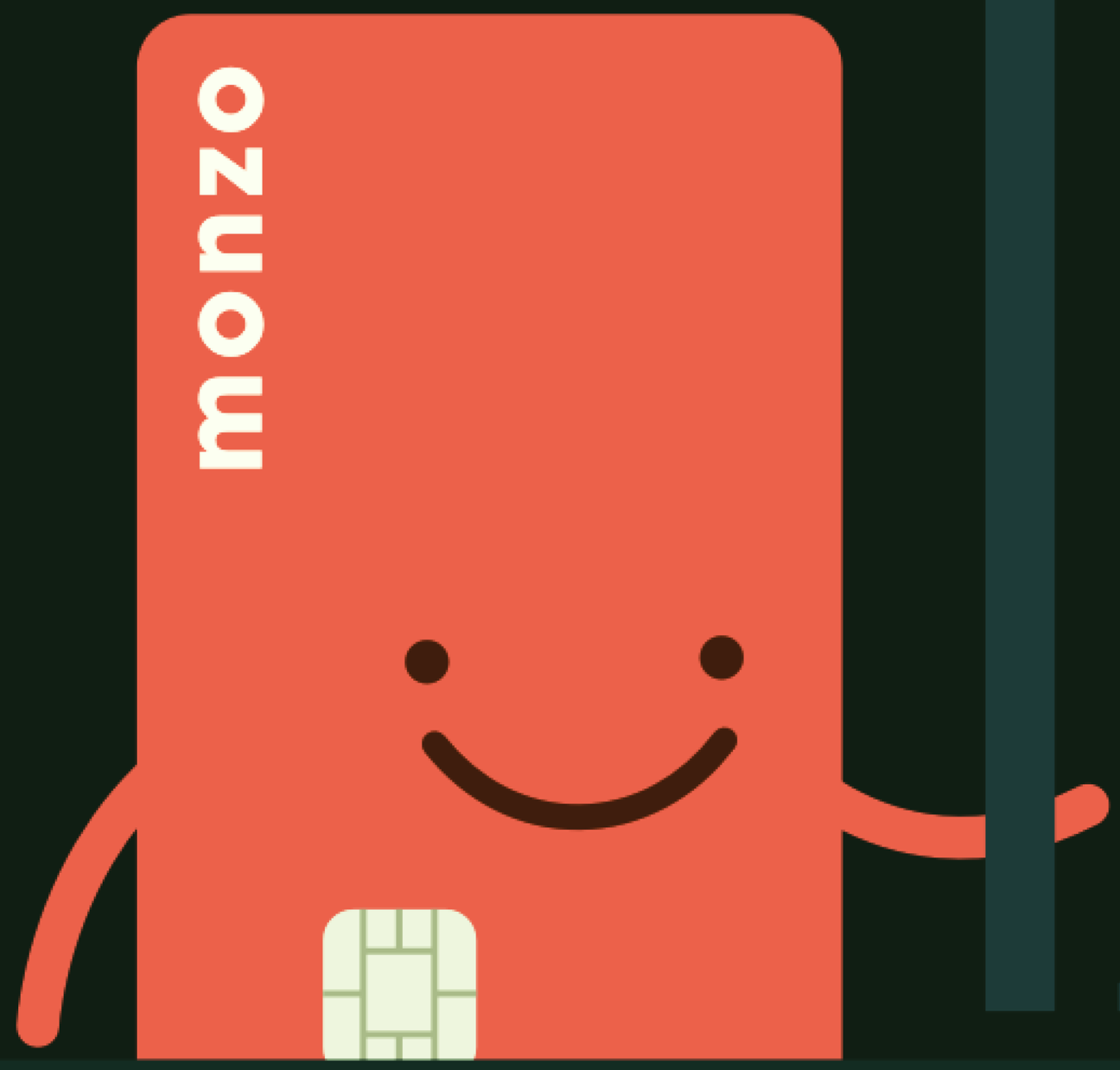


Monzo Onboarding UX Analysis – eBook

CRAFT INNOVATIONS

craftinnovations.global

Contents

Intro

We created this Monzo onboarding UX analysis to give product teams, innovation leaders, and startup founders a clear look at how banking apps welcome new users.

Using the Usability Principles by Craft Innovations, we break down Monzo’s onboarding step by step and highlight where it works well and where friction can appear.

The goal is to give you a practical framework. Whether you’re building your own fintech product or refining an existing one, you can compare your onboarding against Monzo’s and see how it measures up to established usability standards.

Craft Innovations Team

Monzo

We're here to make money work for everyone

Monzo: Human-Centered Onboarding

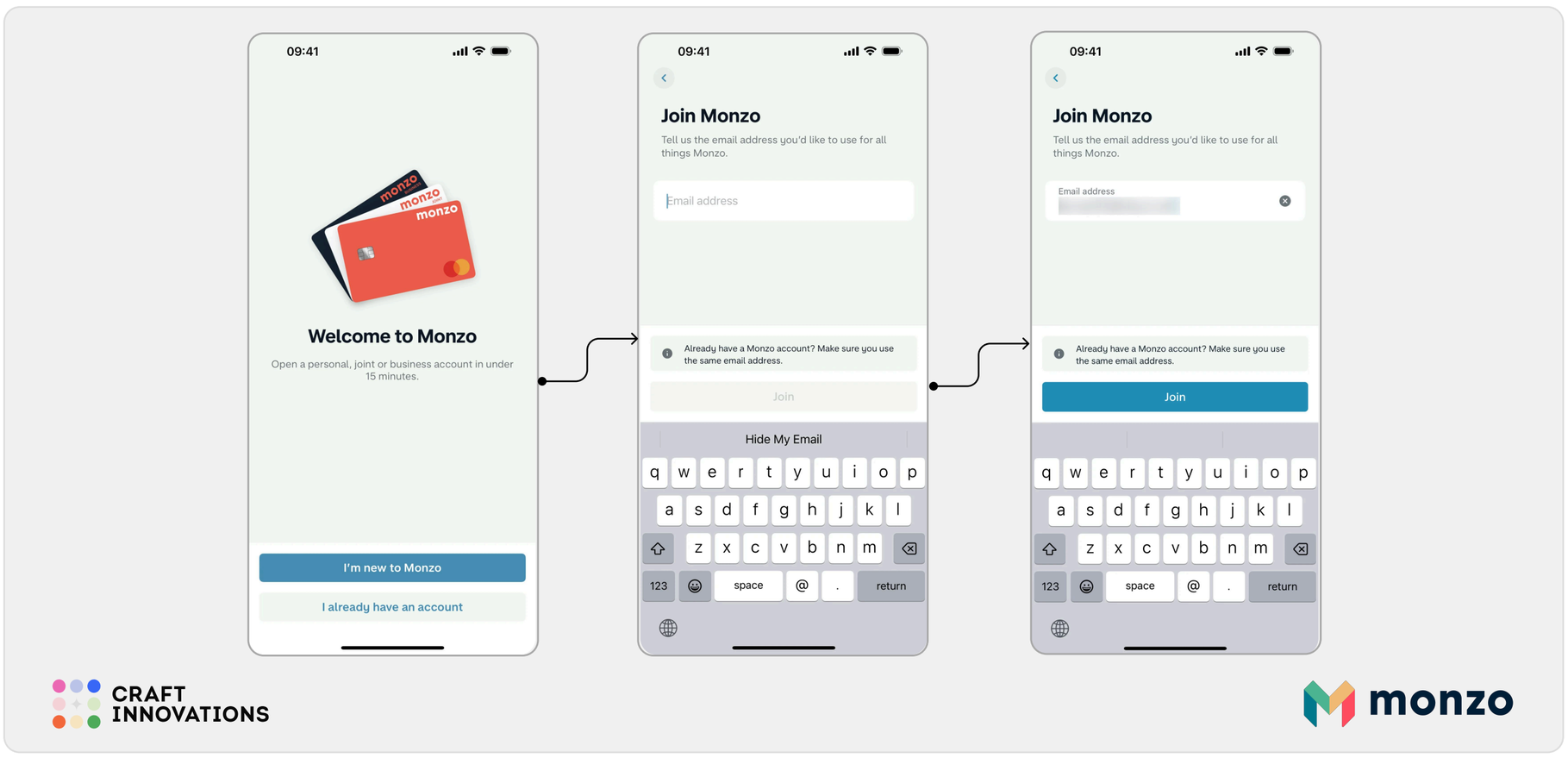
Monzo has become one of the most recognizable digital banks in the UK, with over 9 million customers and a reputation for reshaping how people interact with money. Part of its appeal lies in the brand's transparency and customer-first mindset. Monzo built trust early by making banking features easy to understand–whether it's instant notifications, budgeting tools, or fee-free international spending. The result is a bank that feels less like an institution and more like a helpful companion in day-to-day finance.

That same ethos carries into its onboarding. Instead of treating account setup as a compliance hurdle, Monzo uses a warm, conversational design language. Playful illustrations, plain English, and reassuring microcopy reduce the weight of legal requirements. This blend of friendliness and rigor shows why Monzo is often highlighted as a UX leader in fintech–it makes complex processes feel simple, while keeping trust at the center.

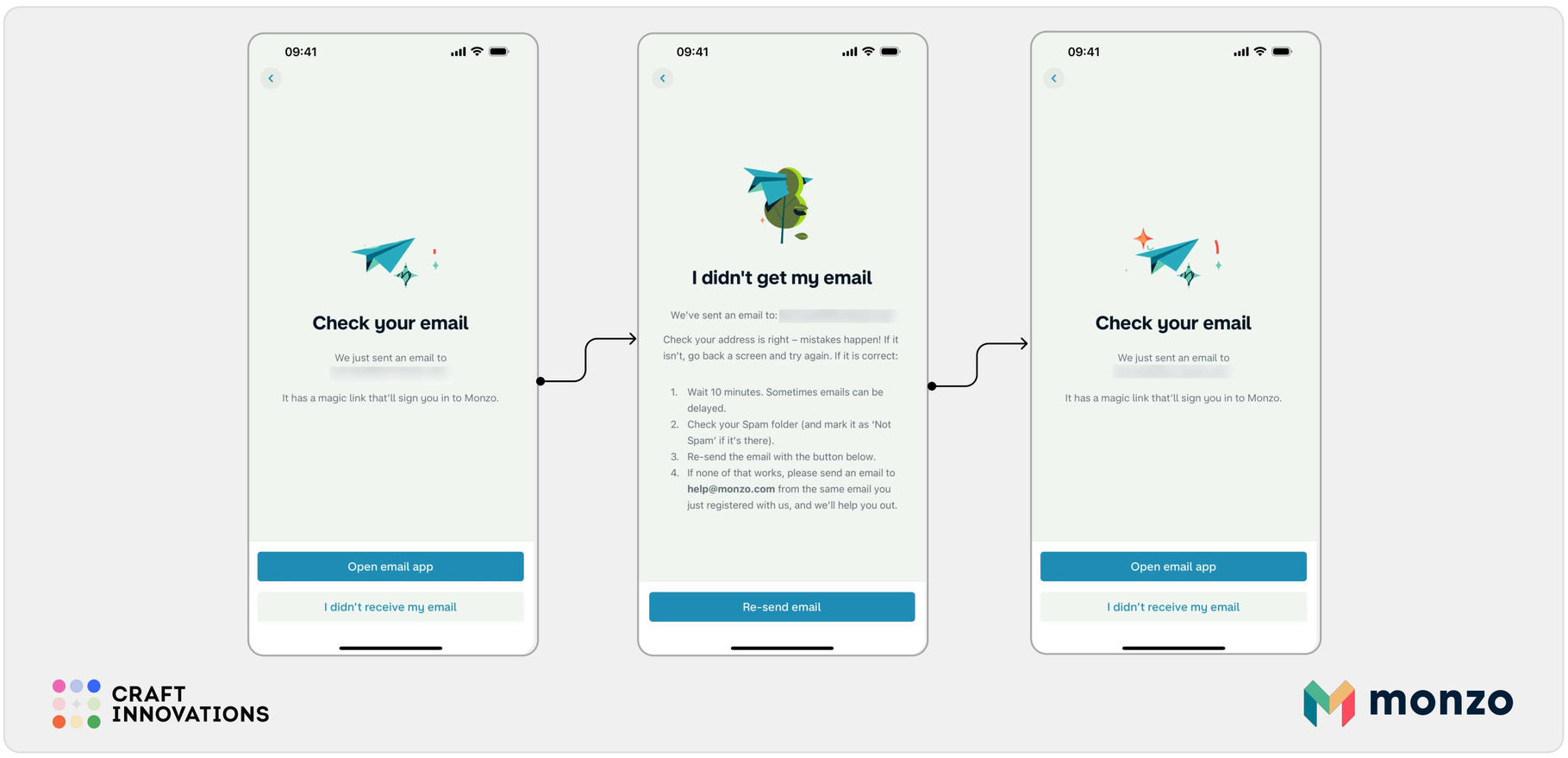
🔗 **Source of the analyzed flow:** mobbin.com/apps/monzo-ios

1. Entry and Basic Details

The onboarding opens with a welcome screen that highlights Monzo's core offer: open a personal, joint, or business account in under 15 minutes. Two clear choices – "*I'm new to Monzo*" and "*I already have an account*" – remove any guesswork. The following step asks for the user's email address, with a short explanation: "*Tell us the email address you'd like to use for all things Monzo.*" A supporting hint warns existing users to stick to the same email to avoid errors.



After entering the email, Monzo immediately sends a confirmation link. Instead of a password step, users are asked to check their inbox for a "*magic link*" to continue. The app even provides an "*Open email app*" button, reducing friction and saving taps. If the email doesn't arrive, Monzo offers a recovery path with practical instructions: wait, check spam, resend, or contact support.



💡 CI Usability Principles:

2.2.1 Simple and Understandable – The text avoids jargon and uses plain English: "*Tell us the email address you'd like to use for all things Monzo.*" Even the error guidance is in human language: "*Mistakes happen!*"

2.2.4 Human and with a Positive Emotional Charge – Copy is empathetic and encouraging, especially in recovery states. Instead of blame, it reassures "*Check your address is right – mistakes happen!*"

3.1.1 Users Initiate Actions – The flow doesn't auto-trigger steps. Users actively choose "*Join*," open their email app, or request a resend. This sense of control makes the process feel safe.

3.2.1 Error Prevention – By reminding users to reuse their existing email, Monzo prevents duplicate account attempts and the resulting frustration.

3.2.3 Easy Error Correction – If the "*magic link*" doesn't arrive, Monzo offers a clear retry path with multiple fallback options, ensuring mistakes don't lock the user out.

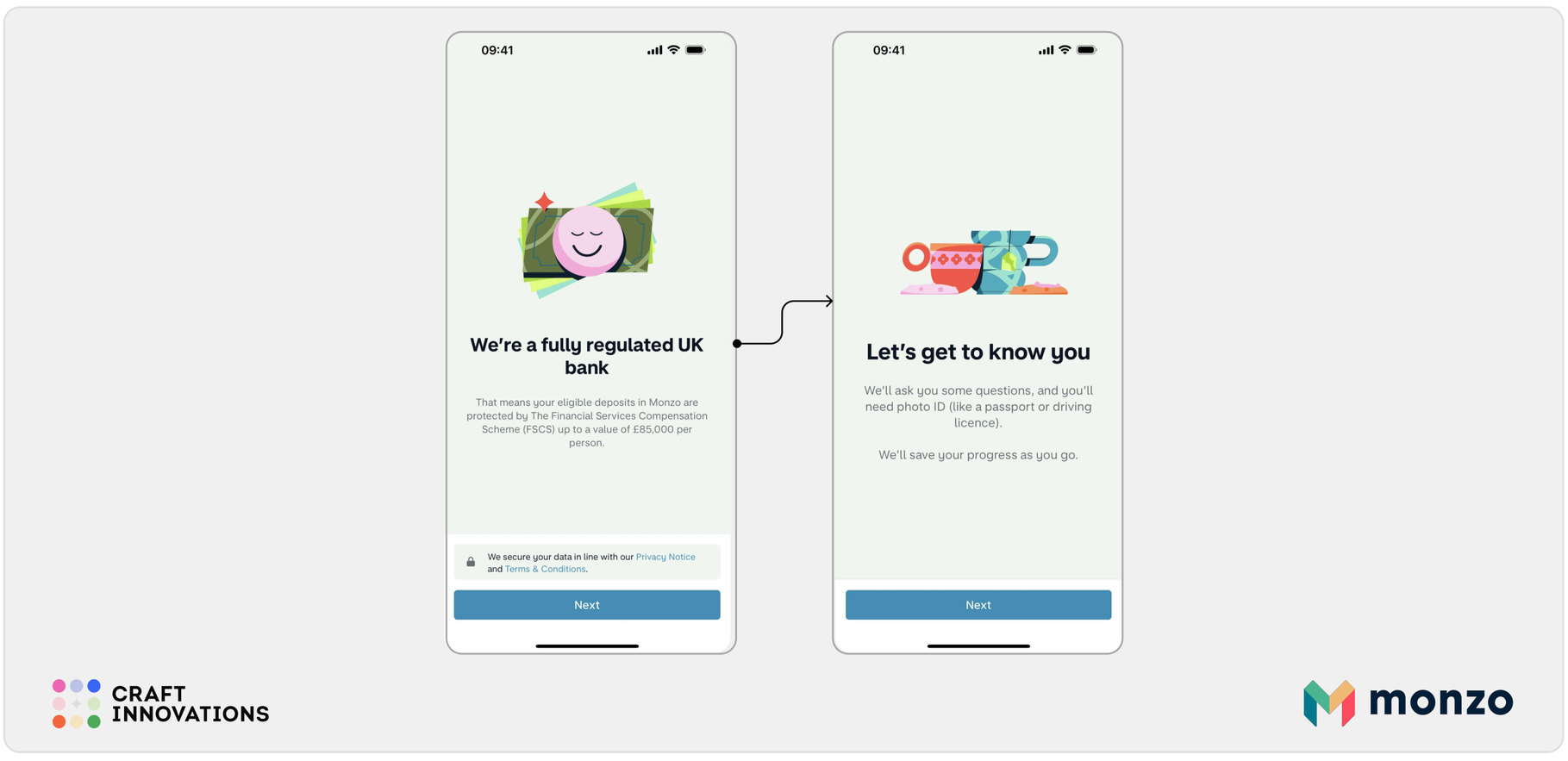
7.1 Users Should Know What's Happening – The app confirms that the email was sent, displays the destination address, and clearly explains the next step.

7.3 Users Should Know What Will Happen Next – The checklist on the "*I didn't get my email*" screen outlines exactly what to try next (wait, check spam, resend, contact support).

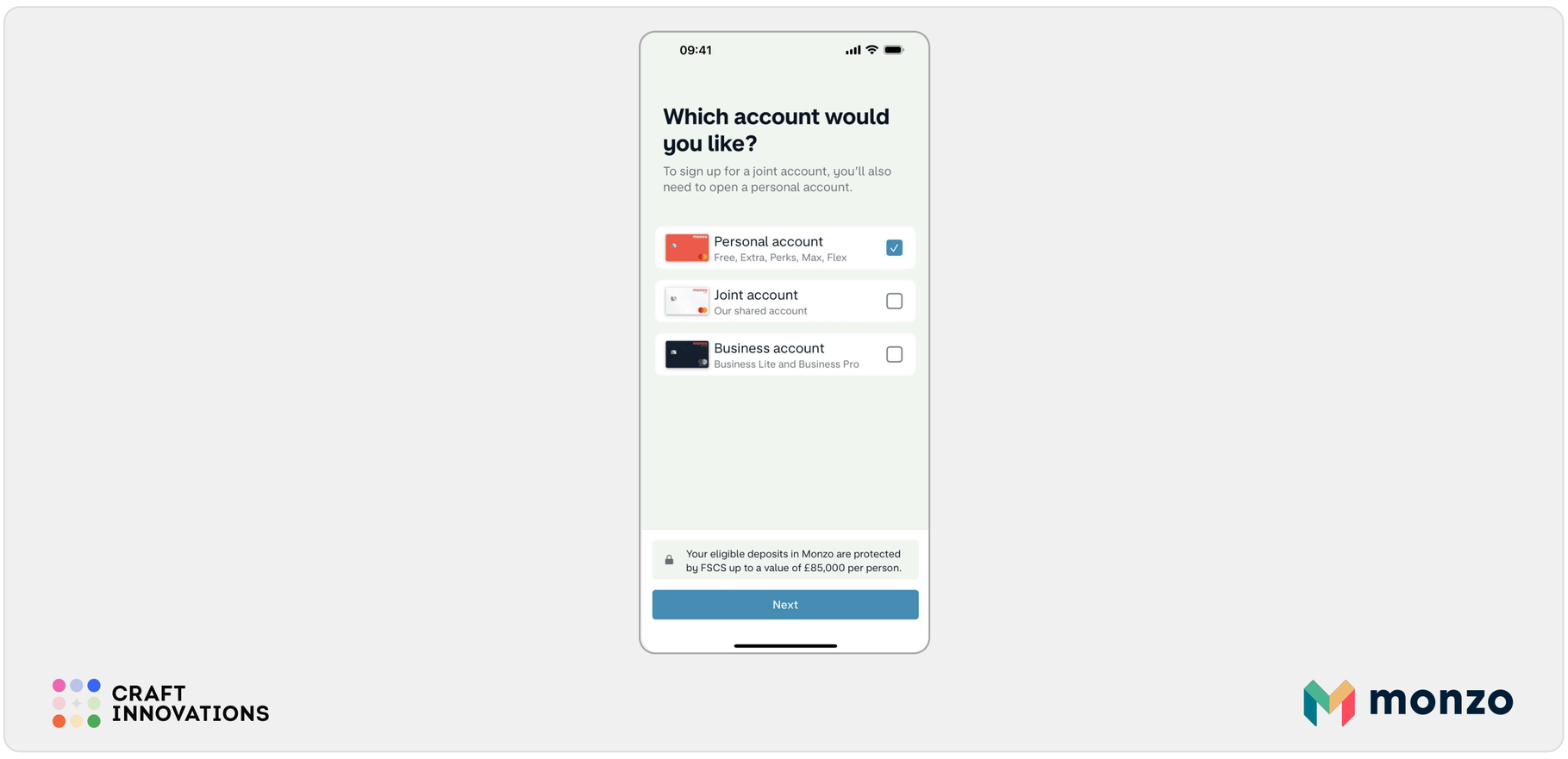
Takeaway for banks: Detailed microcopy and fallback logic reduce early abandonment. Instead of treating errors as edge cases – design for them explicitly. This keeps users in control and reassured at every step.

