



MCA Awards 2018 Finalist

Customer Engagement

Deloitte with Metro Bank

With stores currently concentrated in London and the south, the overhaul of its digital presence was an essential element of Metro Bank's plan to reach new customers across the UK.

Metro Bank turned to Deloitte Digital to transform its customer website and create a stand-out mobile-banking app. The new state-of-the-art app was launched in under 12 months and has already won 'Best Mobile Banking App' in the 2017 Moneywise awards. The new website has also seen a 23% increase in users.

As a result of these digital projects, Metro Bank is now in a much stronger position to pursue future growth.