

How



**ABN•AMRO**

topped app charts with  
**670,000** downloads

and **grew** customer  
satisfaction

**ABN AMRO is  
one of the biggest  
retail banks in  
the Netherlands**



**They surveyed users  
to see how they  
could do better**





**Half of our customers said they want to get a better understanding of their finances, while 25% admitted they have a hard time controlling their spending.**

**Frank Verkerk**  
**Chief Digital Officer**  
**at ABN AMRO**



# Conclusion:

**They needed to make  
banking more personal,  
giving people more control  
over their finances**

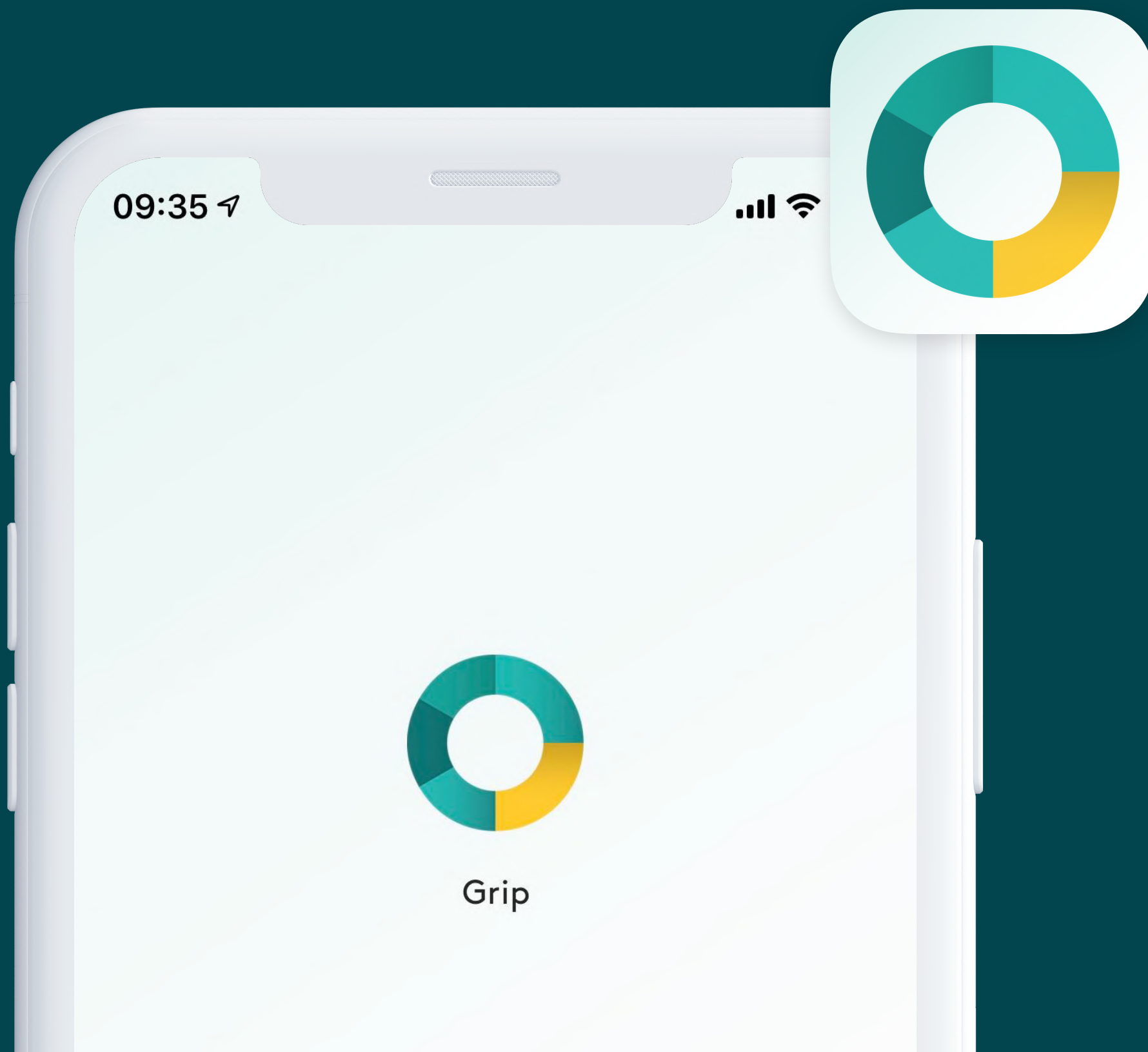
**They needed a partner  
with experience in  
building a PFM app  
that users love...**