2. Account Setup

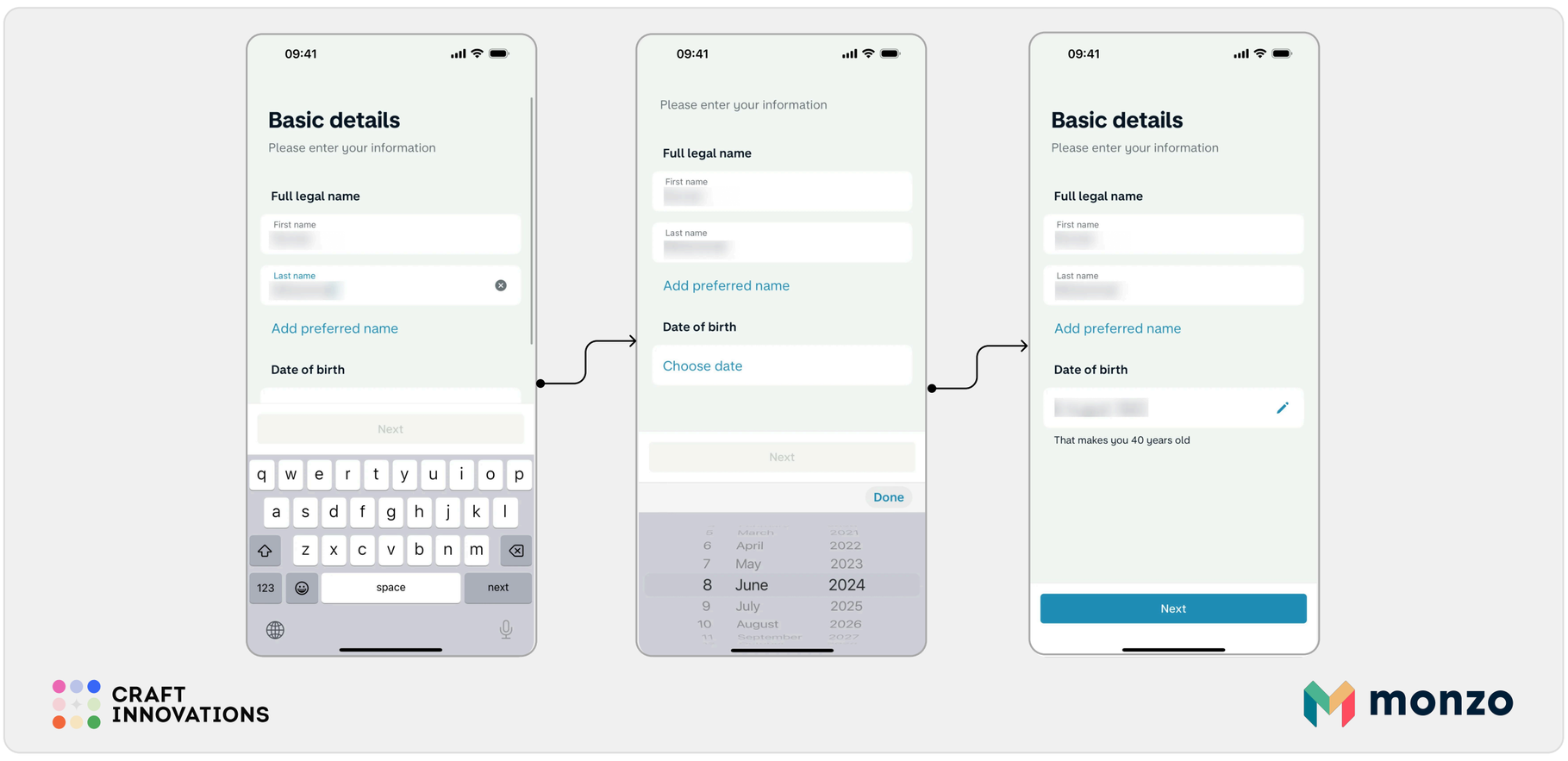
Monzo leads with regulatory reassurance: "*We're a fully regulated UK bank... FSCS up to £85,000*" and links to the Privacy Notice and Terms & Conditions. This moment sets the tone by building trust before any details are collected. The next screen clarifies expectations: "*Let's get to know you... you'll need photo ID... We'll save your progress as you go.*" The message is straightforward, transparent, and calming for users who may feel wary about compliance steps.



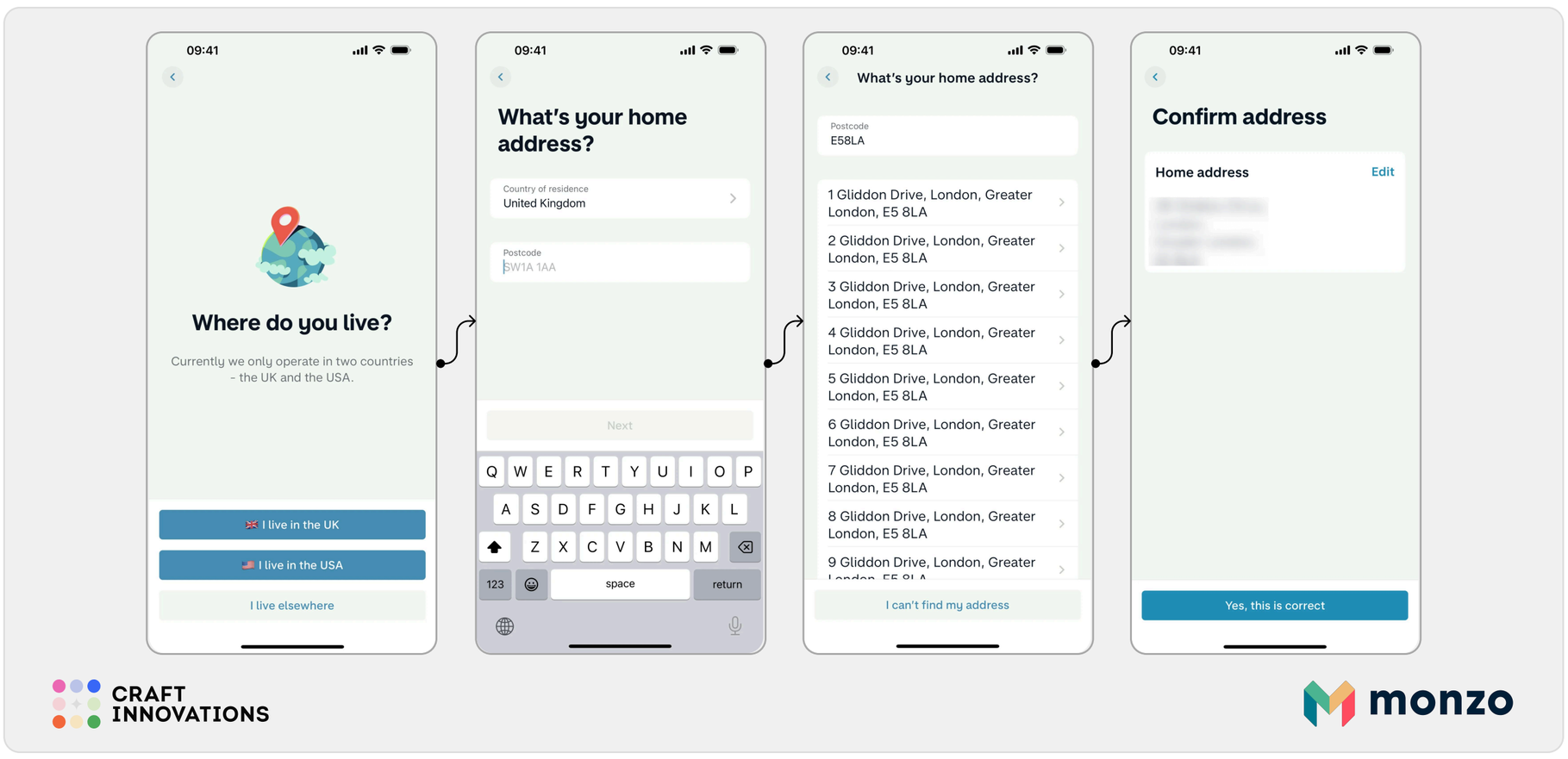
Next, Monzo asks the user to choose the type of account. Options are presented with simple icons: Personal, Joint, or Business. A short line clarifies that a joint account requires an existing personal account, while a note at the bottom repeats FSCS protection. The design is functional but still warm, helping users feel confident in their choice.



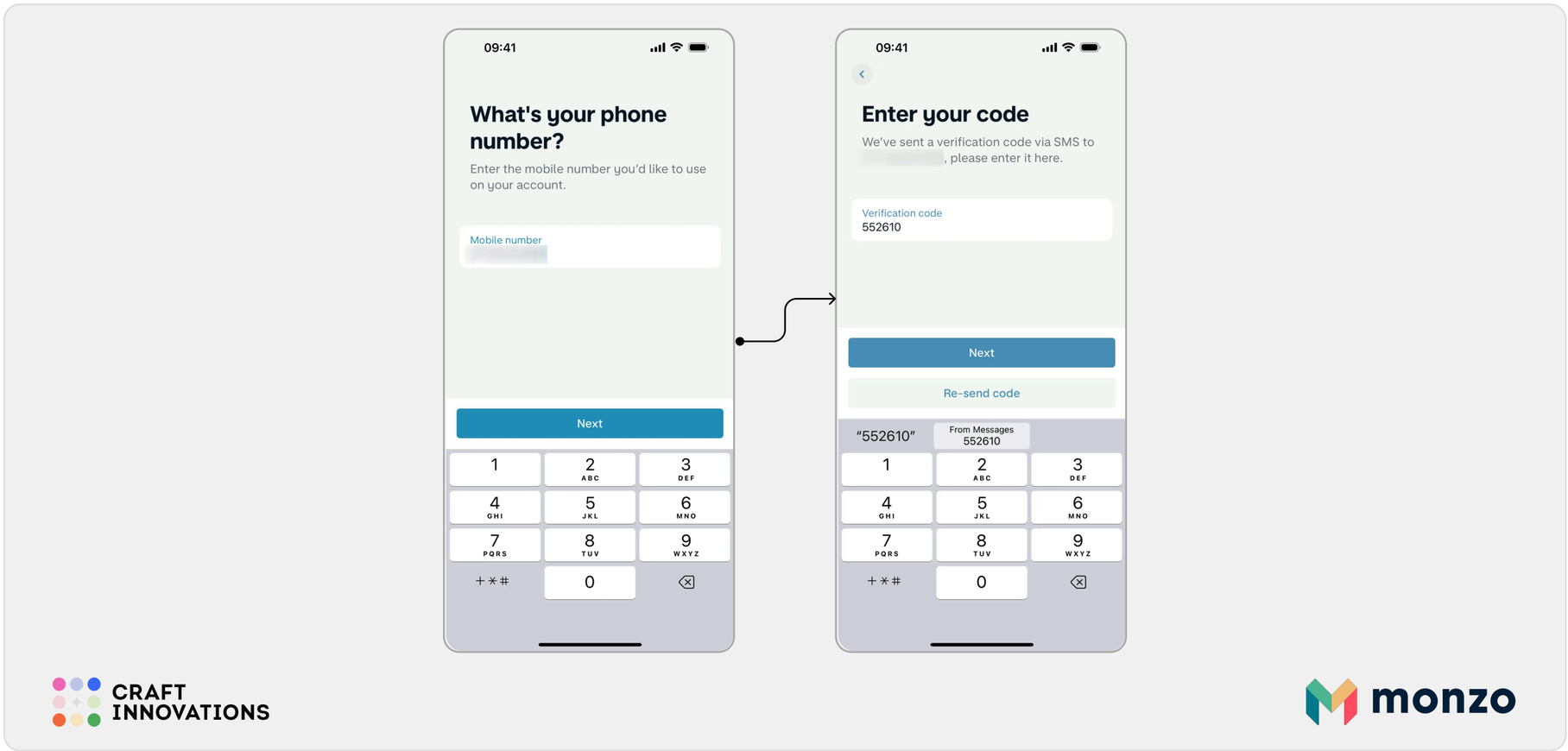
Once the account type is selected, the flow shifts into personal details. The first screen requests the full legal name, while a smaller line below offers an "*Add preferred name*" option. This balances compliance needs with a human touch. When the date of birth is entered using the iOS wheel picker, the app instantly confirms: "*That makes you 40 years old*" – paired with an edit icon for quick corrections. It's a tiny detail, but one that makes the interaction feel conversational instead of bureaucratic.



Monzo then moves to residency, making eligibility rules clear upfront "*Where do you live? We only operate in the UK and the USA.*" Users can choose UK, USA, or "*Elsewhere*," the latter providing a polite exit for those outside supported regions. Once a valid country is chosen, the user is asked for their postcode, with the selected country pinned above. Entering the postcode reveals a short list of matching addresses, and if none fit, the user can tap "*I can't find my address.*" The following screen displays the chosen address in a confirmation card, with an option to edit before moving on.



The setup closes this stage with phone verification. Users provide their mobile number, receive a code by SMS, and confirm it in-app. Autofill speeds up the process, while a visible "*Resend code*" button offers a clear fallback. The entire step is quick, focused, and avoids any sense of friction.



💡 CI Usability Principles:

2.2.1 Simple and Understandable – Plain English keeps explanations clear and jargon-free.

2.2.3 Relevant to the Context – Preferred name appears right under legal name, eligibility checks appear before data entry.

2.2.4 Human and with a Positive Emotional Charge – Conversational tone in "*That makes you 40 years old*" reduces formality.

3.1.1 Users Initiate Actions – Account selection and data confirmation are always triggered by the user.

3.2.1 Error Prevention – Structured inputs (date picker, address lookup) minimize mistakes.

3.2.3 Easy Error Correction – Inline edit options and resend paths prevent dead ends.

4.2 Accelerators – Postcode search and SMS autofill shorten repetitive input.

4.4 Positive Intent – Regulatory reassurance is framed as protection, not risk.

4.5 Contextual Relevance and Ethics – Trust and compliance information is shown exactly where it matters.

7.1 Users Should Know What's Happening – "*We'll save your progress*" and confirmation screens make system behavior explicit.

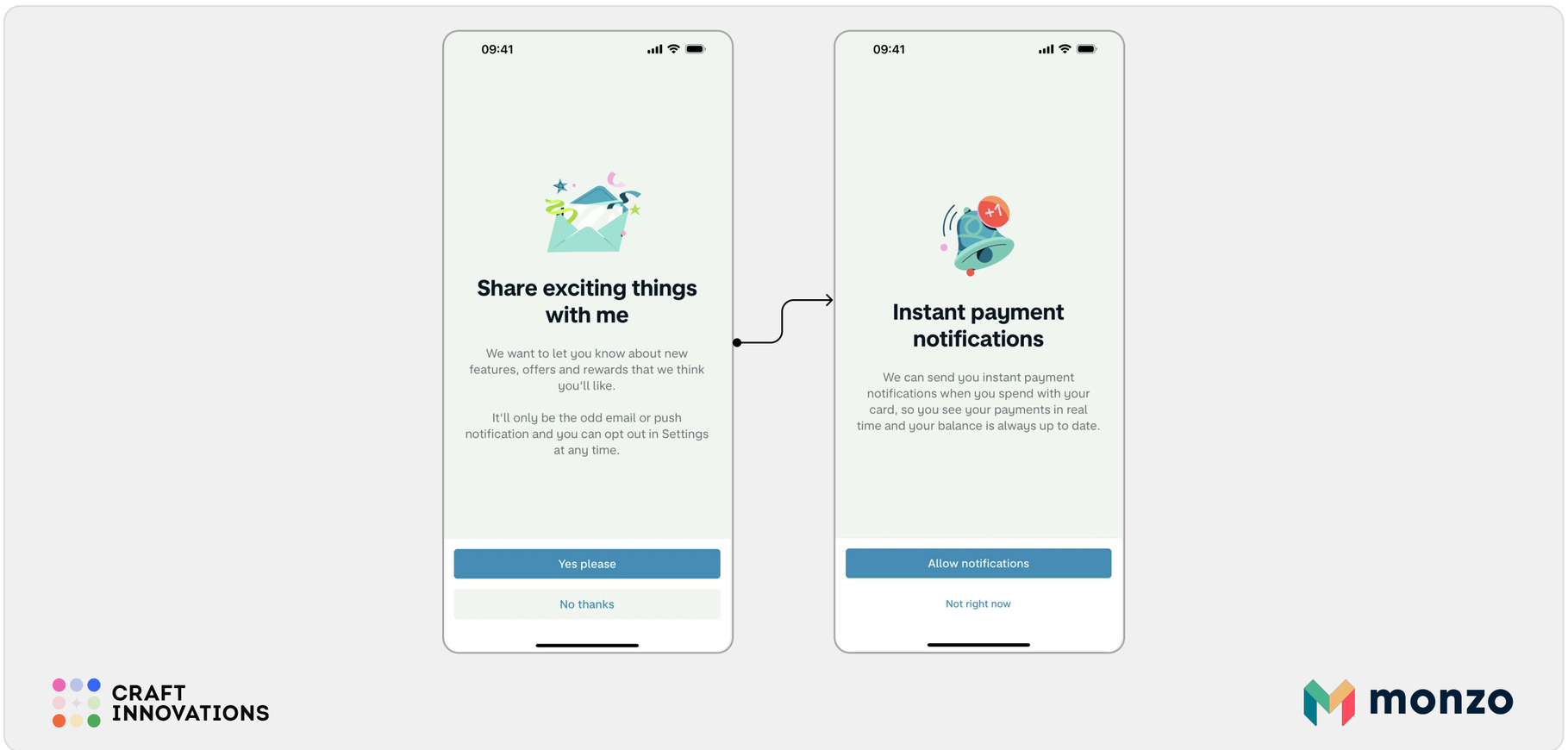
7.3 Users Should Know What Will Happen Next – Clear guidance during verification and fallback flows avoids uncertainty.

Takeaway for banks: Blend compliance with warmth; Com bine structured inputs with human touches and timely reassurance to make account setup feel like a guided conversation.

