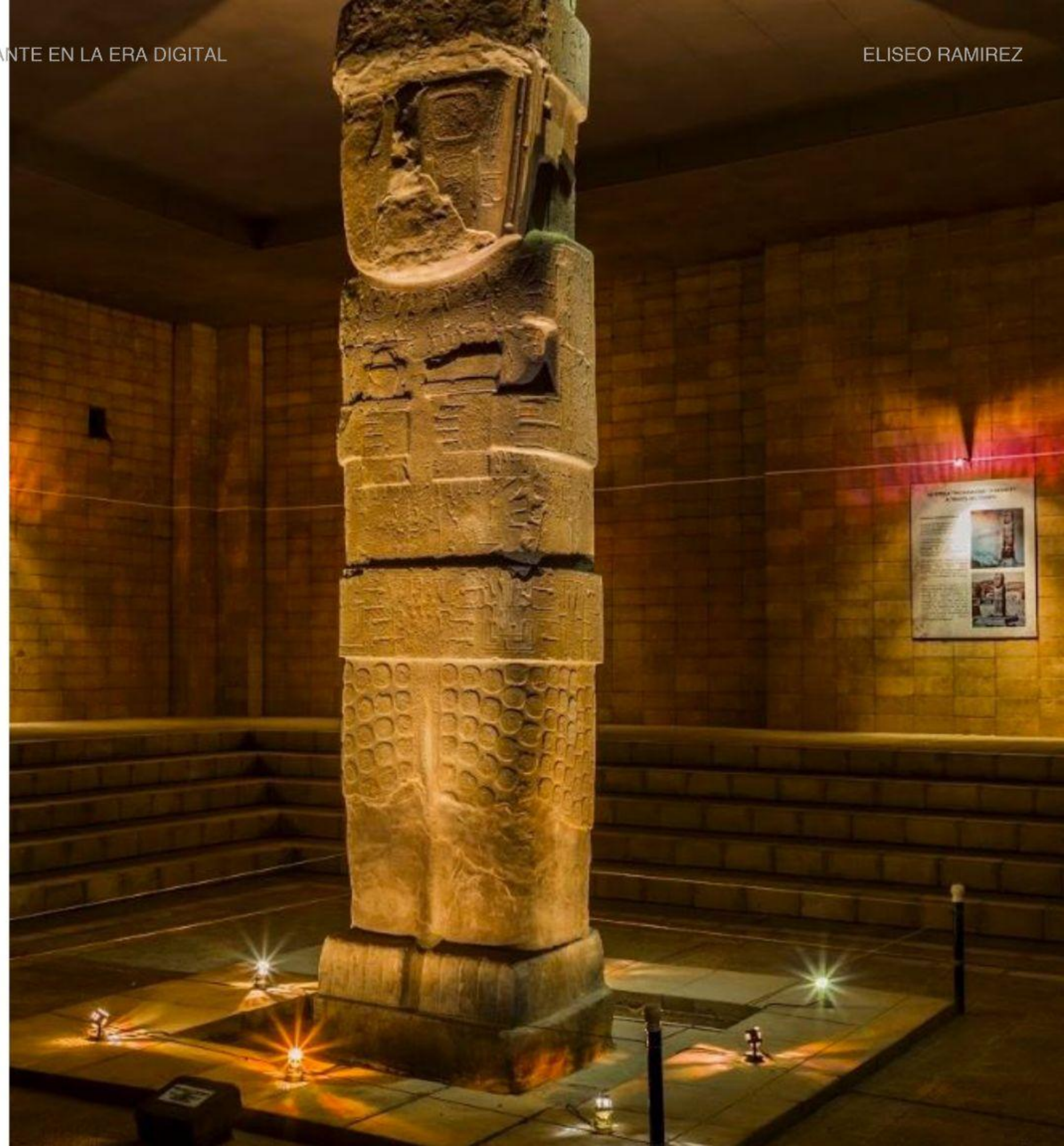


JavaScript



Angular JS

# Back End y la Arquitectura **monolítica**



# Cifras Netflix

203,7

Millones de suscriptores  
(Abril, 2021)

