



Use Case

Improving loyalty

An example project that brings to life how we work and what's possible with the 10x platform.



It all starts with a conversation

Together, transformation is faster and easier.
Reach out to our team to learn how.

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10x

Introduction

This use case is based on live projects, conversations with banks, and ideas scoped with technology partners. It gives you an idea of the problems we solve at 10x. In this case: helping a supermarket bank retain customers and boost loyalty through a competitive rewards scheme.

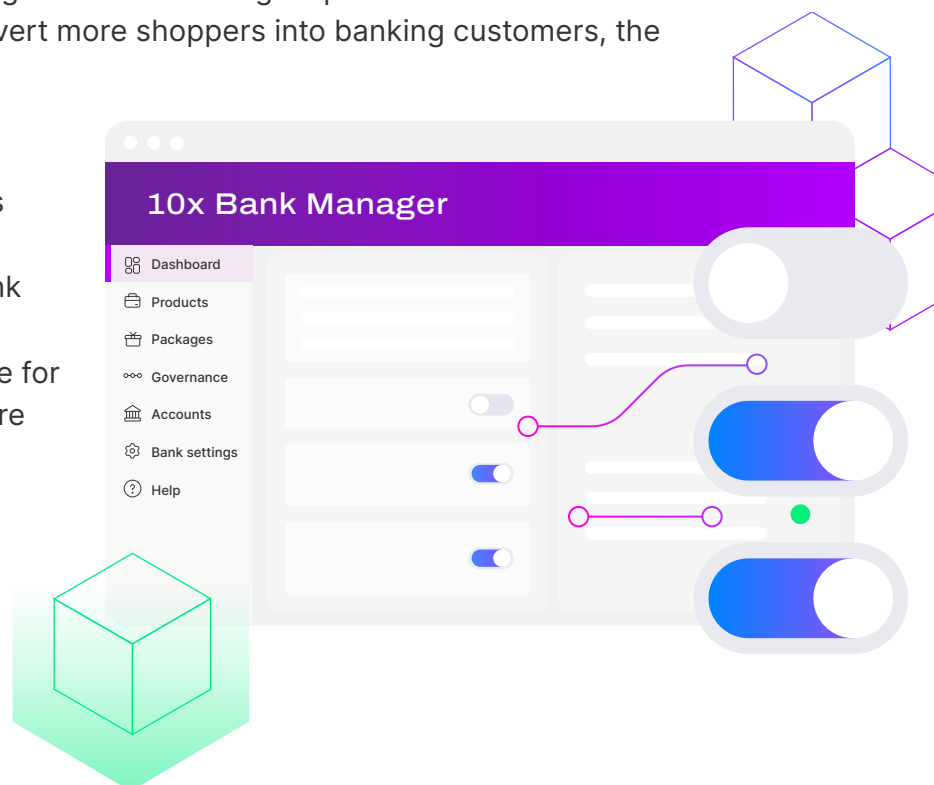
Challenge

A supermarket bank has identified that it's losing customers. It operates on a legacy core banking platform, making updates time-consuming. For example, it takes nearly four months for the Product team to change a rate on an existing product.

It's also expensive for the bank to analyze data on its customers and products, relying on end of day batch processes and data cleansing before interpretation, making the process arduous and prone to error. The bank also receives high volumes of calls from customers requesting actions that can't be completed within the app.

The supermarket's main business, which has stores nationally, has a majority market share. It has gained a loyal base of returning customers through a points and rewards scheme. To retain banking revenues and convert more shoppers into banking customers, the supermarket wants to:

- Link loyalty points with financial rewards such as cashback offers
- Lower operating costs of the bank
- Improve the front-end experience for banking customers, enabling more self-service.



10x brief

Launch a greenfield credit card proposition for the supermarket bank powered by a cloud-native core banking platform.

The credit card will reward customers with up to \$50 cashback on purchases made in-store. Transaction data will be consumed by the supermarket's loyalty platform, so additional rewards can be redeemed, with points made available to customers seamlessly through the supermarket's app.

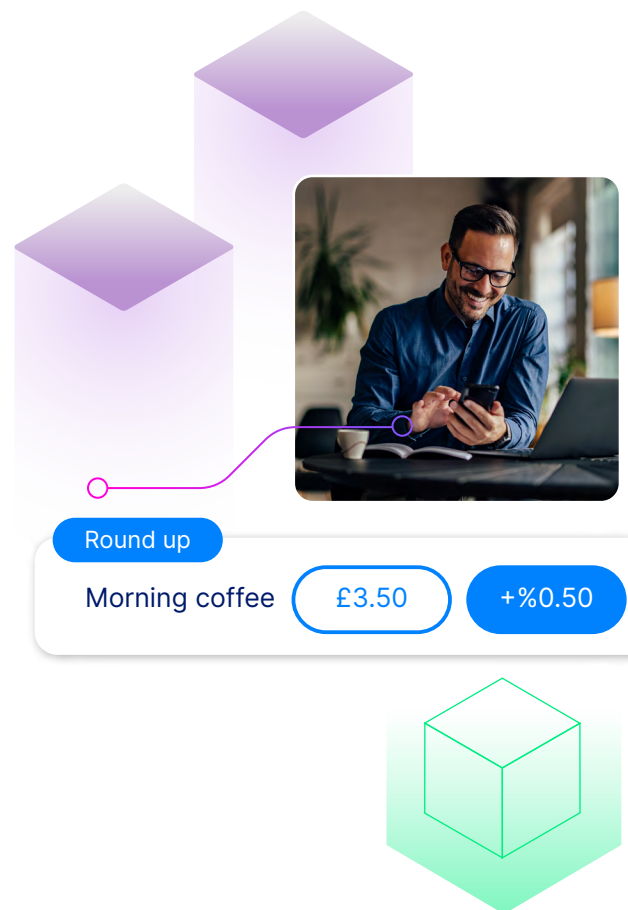
Alongside this, the supermarket's existing banking customers will be migrated to the new, more modern banking platform, providing the supermarket with transaction data in real time to help them understand total share of wallet by identifying spend made at competitors.