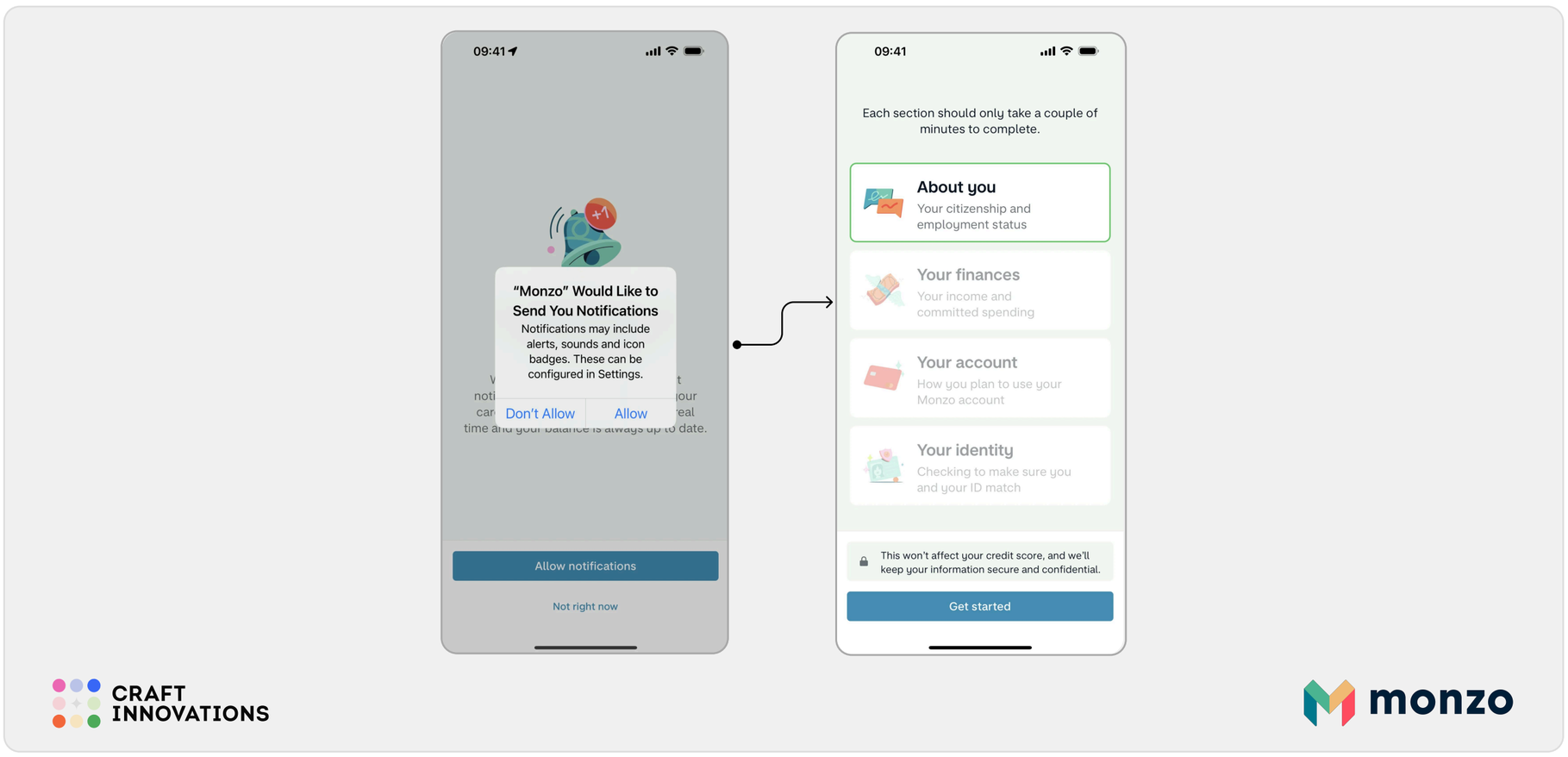
3. Notifications and Setup Tasks

Before diving deeper into compliance checks, Monzo takes a moment to set preferences. The first prompt asks if users want to receive updates about features, offers, and rewards. The copy is light and friendly – "*Share exciting things with me*" – with a clear choice between Yes please and No thanks. Importantly, the option to decline is just as visible, reinforcing the sense of control.

Next, the app highlights one of its core benefits: instant payment notifications. Users are told exactly why the feature matters – to see payments in real time and keep balances updated. The permission request is framed as useful rather than intrusive, with the buttons "*Allow notifications*" and "*Not right now*".



After preferences, Monzo introduces the remaining onboarding tasks. A checklist-style screen breaks down the flow into four parts: About you, Your finances, Your account, Your identity. Each item has a short description, helping users understand what's coming without being overwhelmed. At the bottom, a note reassures them: *"This won't affect your credit score, and we'll keep your information secure and confidential."*



💡 CI Usability Principles:

2.2.1 Simple and Understandable – Copy explains why each choice matters in plain English.

3.2.3 Easy Error Correction – Inline edit options and resend paths prevent dead ends.

2.2.4 Human and with a Positive Emotional Charge – Phrasing like "*Share exciting things with me*" makes system requests feel personal.

3.1.1 Users Initiate Actions – Users explicitly choose preferences before continuing.

3.2.1 Error Prevention – Equal visibility of Yes and No avoids accidental opt-ins.

4.5 Contextual Relevance and Ethics – Notifications are explained as value-adding, not default.

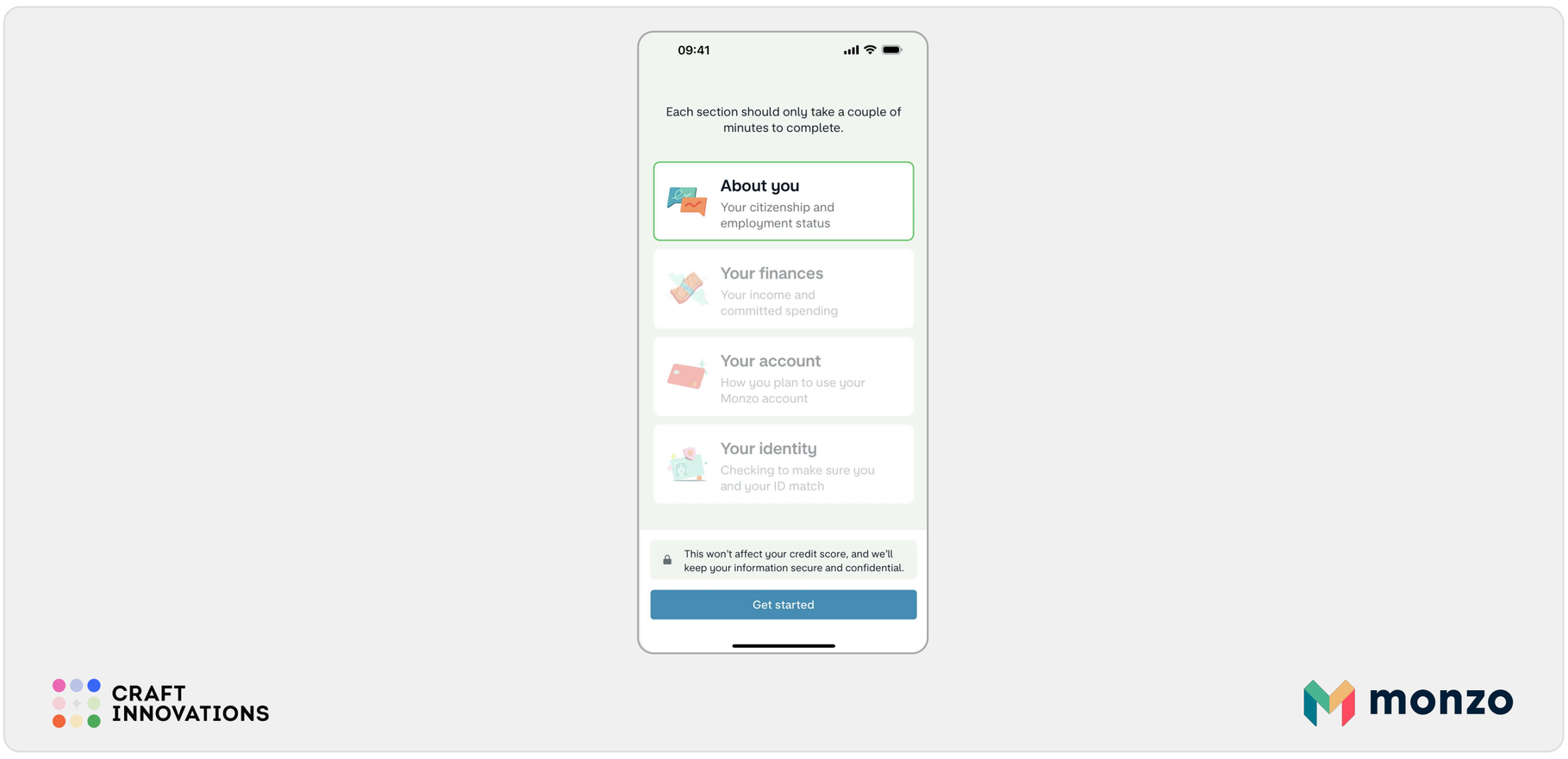
7.1 Users Should Know What's Happening – The checklist outlines upcoming steps and security assurances.

7.3 Users Should Know What Will Happen Next – Microcopy clarifies what each section will cover.

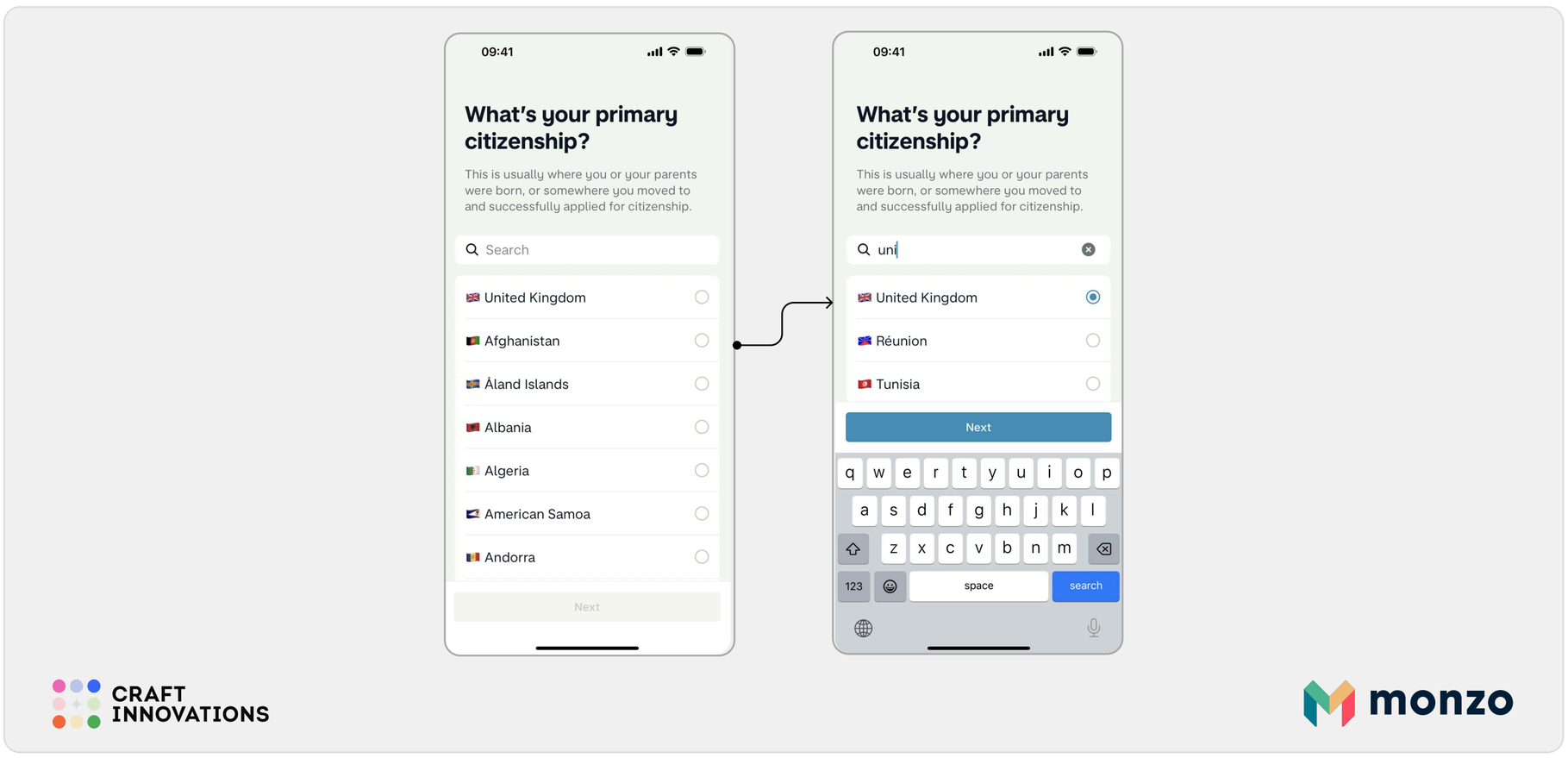
Takeaway for banks: Don't rush into identity checks, first give users control over preferences and a roadmap of what's ahead. This sequencing makes the flow feel collaborative.

4. About You

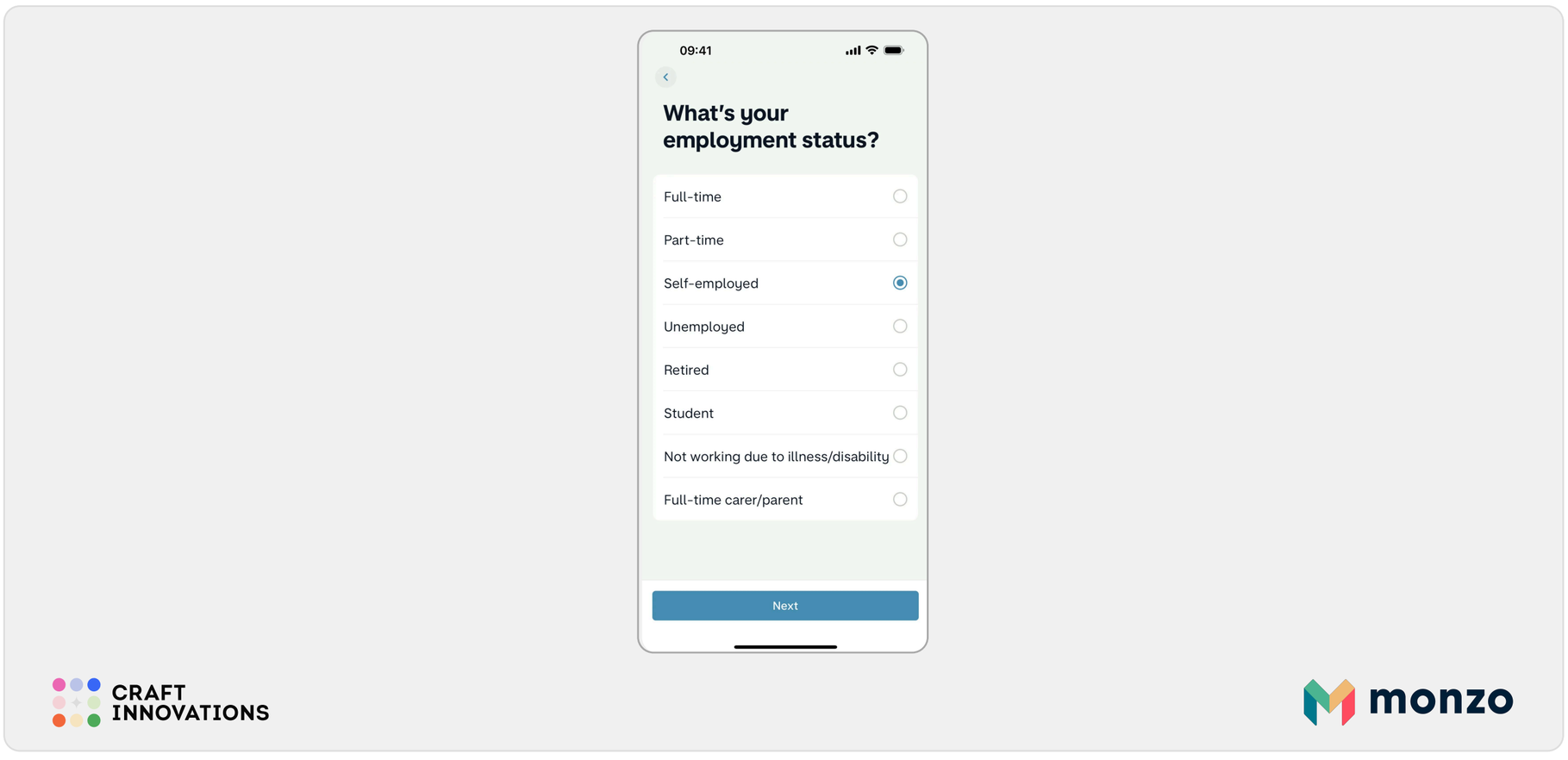
Monzo starts this section with clarity: "*Each section should only take a couple of minutes to complete.*" A simple checklist shows four upcoming parts – About you, Your finances, Your account, Your identity – and the first one is highlighted. A note below reassures users that this step won't affect their credit score and that information will remain secure. It's a small but powerful line to reduce anxiety at the start of personal questioning.



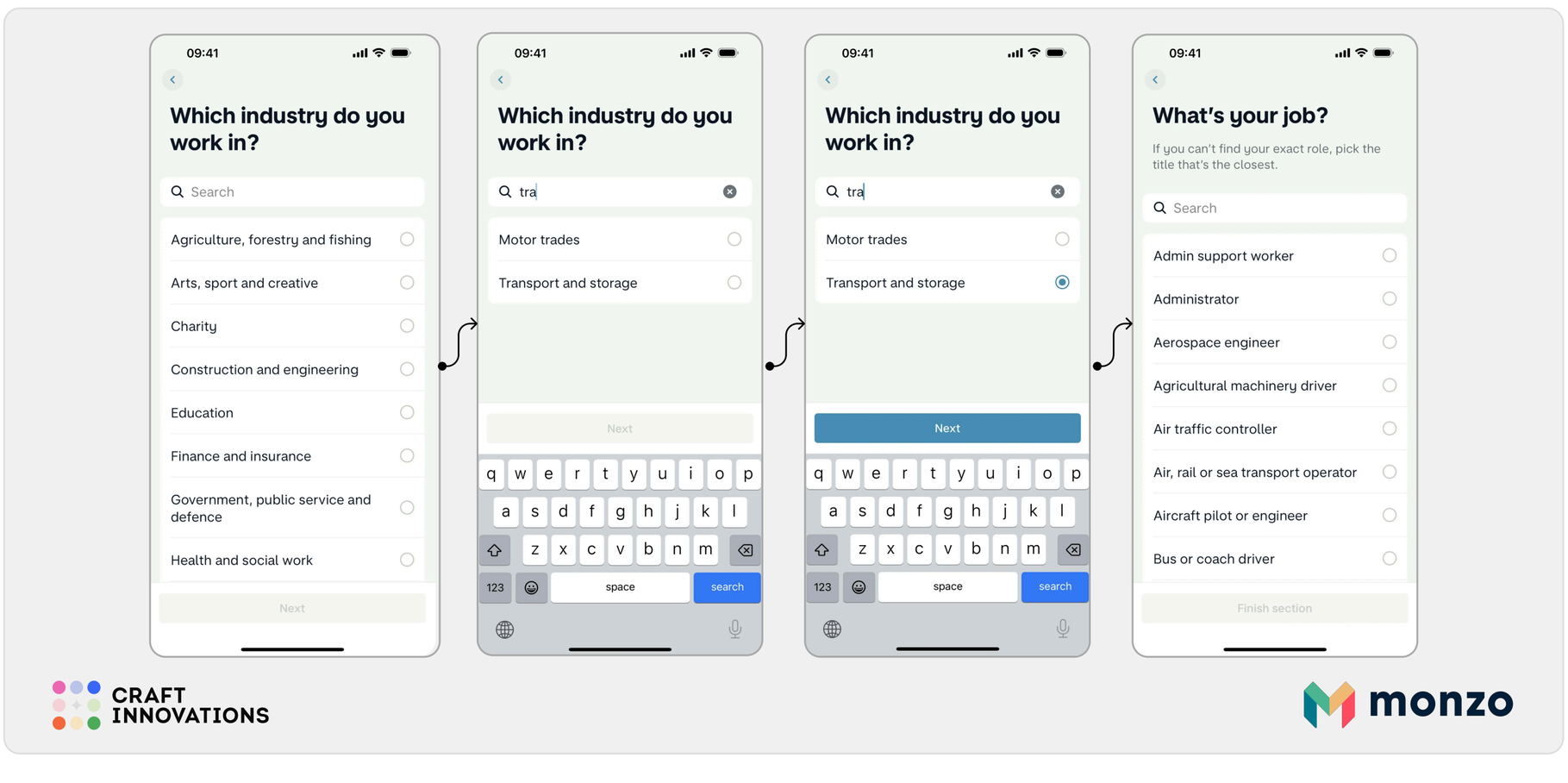
The first input is citizenship. Monzo asks "*What's your primary citizenship?*" and explains in plain terms what that means. The interface is a searchable dropdown with country names and flags, allowing for either scrolling or typing. The combination of visual flags and autocomplete makes the process faster and lowers the chance of error.