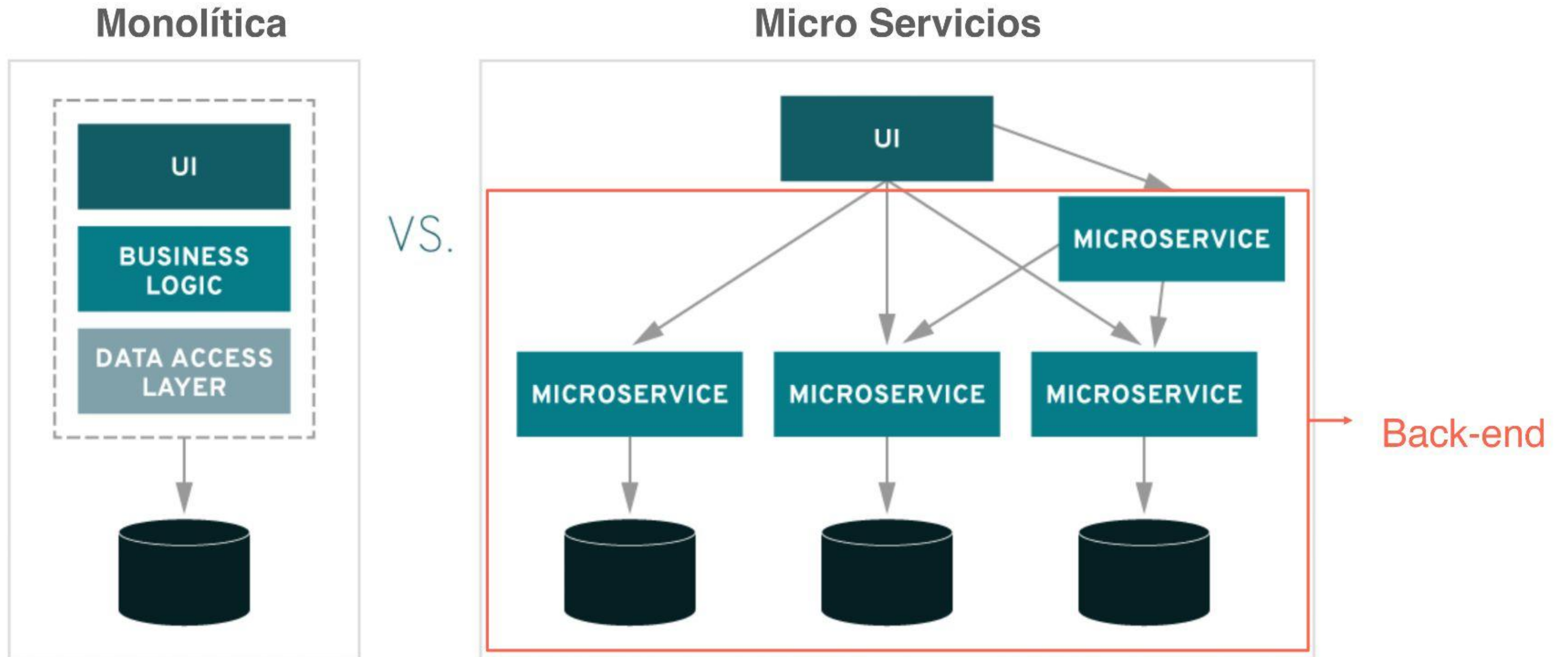
37%

Del tráfico en  
Estados Unidos\*

12%

Del tráfico de red  
GLOBAL\*\*

# Arquitectura de Micro Servicios



# Netflix Stack

Almacenamiento

Amazon

Base de datos

Cassandra, Oracle, MySQL

Caché

EVCache

Capa de presentación

Java, Python, Node.js, HTML5, React JS  
(<https://Facebook.github.io/react/>)