Customer proposition

A credit card with 0% interest on purchases for 18 months, with cashback of up to \$50 based on spend at the supermarket. Additional features include:

- Split large purchases over three instalments
- Direct payments to other accounts when funds are low
- Round-up spare change into a savings pot.

The customer experience is tied together with consistent customer service across every channel based on real time data. Our pre-built Salesforce module, gives Bank X colleagues an accurate 360° view of customers in real time.



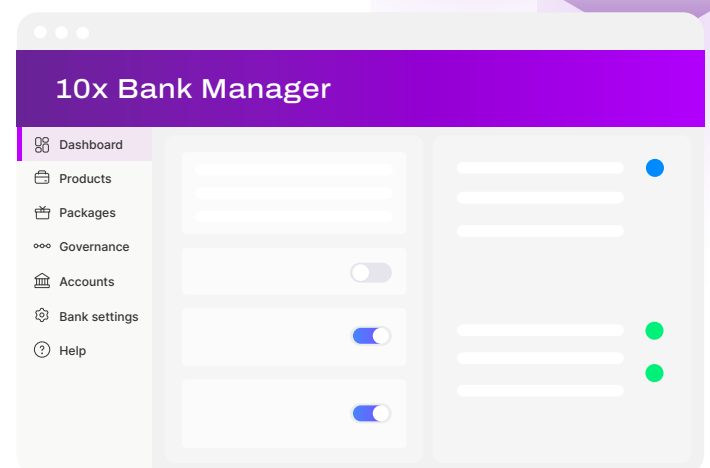
Powered by SuperCore: 10x's reliable, scalable core banking platform

- Built to **process over 10k transactions per second (TPS)** – more than a global bank will ever need – the 10x ledger connects to the supermarket bank's general ledger and accountancy systems. It creates events in real time, enabling a seamless experience for employees and customers.
- Our **real time interest calculator** provides automatic interest and fee calculations. The supermarket bank can update statements and backdate historical balances without manual overheads.
- Delivered as a single instance in the public cloud, the bank gets **flexible autoscaling, resilience, refresh, and security** as part of their SaaS deployment to minimize overheads.
- 10x's **API-first architecture** enables real time connectivity to the bank's preferred providers and front end, making our core a seamless extension of their bank.
- **Rewards are pushed to the customer in real time**, based on behavioral event triggers.

Building products at speed

Using Bank Manager, our no-code product builder, the bank can reduce the time it takes to create, update, and launch products from months to minutes.

The bank's Product team learn how to configure products, pricing, rewards, and rates with Bank Manager. They can iterate and innovate their products based on customer needs without writing a line of code. Once products are built, they are sent for sign-off via Bank Manager's auditable workflow.



The 10x Managed Service

10x offer a fully resourced and needs-based client team for the project's duration, reducing the need for the bank to create new operating procedures, training support, and system updates.

Additionally, based on client needs, the managed service team includes Principal Engineers, Security Engineers, Client Solution Managers, and Site Reliability Engineers. The managed service team is coordinated by a Client Success Lead and a Delivery Manager. Co-location and (where necessary) daily contact lead to faster delivery of the embedded finance partnership.

New features, security, and platform updates are delivered monthly. All 10x clients benefit from iterative updates as new requirements and requests go live.

10x also provide a developer portal containing all available APIs, including Open Banking and B2B, and associated documentation. In addition, content on our architecture, design patterns, Kafka topics, data dictionary, data model, and more are provided.

About 10x

10x Banking's (10x) mission is to make banking 10x better for customers, banks, and society.

Founded in 2016, the company's next-generation core banking platform, SuperCore®, enables banks to launch products and customer experiences faster and more cost-effectively, powered by real time data.

The platform supports retail, SME, and corporate banking across current and savings accounts, credit cards, payments, and lending.

Available as a SaaS platform hosted in the public cloud, SuperCore is fully managed by 10x to ensure local and regional compliance, robust security, always-on performance, and operational resilience.

Today, 10x powers some of the world's leading banks, supporting greenfield projects, core migrations, and banking as a service initiatives.

Making banking 10x better

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