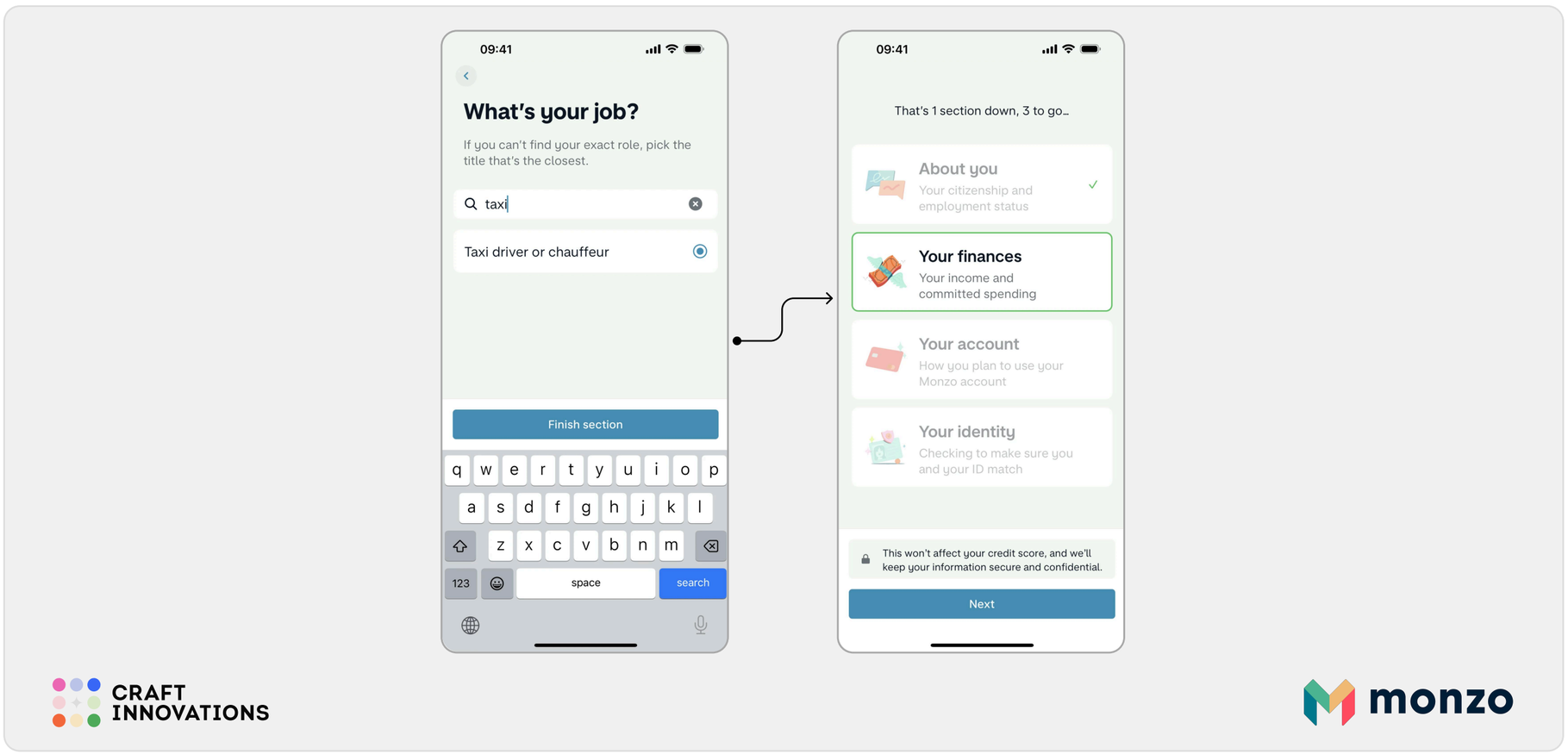
Employment comes next. The app offers a straightforward list of statuses: full-time, part-time, self-employed, unemployed, retired, student, not working due to illness/disability, or full-time carer/parent. The layout is clean, with radio buttons that clearly show only one choice is possible.



From there, Monzo drills down into industry. The list covers broad categories, but a search bar makes narrowing down easier. Users can type a few letters (e.g., "*tra*") and instantly filter to "*Transport and storage*". This strikes a balance between structured compliance data and usability, avoiding endless scrolling.



Finally, the app asks for a job title. Again, the approach is practical: a searchable list of predefined roles. If the exact job isn't listed, users are encouraged to "*Pick the title that's the closest.*" This guidance avoids frustration and communicates that approximation is acceptable. A progress message follows – "*That's 1 section down, 3 to go*" – which celebrates completion while setting expectations for what's next.



💡 CI Usability Principles:

2.2.1 Simple and Understandable – Plain explanations for citizenship and job title reduce confusion.

2.2.3 Relevant to the Context – Sensitive info is paired with clear guidance "*Pick the closest title*".

2.2.4 Human and with a Positive Emotional Charge – Friendly microcopy like "*1 section down, 3 to go*" motivates progress.

3.1.1 Users Initiate Actions – Searchable fields and selection lists keep control with the user.

3.2.1 Error Prevention – Structured dropdowns and limited options prevent invalid input.

3.2.3 Easy Error Correction – Search and selection can be retried without friction.

4.2 Accelerators – Autocomplete for countries, industries, and jobs speeds up data entry.

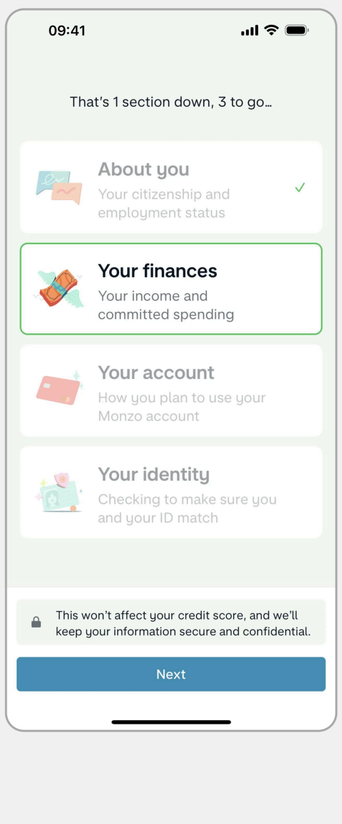
7.1 Users Should Know What's Happening – Progress indicators and completion messages keep the process transparent.

7.3 Users Should Know What Will Happen Next – Checklist and microcopy prepare users for the remaining sections.

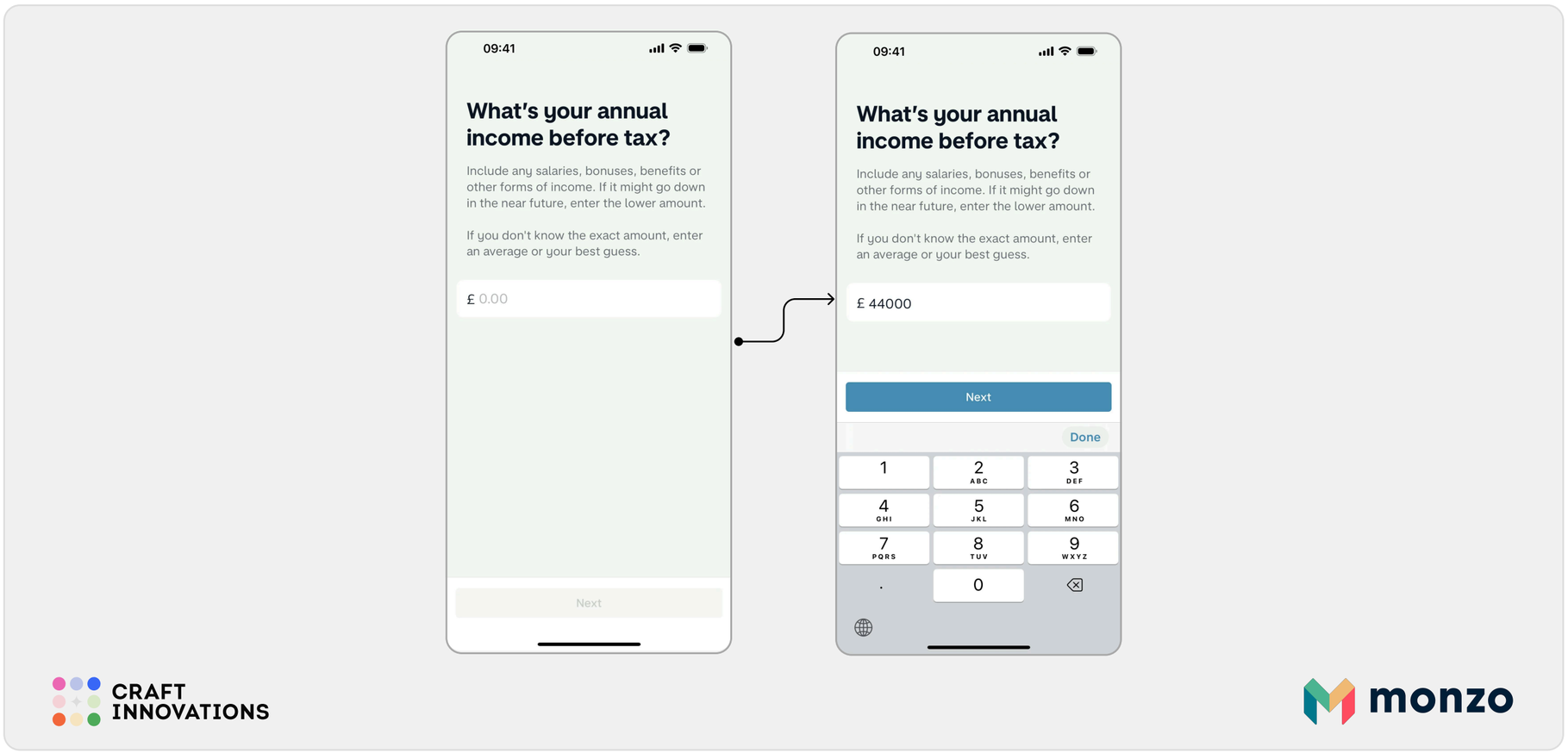
Takeaway for banks: Combining compliance data with structured inputs and motivational microcopy to turn a potentially dull KYC step into a guided, predictable flow that maintains user confidence.

5. Your Finances

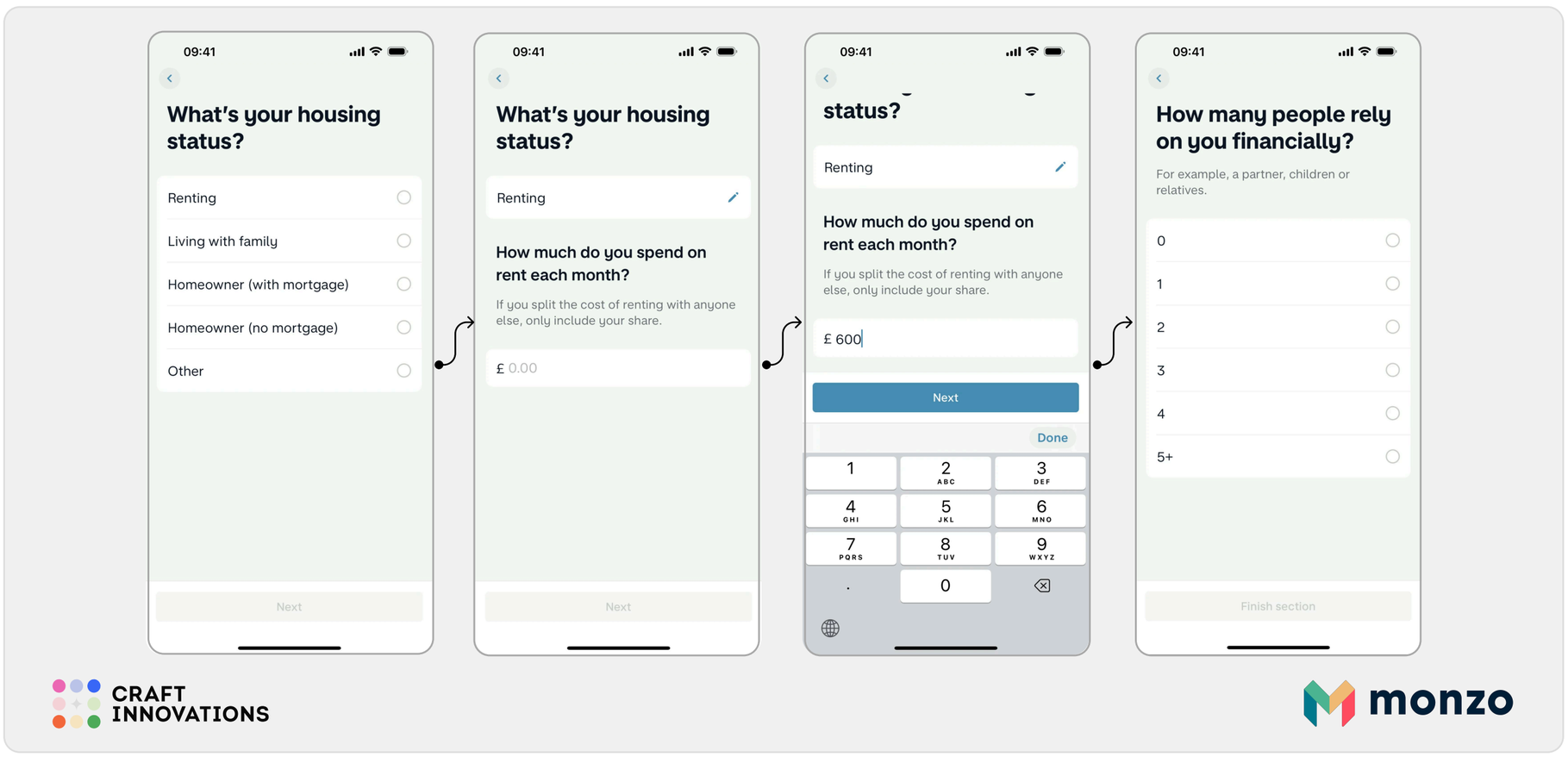
Monzo introduces this section with a progress nudge: "*That's 1 section down, 3 to go...*" – a friendly reminder that keeps the flow moving. The checklist highlights "*Your finances*" with a lock note below: "*This won't affect your credit score, and we'll keep your information secure and confidential.*" Trust and motivation are balanced from the start.



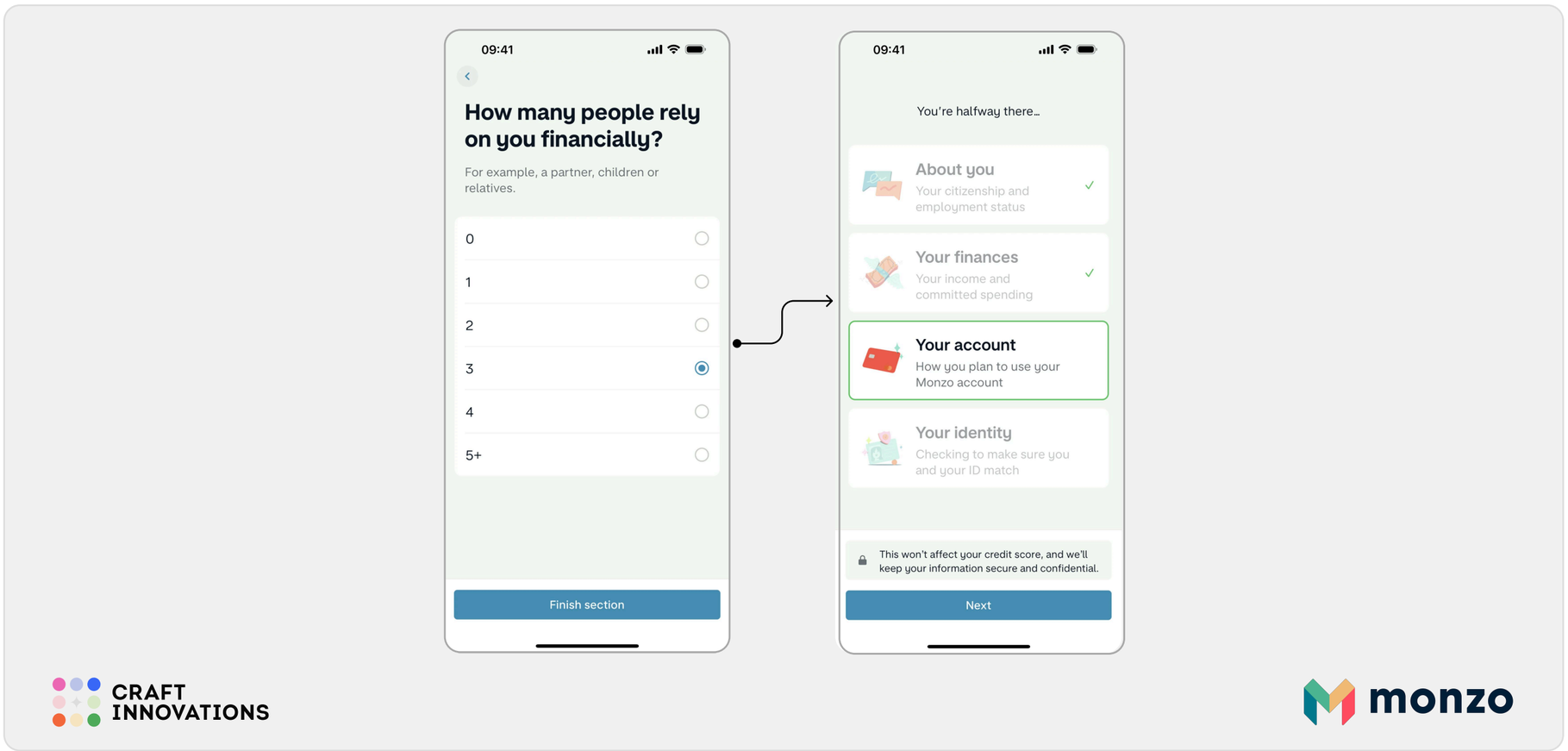
The first input asks about annual income before tax. The prompt is written in plain English, with guidance like "*If you don't know the exact amount, enter an average or your best guess.*" This softens what might otherwise feel like a cold compliance step. Users type directly into a numeric field with a native keyboard.



Housing status comes next. Options such as Renting, Living with family, or Homeowner (with/without mortgage) are clearly listed. If Renting is chosen, a follow-up question asks for monthly rent. Importantly, the microcopy clarifies: "*If you split the cost with anyone else, only include your share.*" This prevents overreporting and shows empathy for real-life living situations.



Finally, Monzo checks financial dependents: "*How many people rely on you financially?*" Options range from 0 to 5+, with an example "*a partner, children or relatives*" provided. Once answered, the app confirms section completion with a clear progress marker.



💡 CI Usability Principles:

2.2.1 Simple and Understandable – Income, housing, and dependents are phrased plainly, avoiding jargon like "*gross annual salary.*"

2.2.3 Relevant to the Context – Rent is only asked if the user selects Renting, keeping the flow contextual and non-redundant.

2.2.4 Human and with a Positive Emotional Charge – Hints like "*enter your best guess*" or "*only include your share*" reduce stress around sensitive questions.

3.2.1 Error Prevention – Pre-defined ranges and categories (income bands, housing types) minimize invalid input.

3.2.3 Easy Error Correction – Inline edit icons and radio button choices make changes quick and visible.

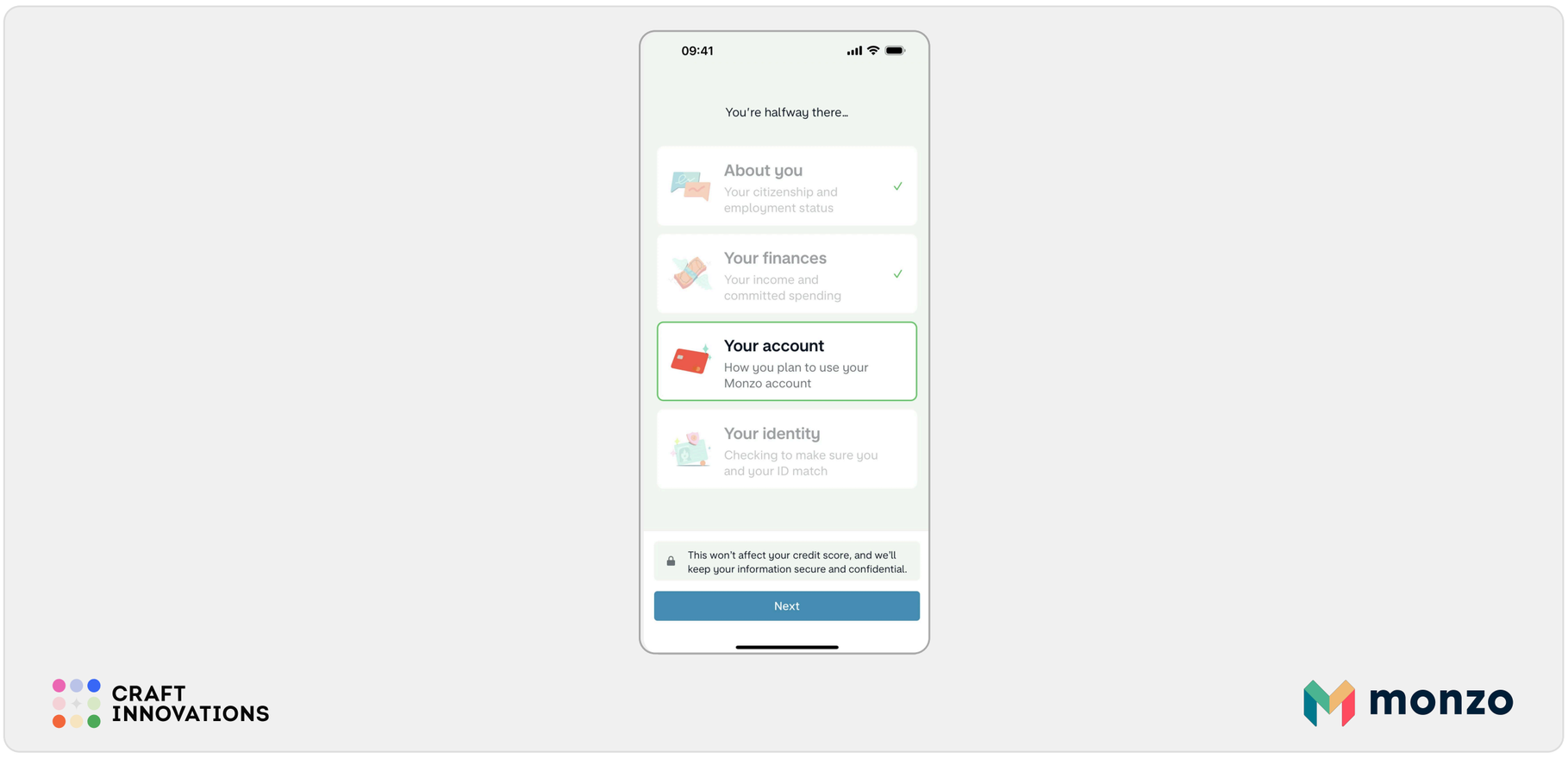
7.1 Users Should Know What's Happening – Progress indicators "*1 section down...*" keep expectations clear.