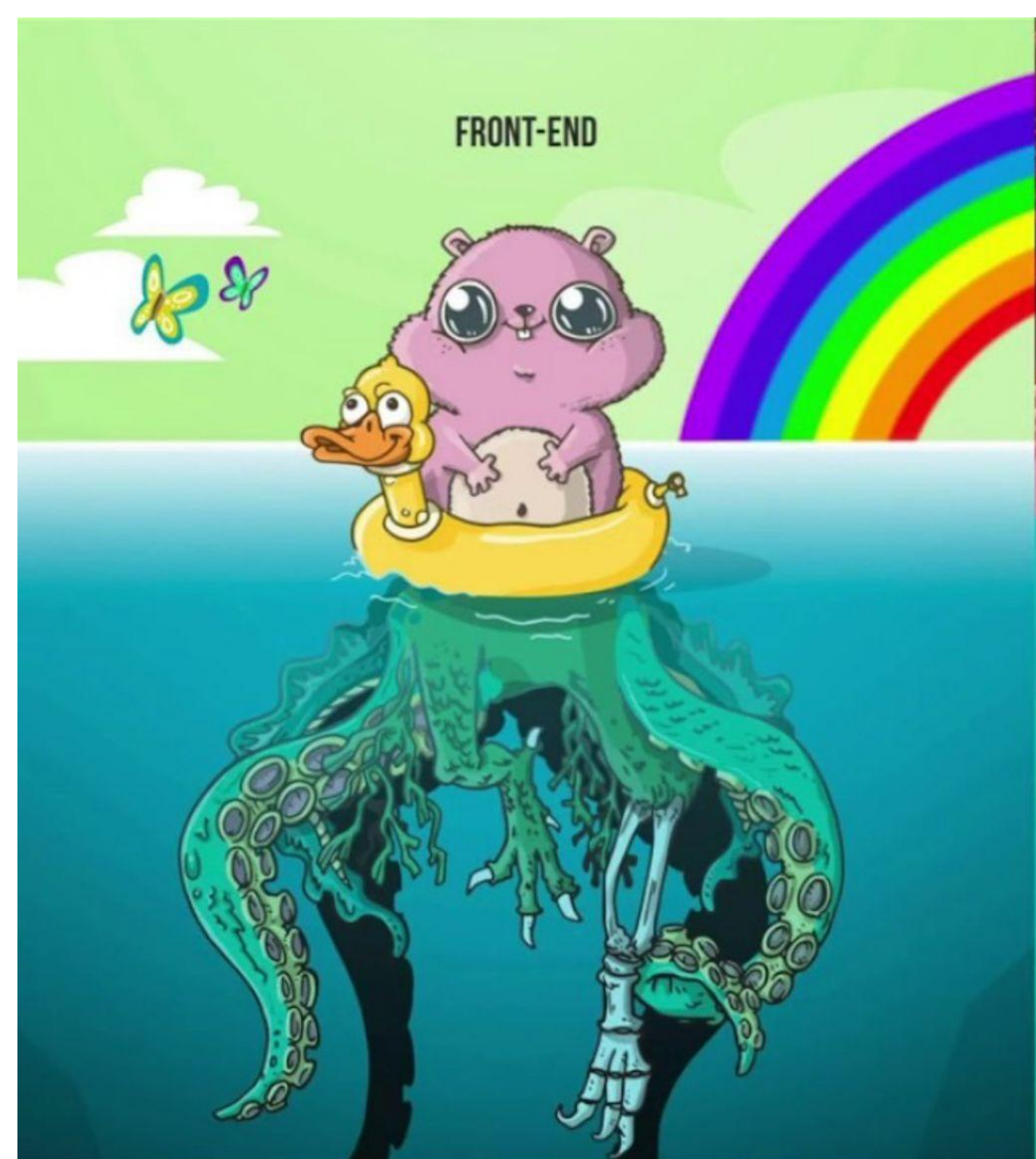
Servidor web

Nginx

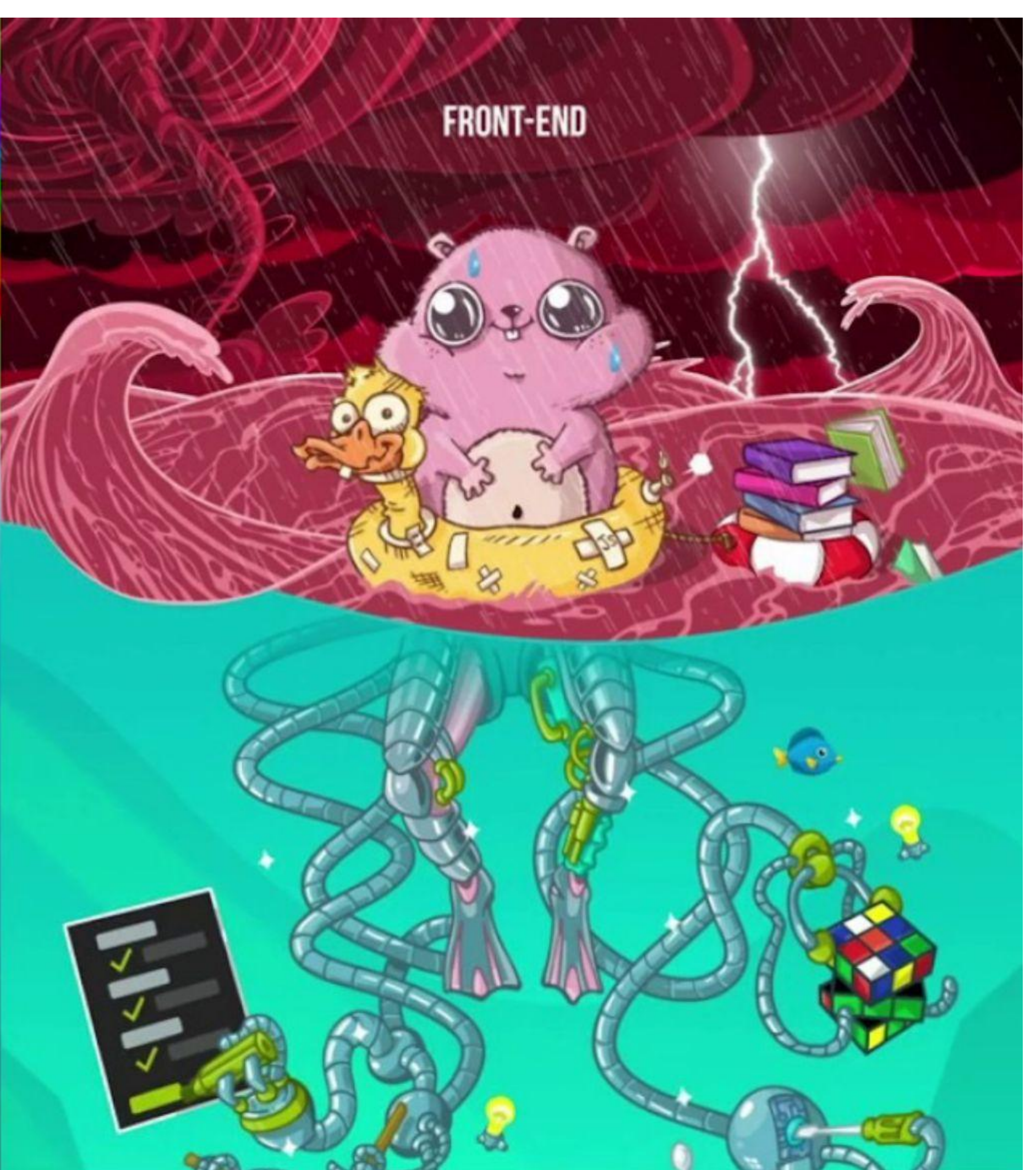
Otras herramientas

Hadoop, Sketchy, Asgard

FRONT-END



FRONT-END



# When the Frontend is ready



## before Backend

# 3

## Analítica Digital y comunicación