

Bank Hapoalim has set itself a goal to help its customers attain growth and to provide them with solutions that are tailored to meet their needs. The “Initiated Banking” strategy is reflected in active creativity, combined with in-depth familiarity with the customer as well as an emphasis on innovative services and products

Since its establishment in 1921, Bank Hapoalim has accompanied the development of the State of Israel. In recent years, the bank has been implementing a customer-oriented strategy, helping customers exhaust and maximize their financial capabilities through education for better financial management, accompaniment of financial growth and initiated banking (for more information on this issue, see the 2010 and 2009 editions of Israel Superbrands book).



redefines the game rules in the field. It decided to practically implement the bank's vision – to lead to growth – by initiating banking services and products with real value for the customer. Initiated banking means renewing and surprising customers by stretching the boundaries of the category and creating relevant innovation within the banking content world.

One of the goals of initiated banking is to create long-term customer loyalty, and to establish an emotional connection to the brand and the bank. This is the ‘opening shot’ of a long-term process that the bank intends

The Marketing Challenge

Increased competition in the financial and banking services industry coupled with the need for market differentiation, characterized by a large number of players offering similar services, led Bank Hapoalim to realize that ‘initiative’ is a differentiating element that transforms banking from passive to active, offering customers a range

of services that provide added values that meet their genuine needs, even before they are aware of that.

The Creative Solutions

Bank Hapoalim decided to implement a marketing strategy that creates a ‘Blue Ocean’ territory – one that

on implementing over the upcoming years. In order to present the various initiatives of the bank to its customers, two presenters were selected: Erez Tal as a bank customer who appreciates quality of service, technology and initiative, and Alma Zak as his personal assistant – not a particularly successful assistant, but one who manages through her personal charm to



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obtain credit for the bank's initiatives. Erez is pleased with the capabilities of his new personal assistant since he is confident that all the bank's initiatives are actually hers.

In 2011, Bank Hapoalim launched the initiated banking strategy through an initial range of new tools and services, such as:



initiated by the banker for important, personal events in the customer's life, receiving reminders to carry out transactions and options for phone calls or meetings in the branch with specialist consultants. Connected to the banker and the branch: Through a personal banker and banking team that is available

Poalim mobile banking – Bank Hapoalim leads in mobile banking and offers a range of possibilities that facilitate management of financial transactions and that includes exclusive national and international applications while taking advantage of the unique capabilities of smartphones and their advanced graphics; application for capital market trading; mobile wallet to carry out transfers and payments; capital market information application open to customers of all banks; implementation of fast payment of bills by photocopying the voucher without having to enter any details; money transfer through “bumps” without having to enter the account particulars to which the money is being transferred; smart graphs that enable a comparison between share and index performances.

Poalim Connect – Realizing that customers, who are characterized by heavy use of direct channels, prefer available personalized solutions without having to give up the option of receiving branch service, the bank launched a comprehensive total solution that includes personal service in direct channels without relinquishing the relationship with the branch. In this manner, customers operating through Poalim Connect are connected to their account: through advanced interface that displays all of the important data on one main screen and in a design adapted to tablet computers. The new interface includes real time alerts, including the option of receiving customized SMSs, contact

during particularly extensive business hours and the option of contacting them through chat, SMS, phone or email. Connected to others: Customers can review and compare their financial management with reference groups of customers, similar to their family and financial profile.

Dan Haschan – this year, activities were also launched to promote the importance of savings among children and their parents. Coin deposit machines were positioned in public places that allow children to deposit coins they collected into their account. The Dan Haschan website was upgraded. Today, children can view transactions carried out in their account, and they are awarded a designated ATM card that allows them to print out bank statements just like their parents.

Poalim in Hi-Tech – Designated service for hi-tech companies in which bankers specializing in providing service to hi-tech companies are trained and positioned in 22 designated branches in geographical areas with high concentrations of hi-tech companies (Ramat Hahayal, Herzliya Pituah, Har Hotzvim in Jerusalem, etc.). The service is provided to companies in various stages of their operational lifecycle, from start-up to mature.

Poalim for the community – As part of its community activities, the bank operated Dan Haschan summer

Things You Didn't Know About Bank Hapoalim

- Bank Hapoalim is Israel's largest retail chain, with 293 branches.
- Every month, Bank Hapoalim services about 1.6 million unique online users.
- Bank Hapoalim invests about NIS 45 million a year in community projects (about half of the investment sum of the entire banking system)
- In 2011, Bank Hapoalim was ranked first as the company most worthwhile to work for in the financing and service industry and fifth in the Top 50 Companies to Work For in Israel by TheMarker magazine and BDI.

camp, which integrated the learning of money-saving habits into entertainment and recreational activities.



2007
New marketing strategy is launched: all-life financial planning.

2008
Launch of financial management tools: budget management workshops, capital market workshops, financial planning committee.

2009
Continued accompaniment of financial growth, launch of budget management tools, return of Dan Haschan and distribution of saving box for children.

2010
Launch of Dan Haschan website, “the bank card”, ‘product of the month’, green mortgage and iPhone banking applications.

2011
Launch of Initiated Banking, establishment of leadership in the cellular sector, launch of Poalim Connect and Dan Haschan community summer camps.