7.3 Users Should Know What Will Happen Next – The checklist preview ensures users see upcoming steps, lowering uncertainty.

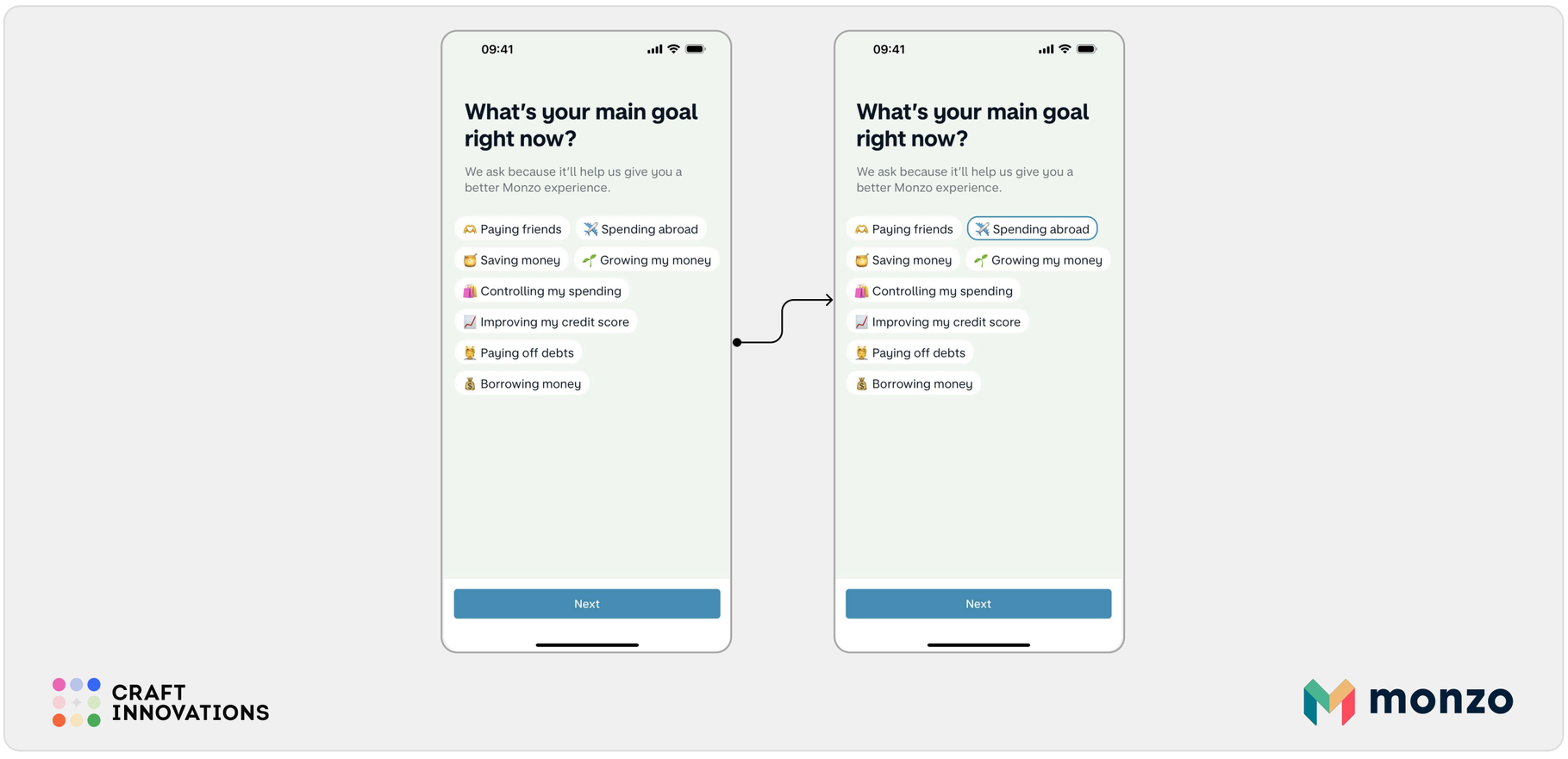
Takeaway for banks: Income and spending questions can feel intimidating, so make them approachable with plain language, contextual follow-ups, and progress markers that motivate.

6. Your Account

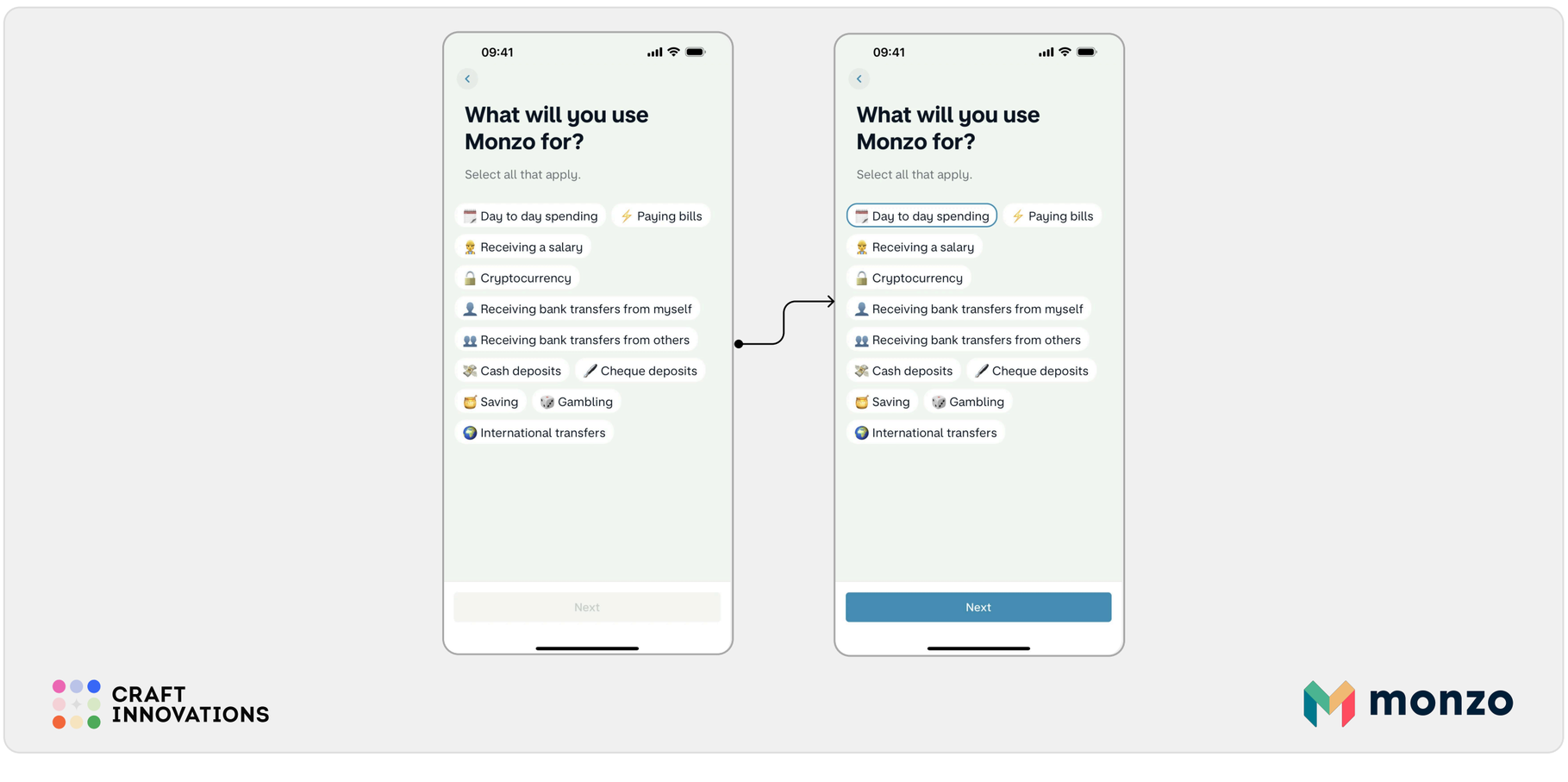
Monzo marks the halfway point with a friendly progress update: "*You're halfway there...*". The app then shifts focus to how the customer plans to use their account.



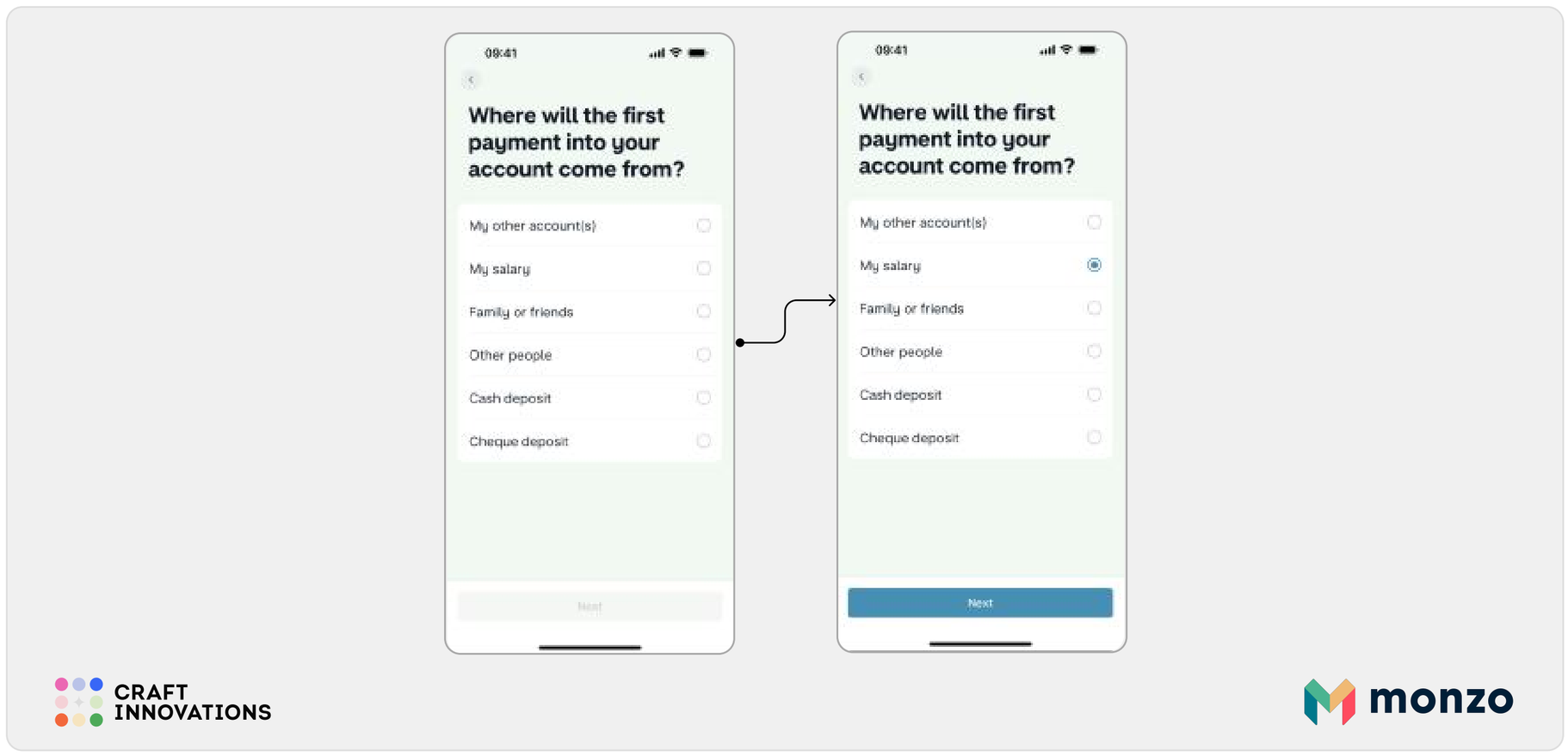
First, it asks about the main financial goal. Options are broad but relatable: paying friends, saving money, controlling spending, improving credit score, paying off debts, or borrowing. Each comes with a small emoji, making the list feel less like a survey and more like a conversation.



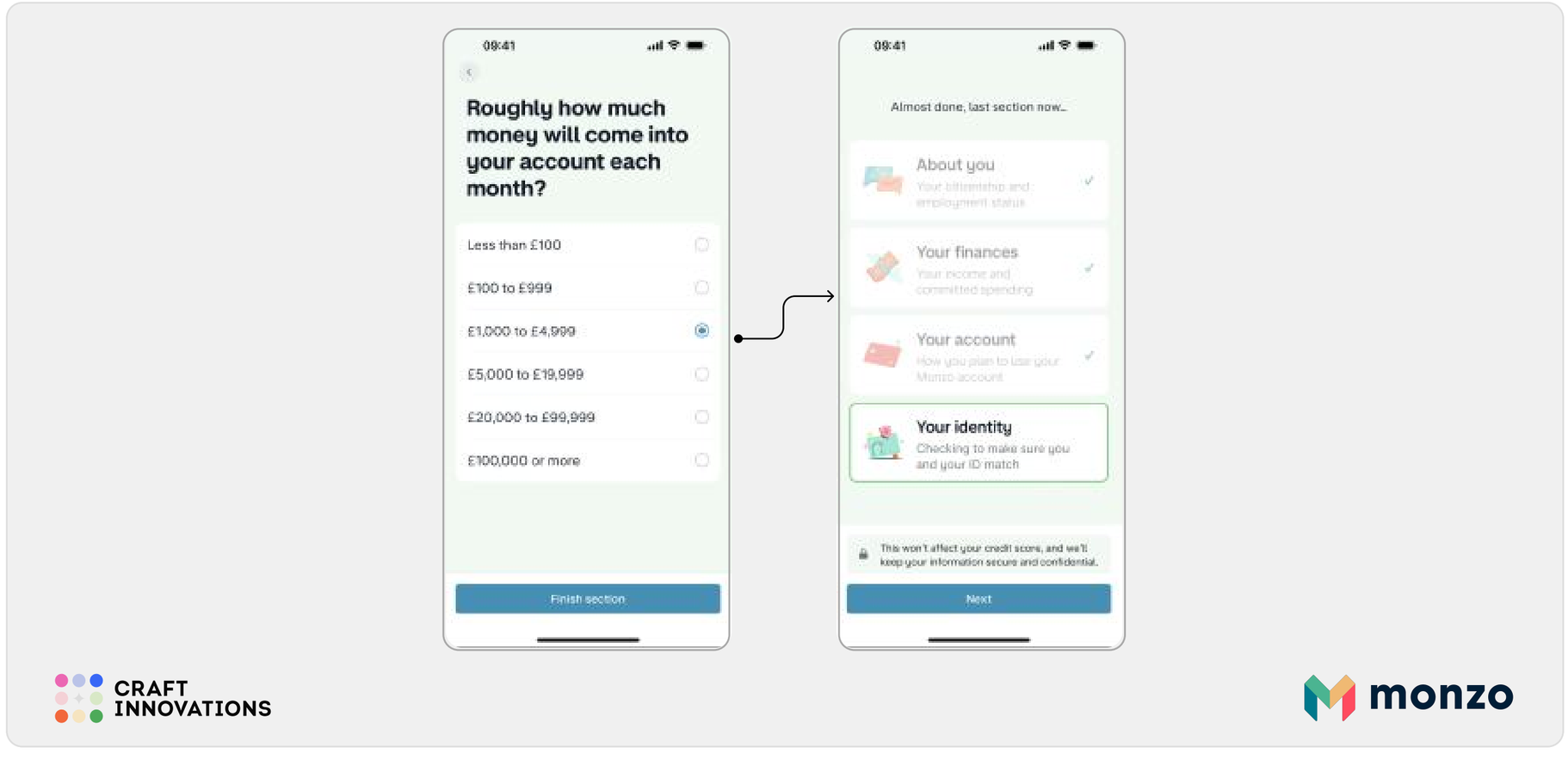
Next, Monzo widens the lens "*What will you use Monzo for?*". The list mixes everyday actions (spending, paying bills, receiving salary) with more niche cases (cryptocurrency, gambling, international transfers). Users can select multiple answers, so nothing feels forced or reductive.



Then comes a practical check: "*Where will the first payment into your account come from?*". The options cover the basics–salary, another account, friends, cash, or cheque. Finally, Monzo asks about the expected monthly inflow, framed in ranges from "*Less than £100*" to "*£100,000 or more*".



By layering broad intentions, specific use cases, and financial scale, Monzo gets a rounded picture of the customer without overwhelming them. The tone stays neutral, and progress is clearly marked as one section leading to the next.



💡 CI Usability Principles:

2.2.1 Simple and Understandable – Each question is framed in plain language "*What's your main goal right now?*" that doesn't require banking jargon.

2.2.3 Relevant to the Context – Goal-based choices and use-case examples are tied to real financial behavior, not abstract categories.

2.2.4 Human and with a Positive Emotional Charge – Microcopy like "*You're halfway there*" and "*Almost done*" motivates without pressure.

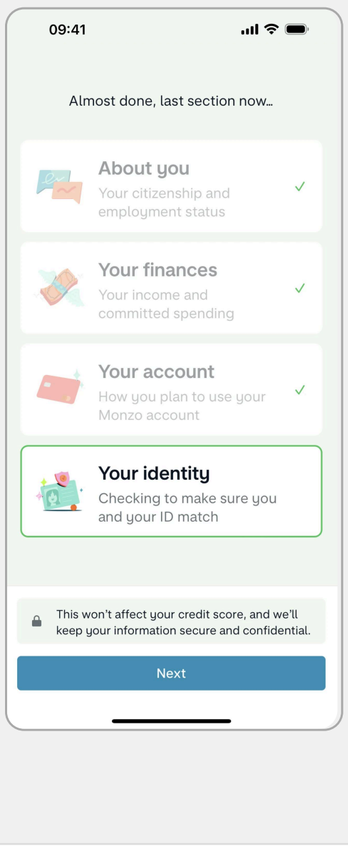
3.1.1 Users Initiate Actions – Users pick their own goals and account usage scenarios, maintaining control.

3.2.1 Error Prevention – Pre-defined options avoid vague or invalid answers (e.g., income ranges, source of first payment).

Takeaway for banks: Ask beyond compliance. Capture goals and use cases in one flow.

7. Verifying Identity

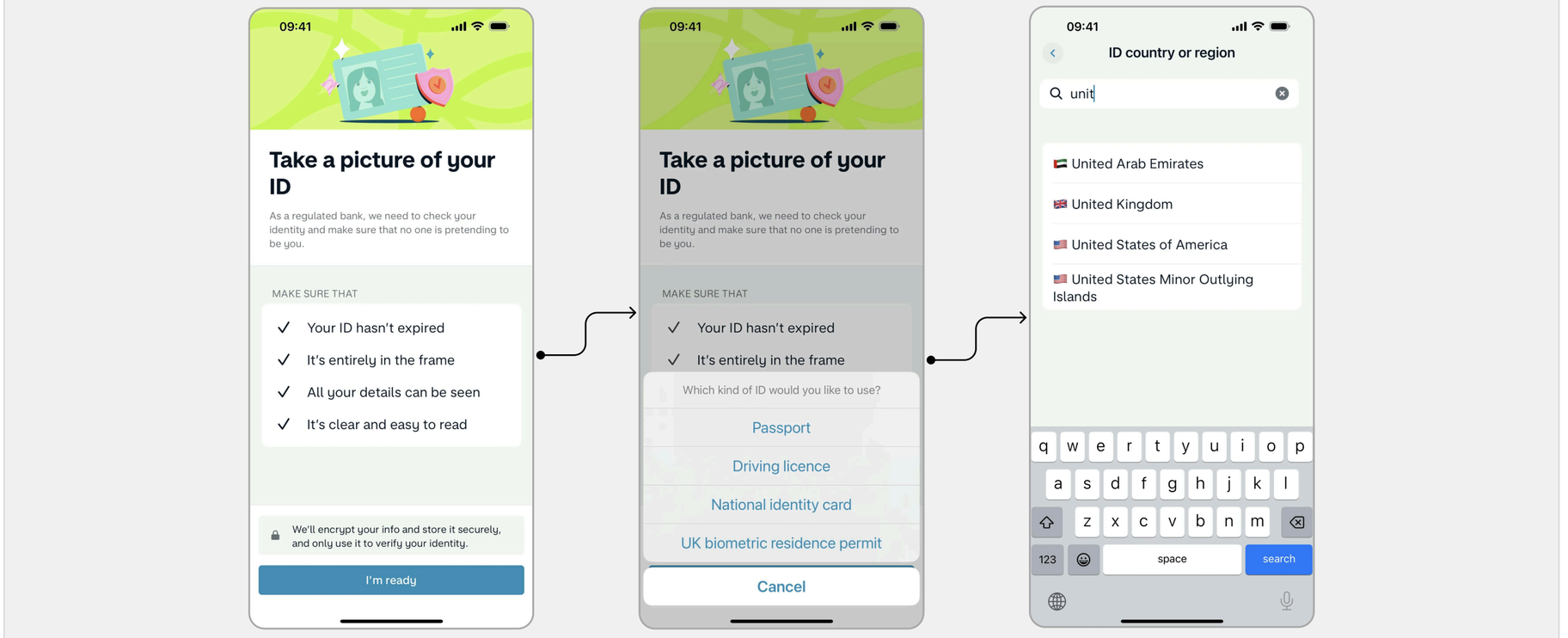
Monzo frames this as the final step and reassures users that it won't affect their credit score. A checklist shows previous sections completed and highlights Your identity.