iterativa



# Web Analytics - Feedback Digital

Análisis de cada click o movimientos de nuestros usuarios



Analítica



UX



Generar soluciones en base a investigaciones no a suposiciones



# Venta Digital: Funnel de conversión

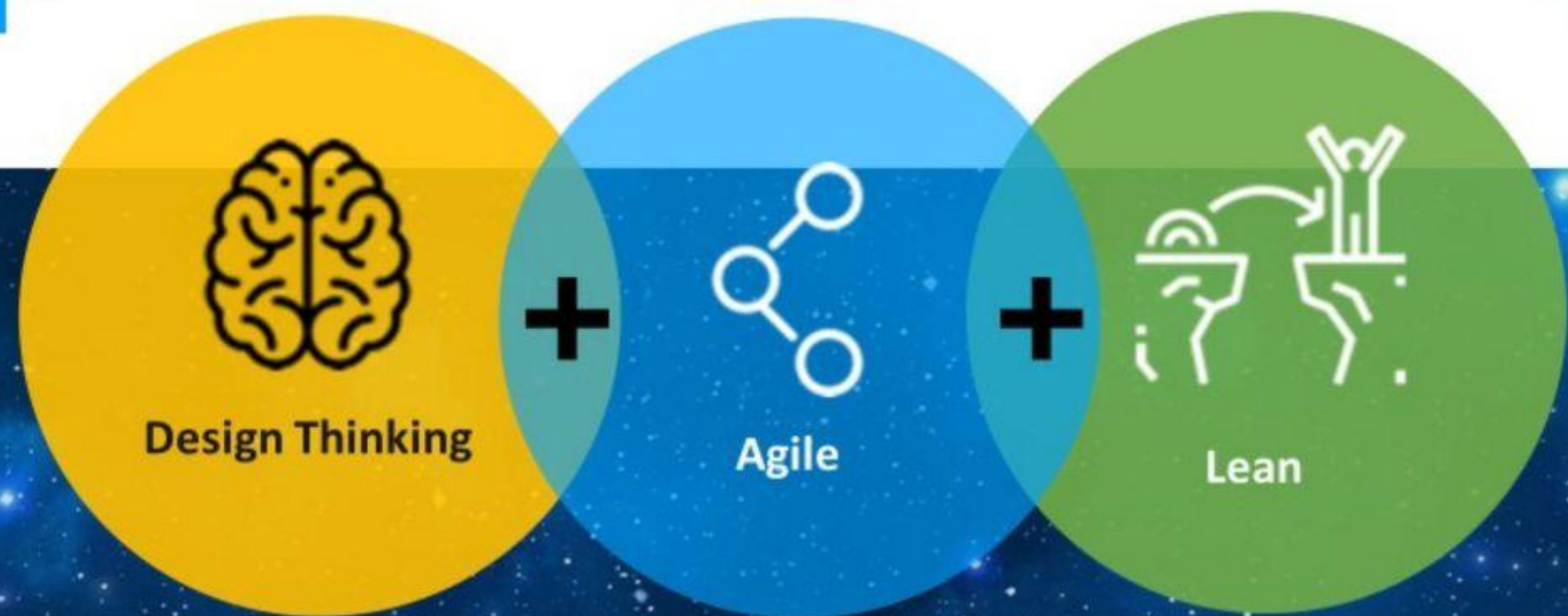


A person's hands are shown interacting with a tablet. The tablet screen displays a design application with various elements, including a grid, text, and images. The background is a blurred office or workspace setting. The text is overlaid on the left side of the image.