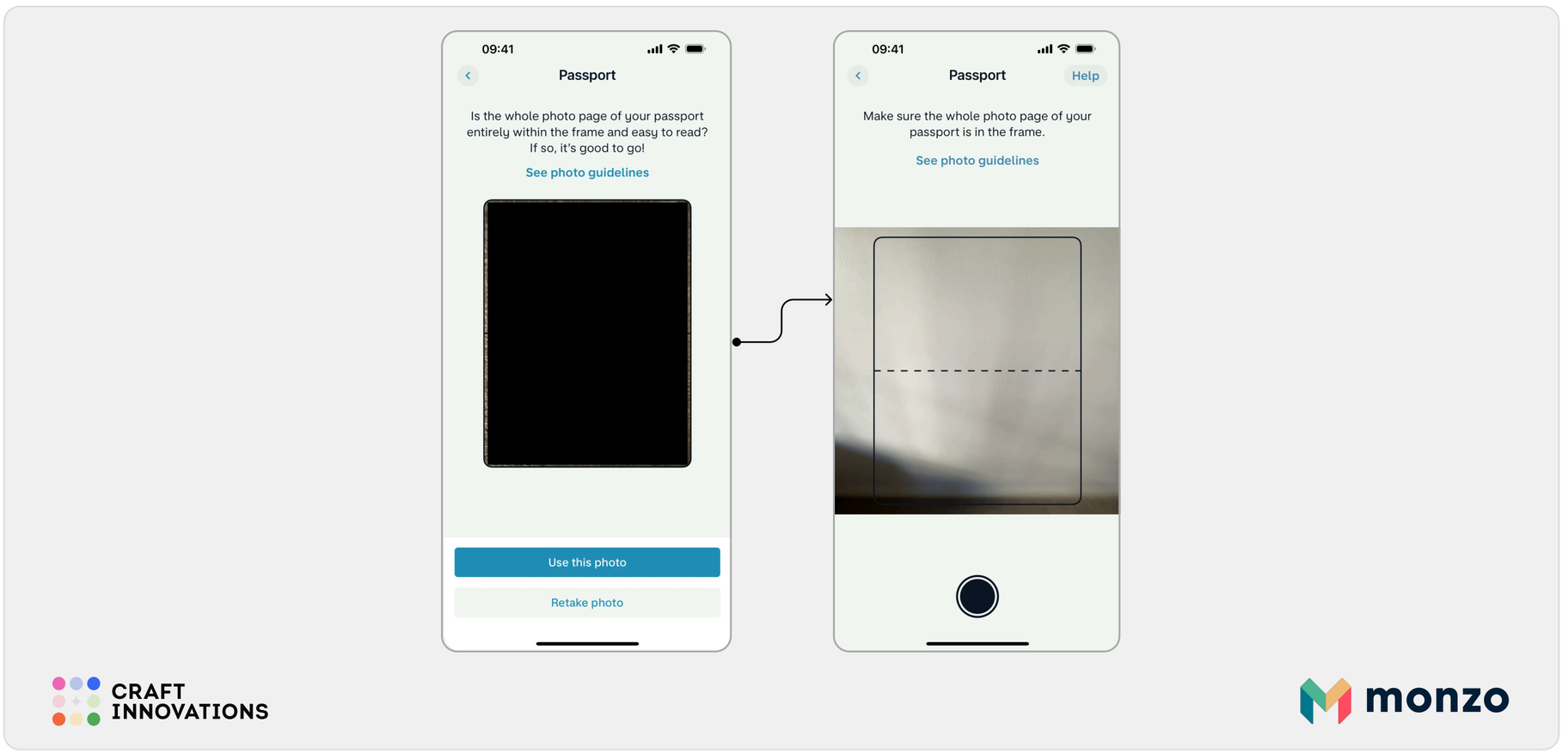
The flow starts with taking a picture of your ID. Clear, pre-capture guidance sets expectations: the ID must be in date, fully in frame, readable, and clear. Privacy reassurance "*encrypt... only use it to verify your identity*" lowers anxiety.

Users pick the type of ID from a native chooser (Passport, Driving licence, National identity card, UK biometric residence permit).

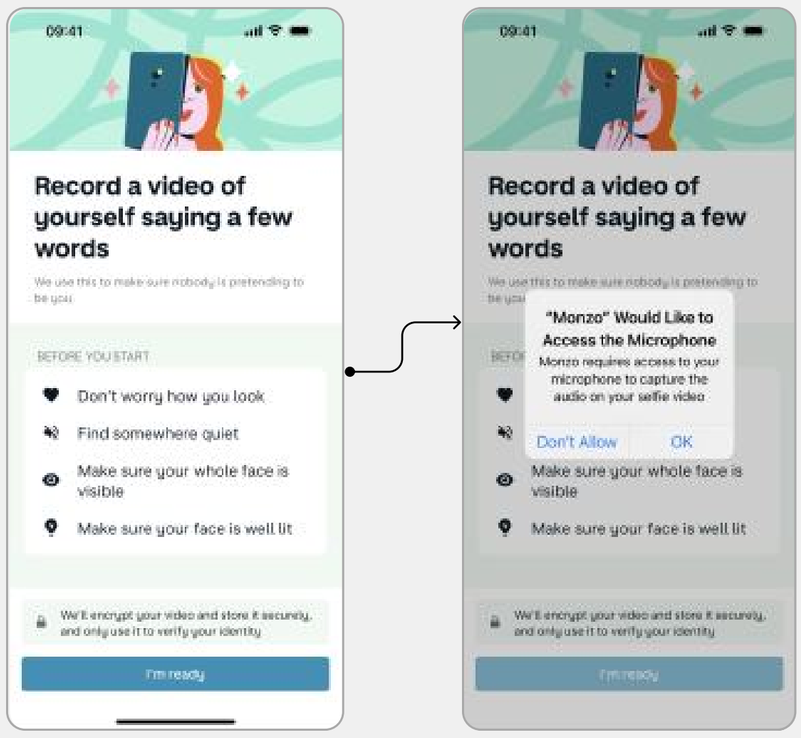
They then select the ID country or region from a searchable list with flags, speeding up entry and reducing errors.



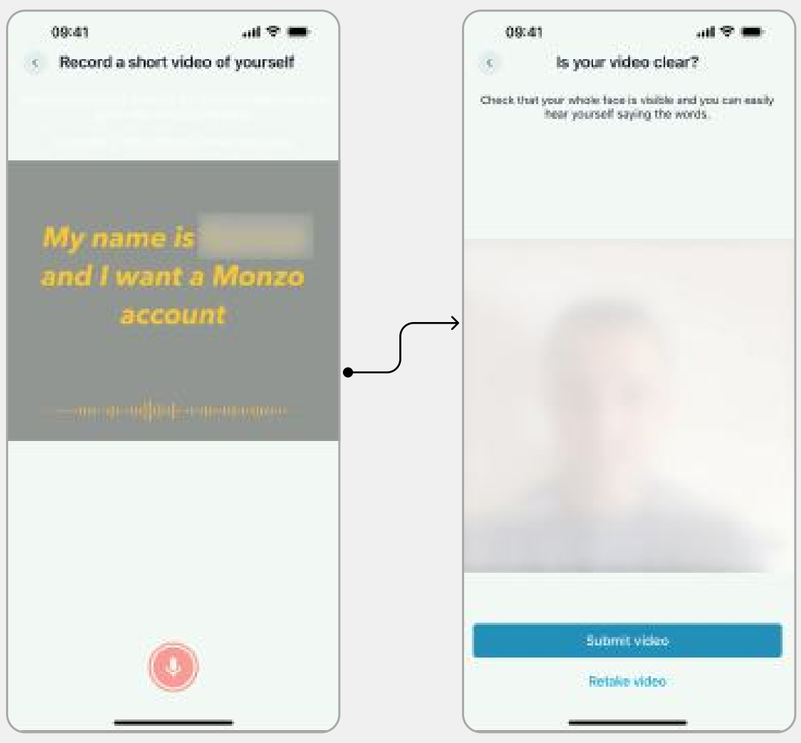
The camera opens with a framing guide and links to photo guidelines and Help. After capture, a review screen offers Use this photo or Retake photo.



Next, the app requests a short live video. Pre-record tips are friendly and practical: don’t worry how you look, find somewhere quiet, keep your whole face visible and well lit. The app again reassures that video is encrypted and used only for verification. iOS microphone permission is requested inline.



Recording shows a clear prompt “*My name is … and I want a Monzo account*” with a waveform and a big mic button. Users then review the clip and can Submit video or Retake video.



Monzo then covers tax status. First, a simple fork asks if the user has US citizenship or tax residency outside the UK, with a plain-English explainer of tax residency and what to do if unsure.

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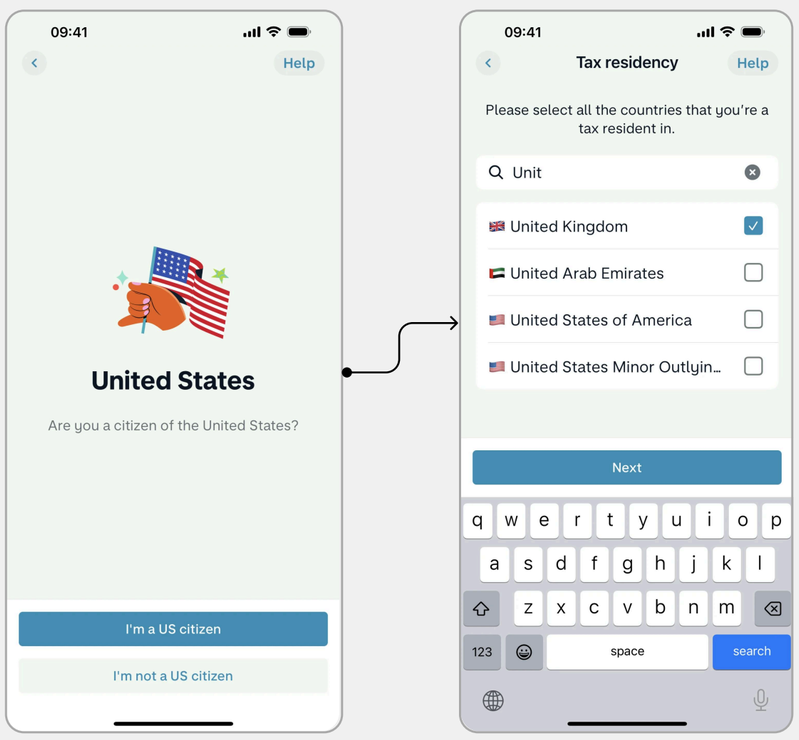
If relevant, a dedicated United States step confirms US citizenship. Afterwards, a searchable, multi-select list lets users choose all countries of tax residency, with checkboxes and flags for clarity.



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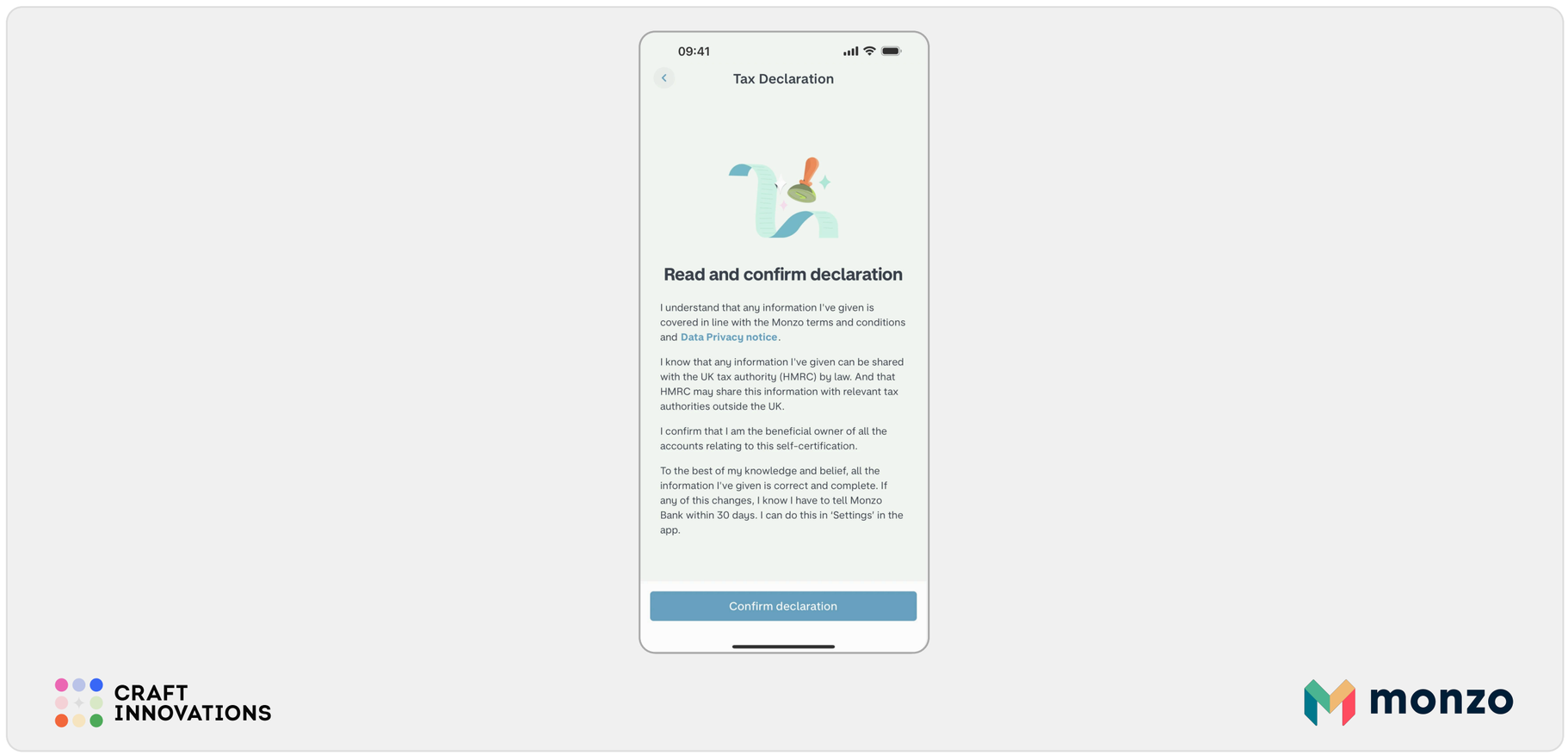
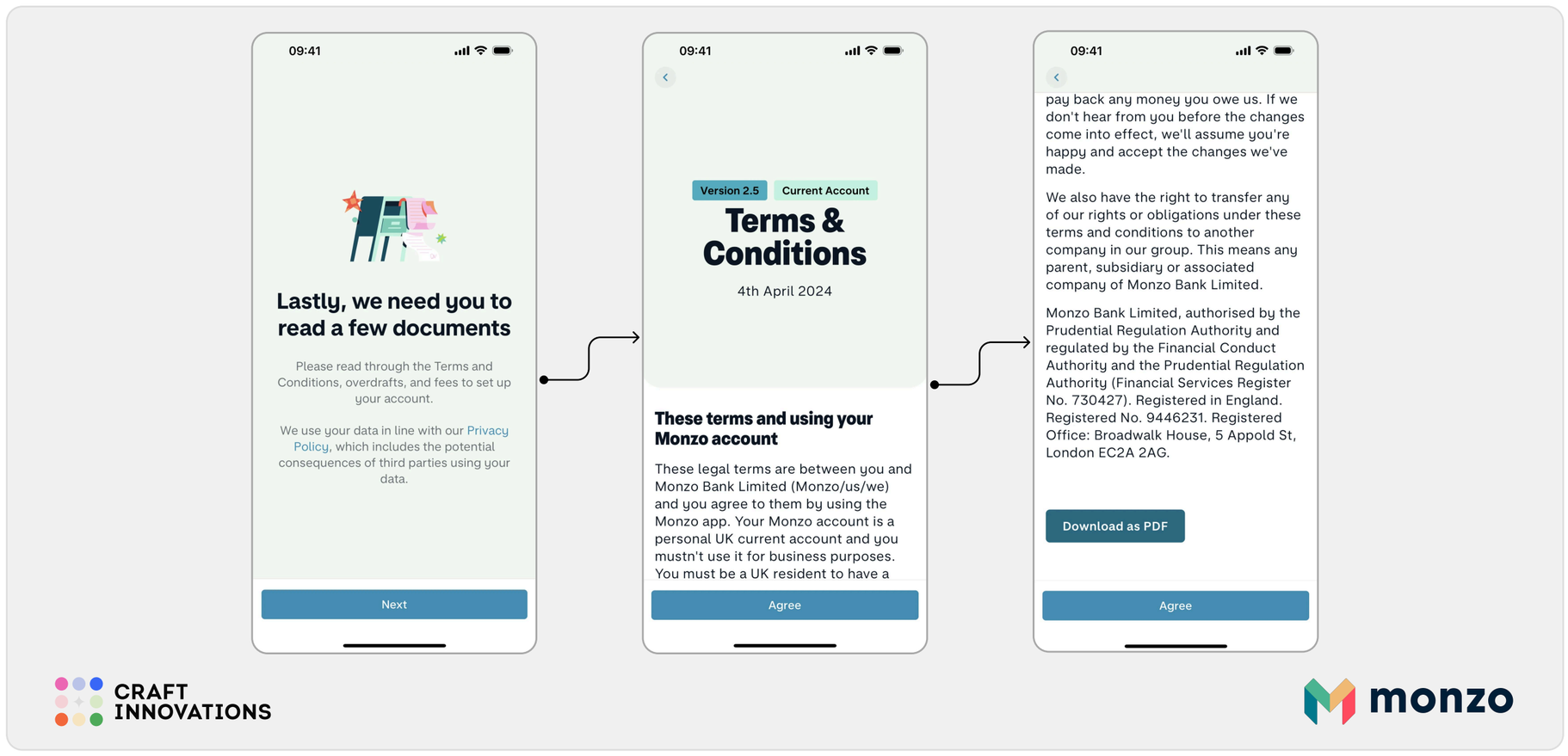
A Tax Declaration page summarises how information may be shared with HMRC (and authorities outside the UK), confirms beneficial ownership, and reminds users to update Monzo within 30 days if anything changes. One primary action – Confirm declaration – completes the step.

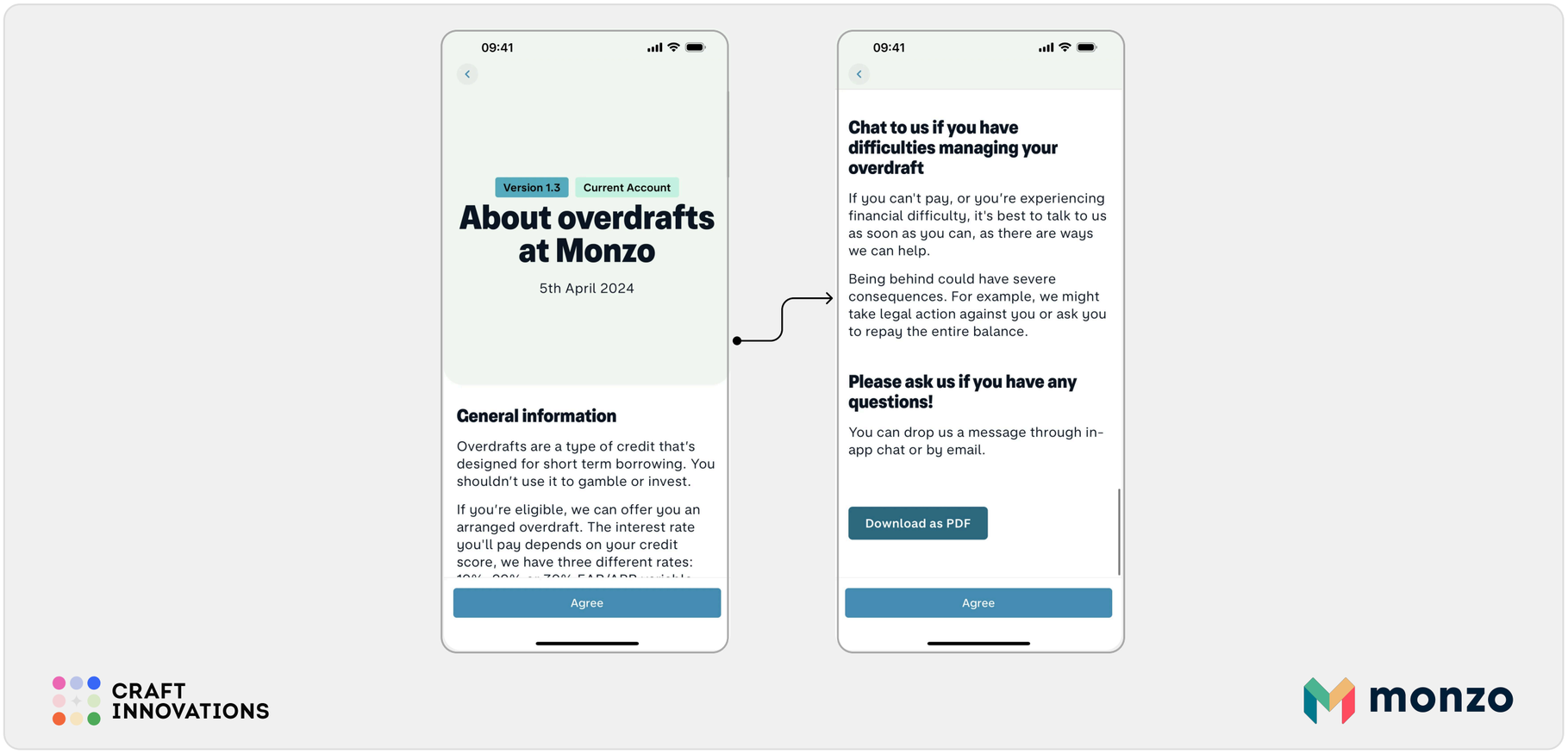


Lastly, users must read several documents before proceeding. An intro screen explains they'll review Terms & Conditions, overdrafts, and fees, and links to the Privacy Policy.

Terms & Conditions are shown with version/date labels and an Agree button; a Download as PDF option appears at the end.

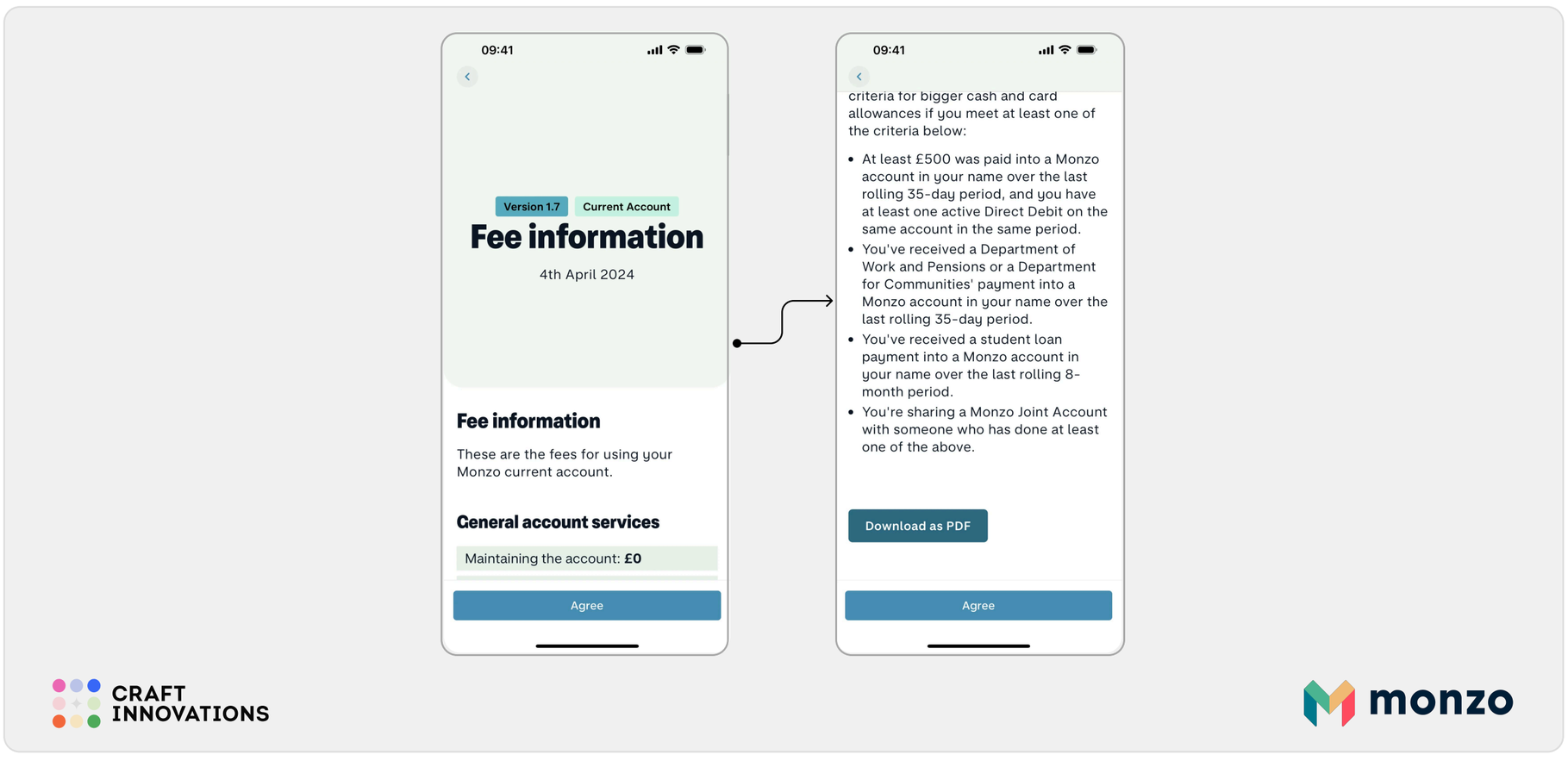


About overdrafts at Monzo presents general information, support if you have difficulty managing an overdraft, and the potential consequences of being behind, again ending with Agree and Download as PDF.



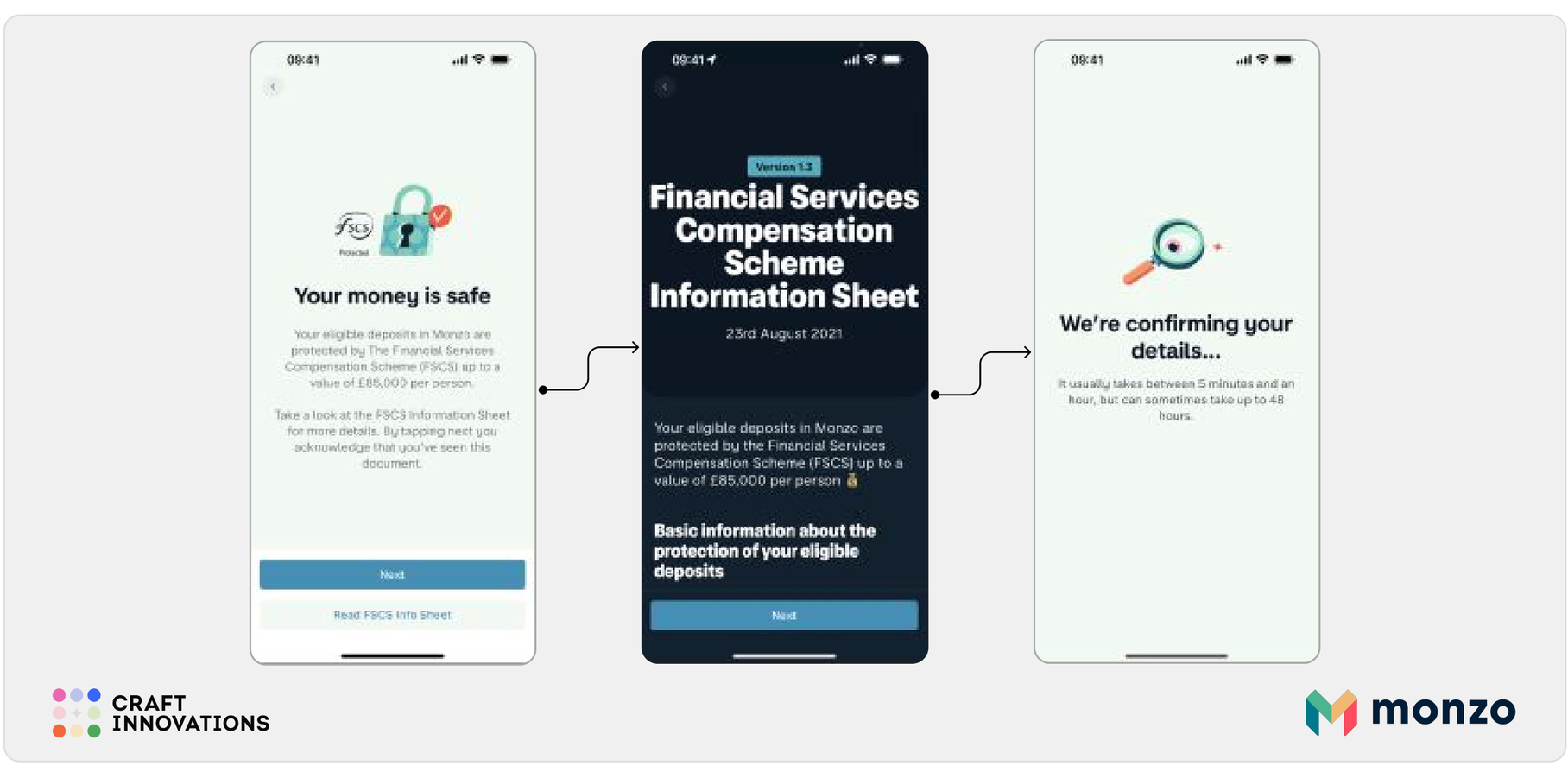
A separate screen lists criteria for bigger cash and card allowances (e.g., £500+ paid in with an active Direct Debit in a rolling period; recent DWP/Communities payment; recent student loan payment; or a joint account partner who meets one of these). Download as PDF and Agree follow.

Fee information (with version/date) outlines charges for the current account; it explicitly states Maintaining the account: £0, with Agree to continue.

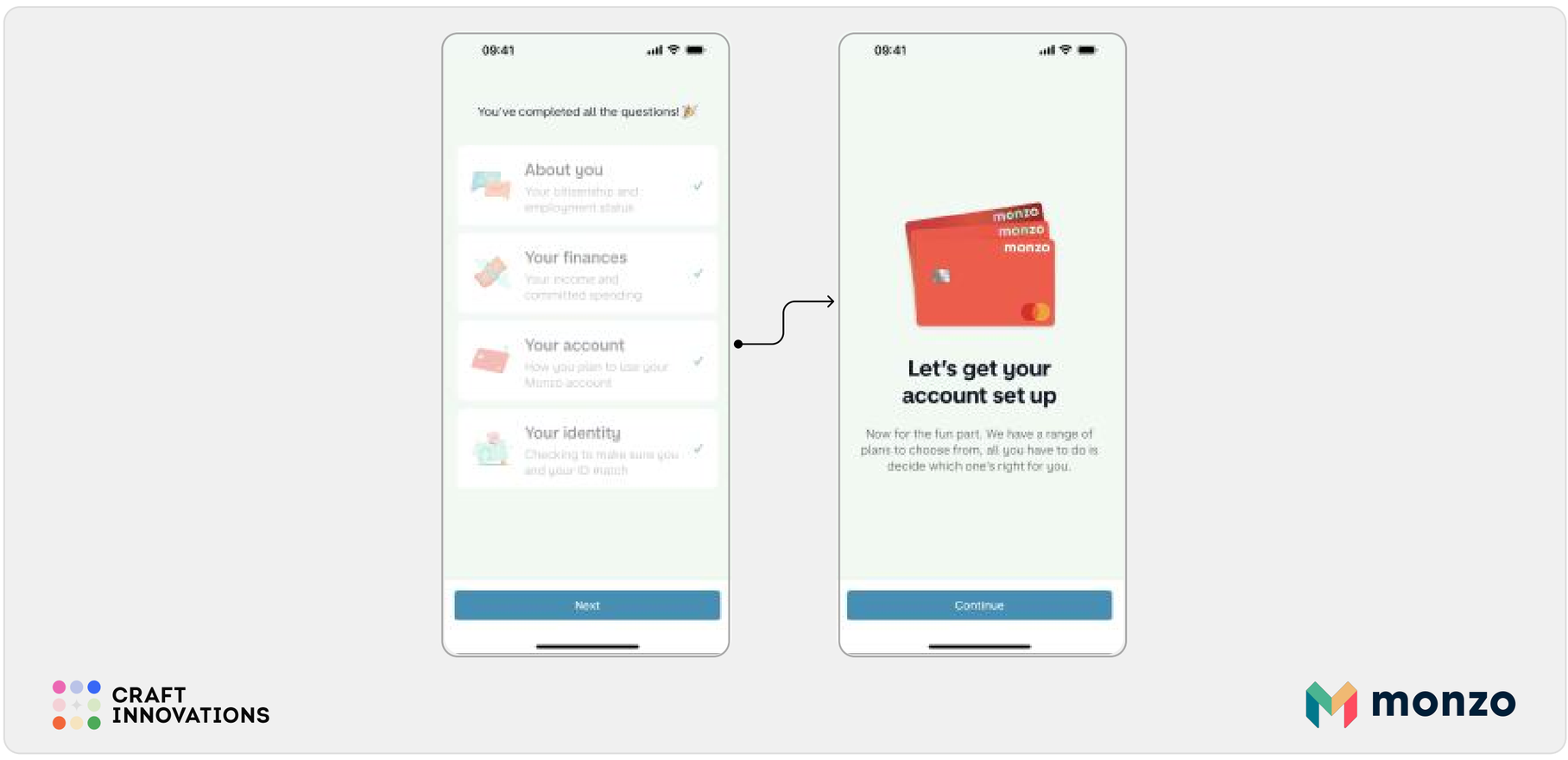


Monzo then reminds users their money is FSCS protected up to £85,000, and provides an FSCS Information Sheet with a separate viewer.

A status screen sets expectations while checks run "*We're confirming your details... usually 5 minutes to 1 hour, sometimes up to 48 hours.*"



The section closes with a celebratory checklist – All questions completed – and a handoff to choose a plan and set up the account.



💡 CI Usability Principles:

2.2.1 Simple and Understandable – Plain copy explains each step (e.g., what "*tax residency*" means, how to frame ID) and avoids jargon.

2.2.3 Relevant to the Context – Photo/video tips and privacy notes are shown right before capture; FSCS info appears before agreement.

2.2.4 Human and with a Positive Emotional Charge – Supportive tone ("*don't worry how you look*", celebration at completion) reduces stress.

3.1.1 Users Initiate Actions – Users explicitly choose ID type, country, record/retake, and confirm legal declarations.

3.2.1 Error Prevention – Framing guides, searchable lists, and pre-record tips prevent bad captures and wrong selections.

3.2.3 Easy Error Correction – Retake photo/video and clear back paths keep users out of dead ends.

4.2 Accelerators – Search with flags for countries and regions speeds selection.

4.5 Contextual Relevance and Ethics – Prominent data-use statements, FSCS protection, document versions, and PDF downloads promote transparency.

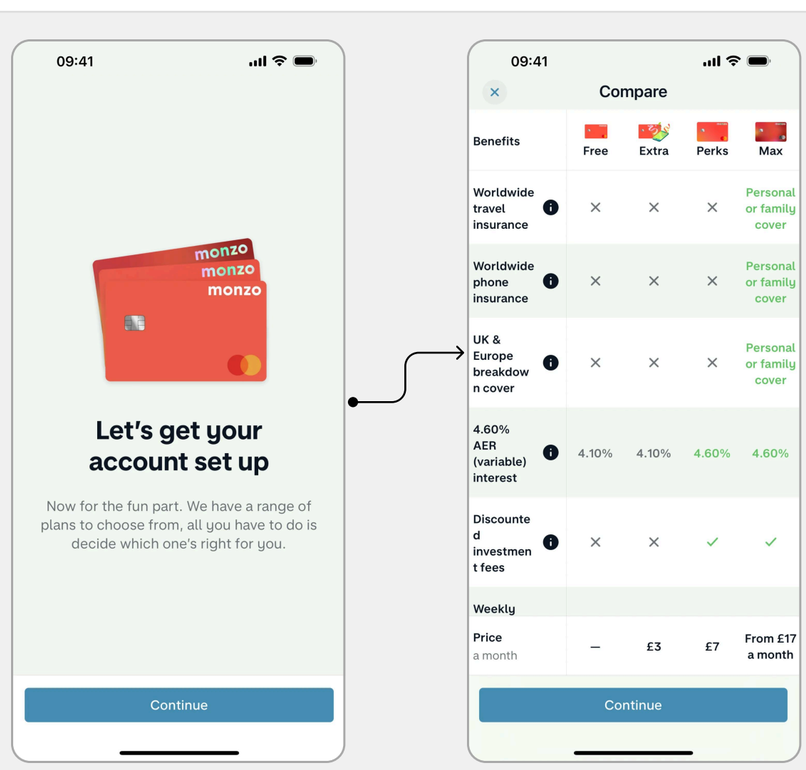
7.1 Users Should Know What's Happening – Status messaging during verification and version/date tags on documents make system state explicit.

7.3 Users Should Know What Will Happen Next – The final checklist and "*Let's get your account set up*" screen signal the next step.

Takeaway for banks: Treat KYC as a guided conversation. Pair each capture and compliance step with context, preview/review, and privacy reassurance; label legal documents clearly with versions and provide PDF downloads; and set expectations for verification time to maintain trust.

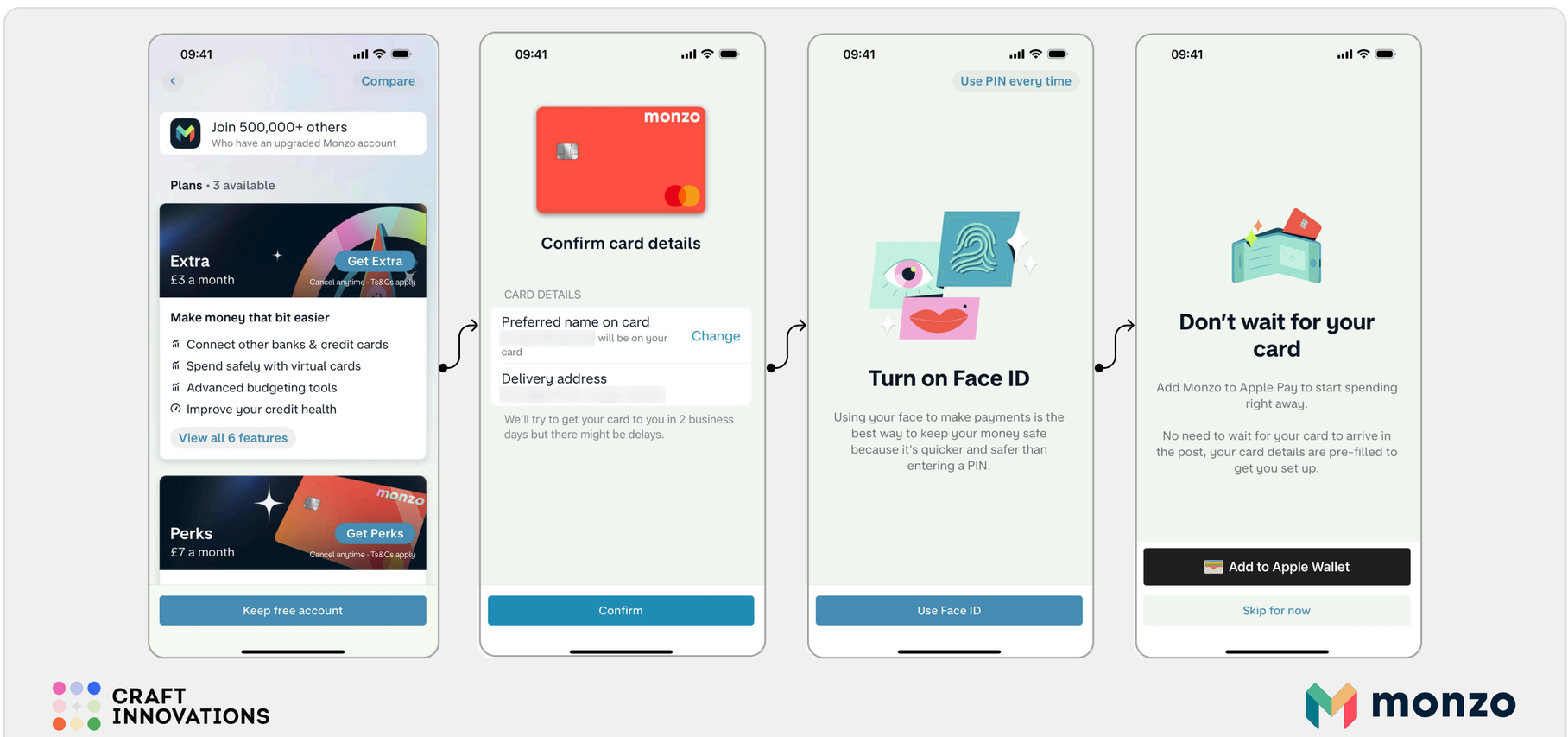
8. Choosing a Plan

Monzo moves from verification to personalisation. The app starts with a simple prompt: "*Let's get your account set up*". Users are told they'll have different plans to choose from, framed as the fun part of onboarding.