Los negocios se están

**transformando**  
hacia lo digital

# Nuestro modelo



Explorar/  
Conceptualizar

Construcción de la  
solución

Delivery de la  
solución



THE INTERNSHIP

**TRAILER**

**HD**



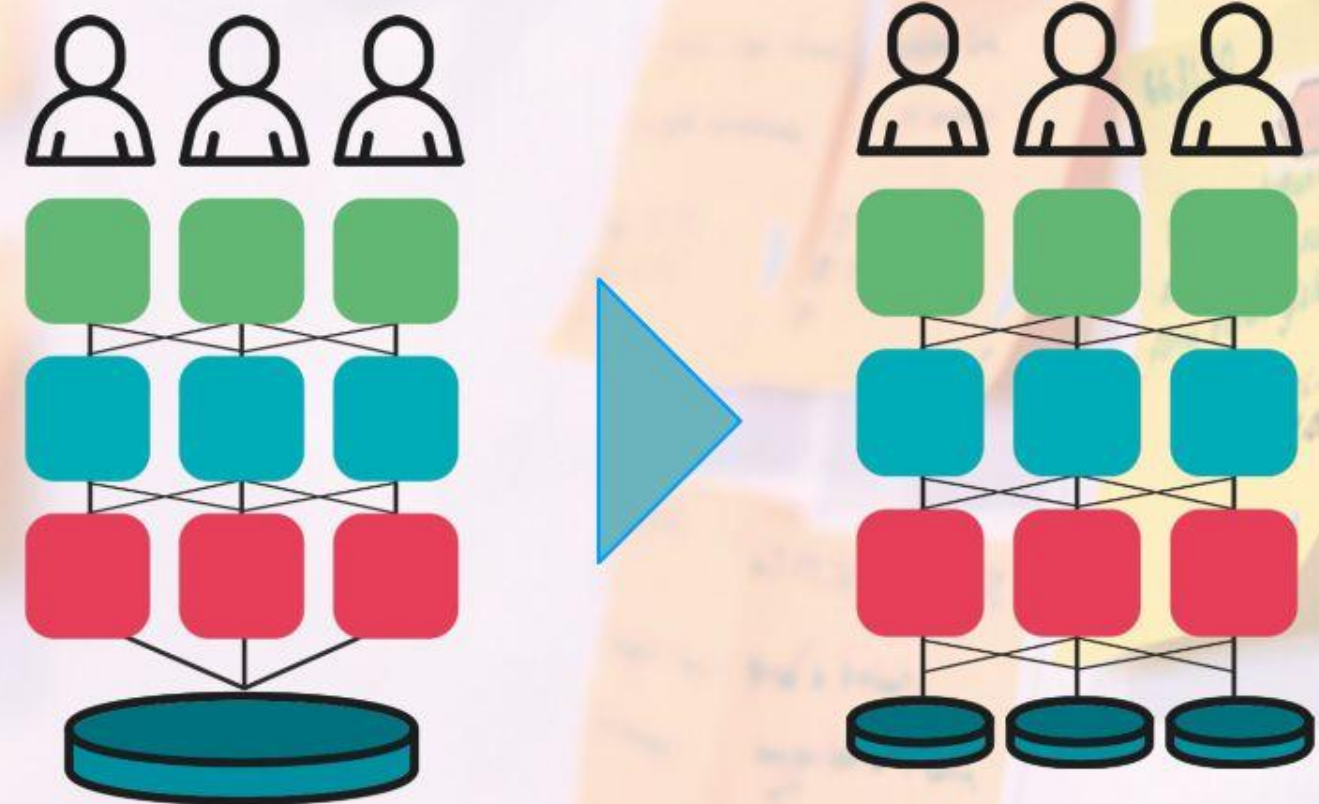
No son solo

**herramientas  
y procesos**

Es

**Cultura**

Arquitectura



Cambio de un enfoque técnico,  
a un enfoque de negocio



**Gracias.**