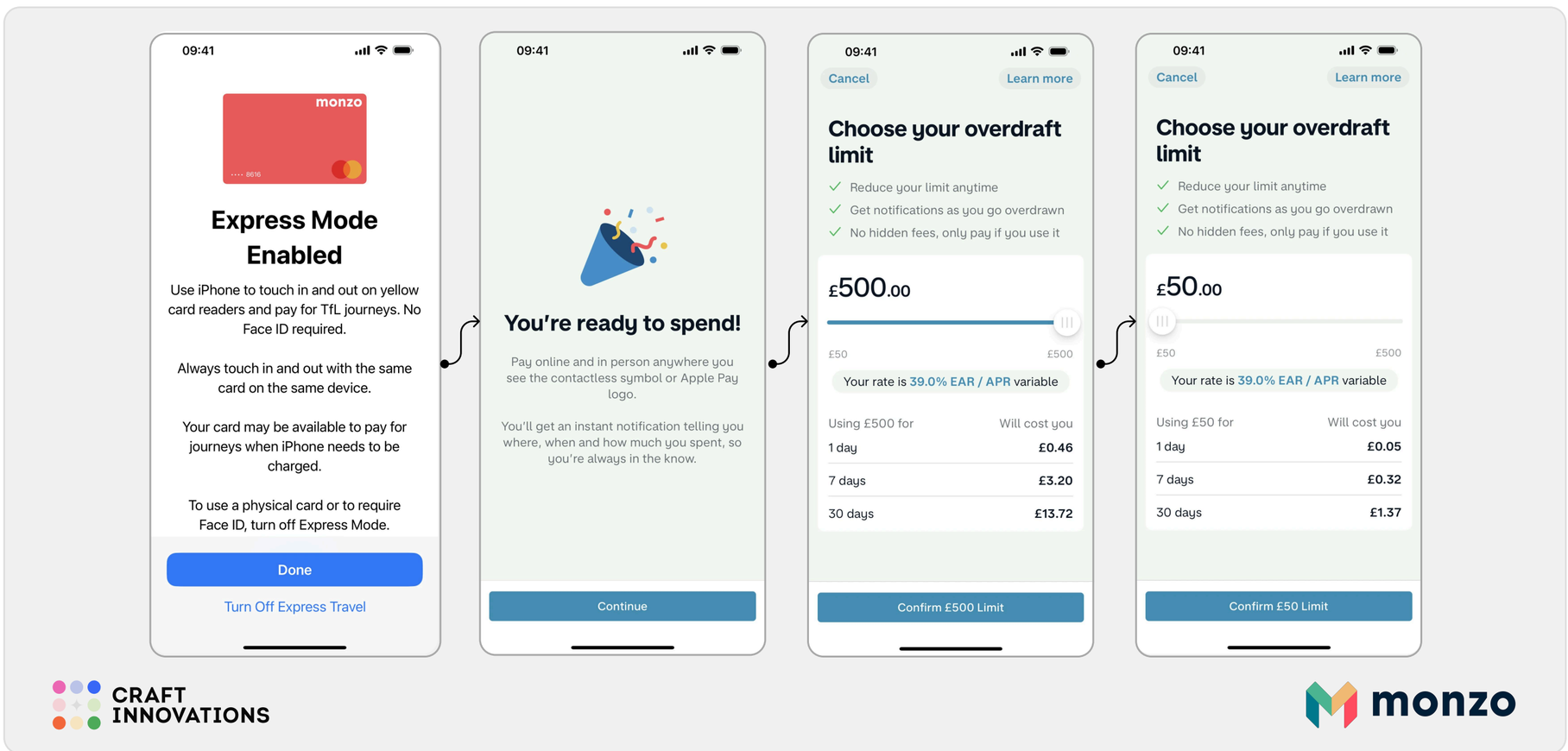


The next screens show Monzo's tiered offer. Customers can browse between different plans–each card-like layout outlines key perks, limits, and costs. Clear typography and colourful visuals separate options such as the free account, mid-tier "*Extra*", and premium bundles.

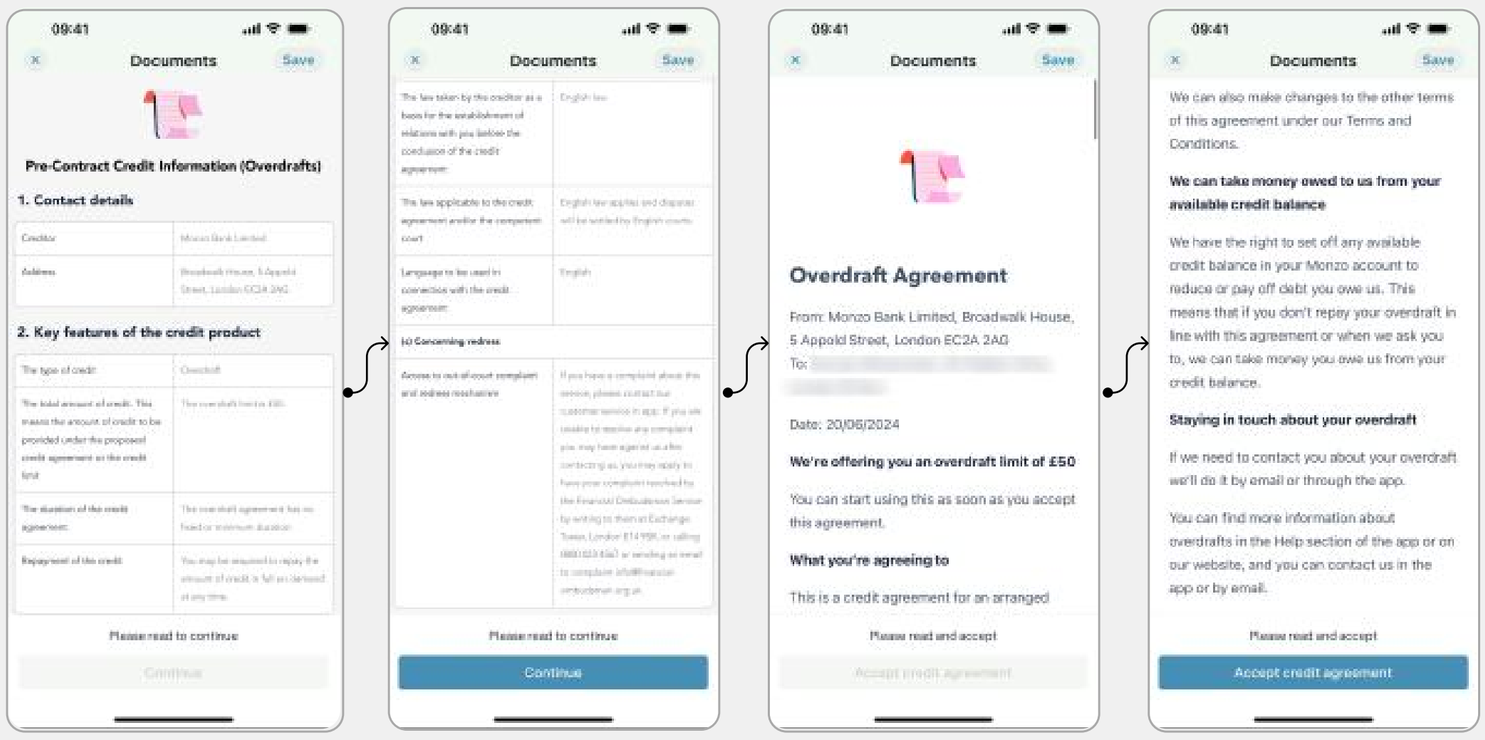
After choosing, users confirm their delivery address and can turn on Face ID for quicker, safer access. The flow ends with motivating copy – "*Don't wait for your card*" – prompting customers to add the card to Apple Wallet so they can start spending immediately.



Alongside these comparisons, Monzo highlights overdraft settings. A slider lets users pick their limit, anywhere from £50 up to £500. Beneath it, the app calculates the cost of borrowing over one day, one week, or one month. This immediate transparency avoids hidden surprises.



Before confirming, Monzo requires users to review pre-contract credit information and an overdraft agreement. These documents spell out repayment terms, rights, and obligations in plain language. The UI doesn't rush: users must scroll and read before the "*Accept credit agreement*" button unlocks.



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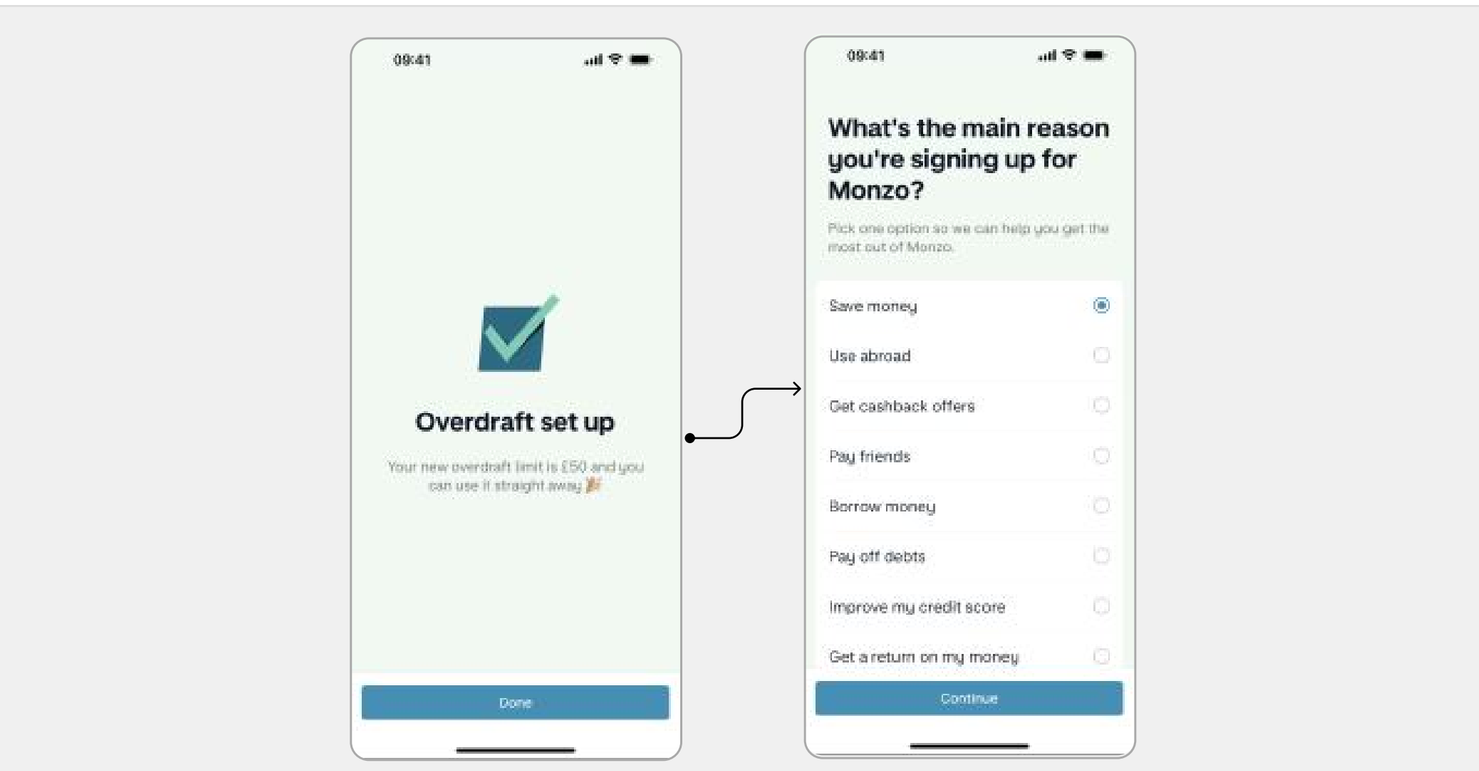
Once accepted, the overdraft is instantly active. A celebratory checkmark confirms: "*Overdraft set up*".

Beyond credit, Monzo introduces Express Mode for Apple Pay. This lets travellers tap in and out of TfL gates without Face ID, a nod to daily commuting needs.



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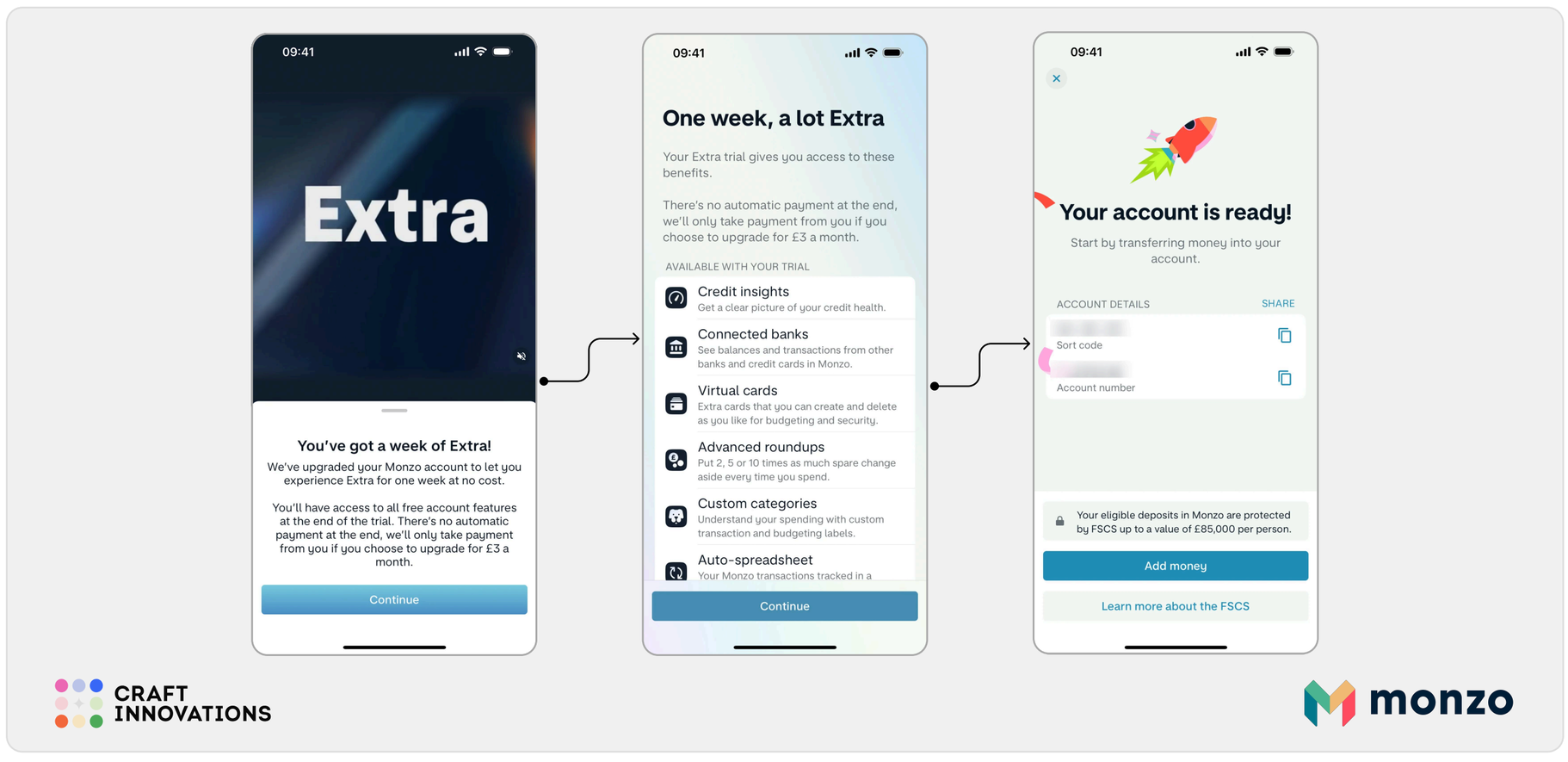
When everything is confirmed, the app announces: "*You're ready to spend!*". Contactless payments, Apple Pay, and instant notifications are all baked in.

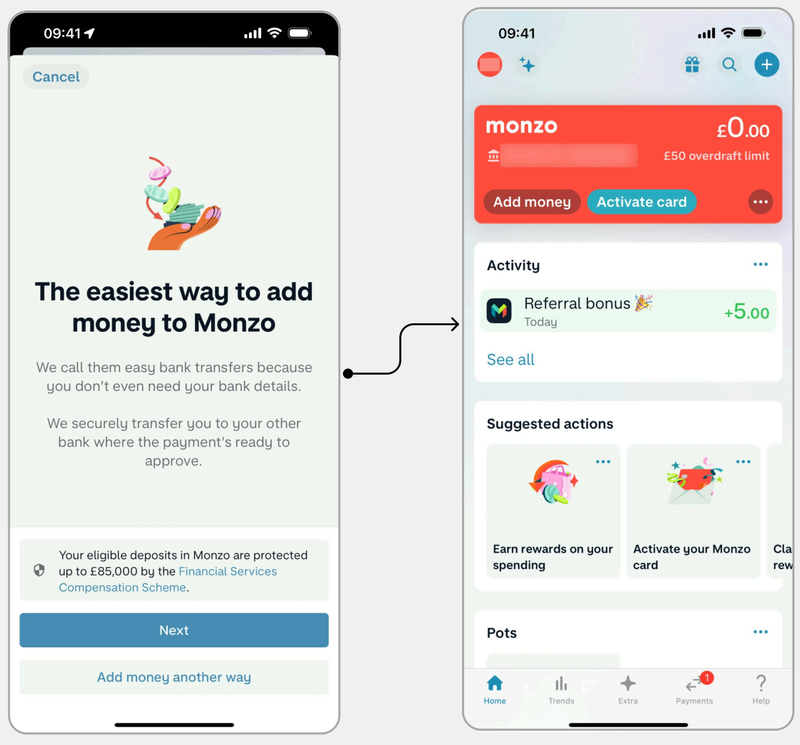
Monzo then circles back with a more reflective question: "*What's the main reason you're signing up for Monzo?*". Options span saving, using abroad, cashback, borrowing, debt repayment, and credit building. Asking this at the end of onboarding helps Monzo guide users toward features they'll value most.

As a finishing touch, new customers are offered a free one-week trial of Monzo Extra. The pitch is framed softly: no automatic payment, just a chance to try premium features like credit insights, virtual cards, advanced roundups, and custom categories.



Finally, the account is ready. Users see their sort code and account number, with quick actions to add money. Monzo reassures them once more about FSCS protection and suggests the easiest path: a secure transfer from another bank, without needing to copy details manually.

The first home screen completes the journey. A bright red card shows balance and overdraft, with prompts to activate the physical card or add funds. Suggested actions–earn rewards, activate card, claim offers–sit neatly below. It's a polished end point that blends celebration with practical next steps.



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💡 CI Usability Principles:

1.6 Optimal User Flow Length – The journey from plan choice to account activation is long, but Monzo keeps sections digestible and signals progress with confirmations ("*Overdraft set up*", "*You're ready to spend*").

2.2.1 Simple and Understandable – Plan descriptions ("*Free*", "*Extra*") and overdraft costs ("*£3.20 for 7 days*") are phrased in plain numbers and everyday words.

2.2.3 Relevant to the Context – Credit agreements and Express Mode instructions are shown exactly when needed, not before.

2.2.4 Human and with a Positive Emotional Charge – Microcopy like "*fun part*", "*ready to spend*", and celebratory icons soften heavy topics like overdrafts.

3.1.1 Users Initiate Actions – Users set overdraft limits with a slider, confirm agreements manually, and choose their own plan; nothing is auto-assigned.

3.2.1 Error Prevention – Sliders restrict overdraft amounts to safe ranges, while mandatory document scrolling prevents skipping legal information.

4.2 Accelerators – Pre-calculated overdraft costs (1, 7, 30 days) save users from mental math.

4.3 Personalization and Gamification – Asking for the "*main reason*" to join Monzo tailors future guidance.

4.4 Positive Intent – A free Extra trial is pitched without hidden charges, reinforcing trust.

5.5 Communication Style with Users – Tone stays conversational, whether explaining borrowing or celebrating milestones.

6.2 Familiar Names and Descriptions – Terms like "*overdraft*", "*credit agreement*", and "*FSCS protection*" match industry standards, reducing doubt.

7.1 Users Should Know What's Happening – Each stage confirms status clearly: agreement accepted, overdraft active, account ready.

8.3 Understandable – Mandatory legal disclosures are rewritten in plain English, supporting accessibility and comprehension.

Takeaway for banks: Design account setup to balance clarity and choice. Give users transparent borrowing options, surface fees in context, and keep premium upgrades low-pressure. This builds trust while guiding customers toward features that match their needs.

About Craft Innovations

Craft Innovations is a global research and design firm that helps fintech leaders explore human needs and find actionable insights to deliver customer-centric innovations faster and with lower risk of failure.

Research services:

- Defining unmet customer needs by qualitative research
- Proving decisions by quantitive research
- Assessing user experience by UX audit and UX testing
- Customer loyalty assessment by data-driven measurements

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- Define winning Value Proposition and Monetisation Model

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