**In other words, Tink**

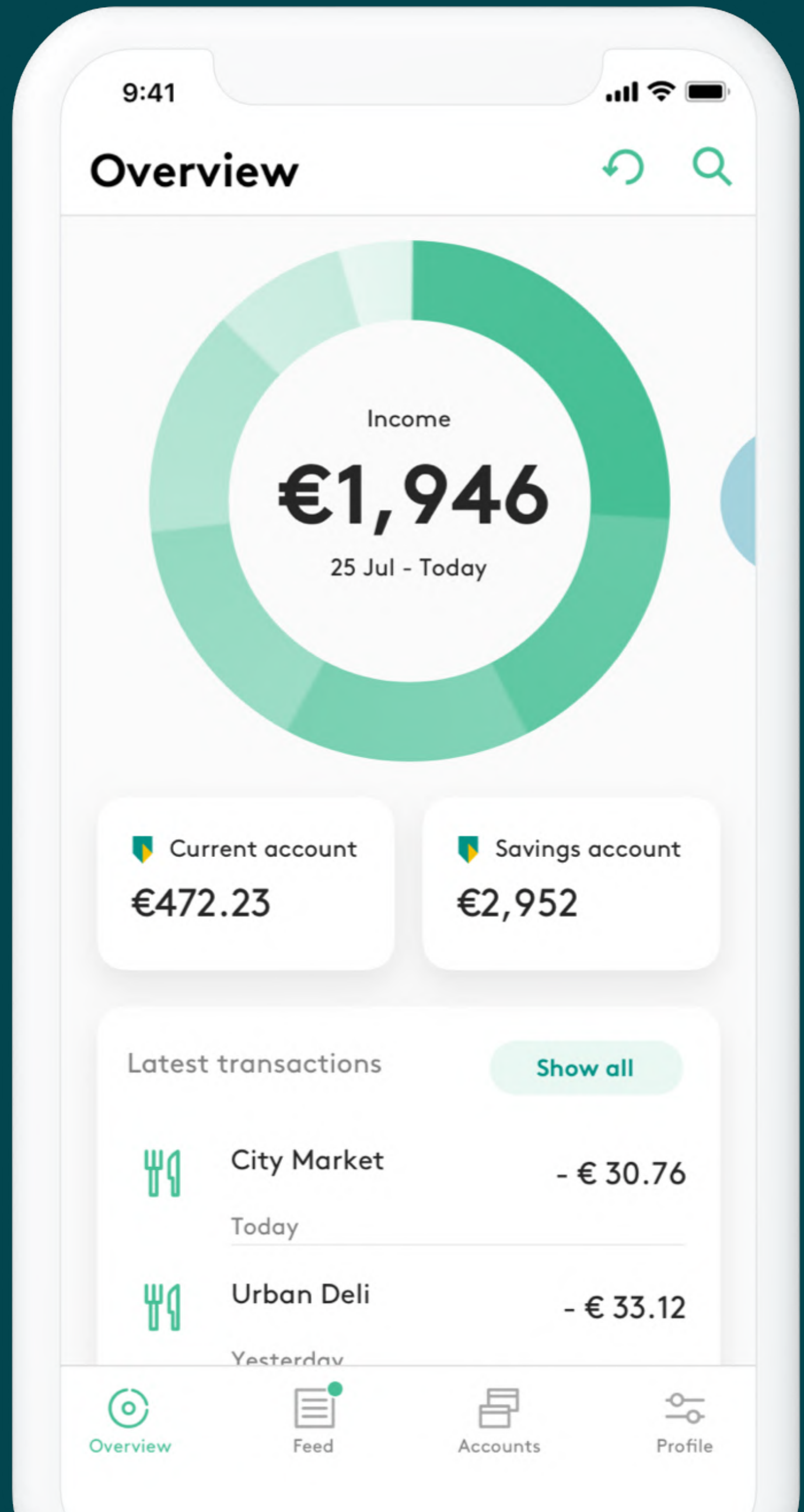


We built a **brand new app**  
for the bank called **Grip**

Allowing users to →

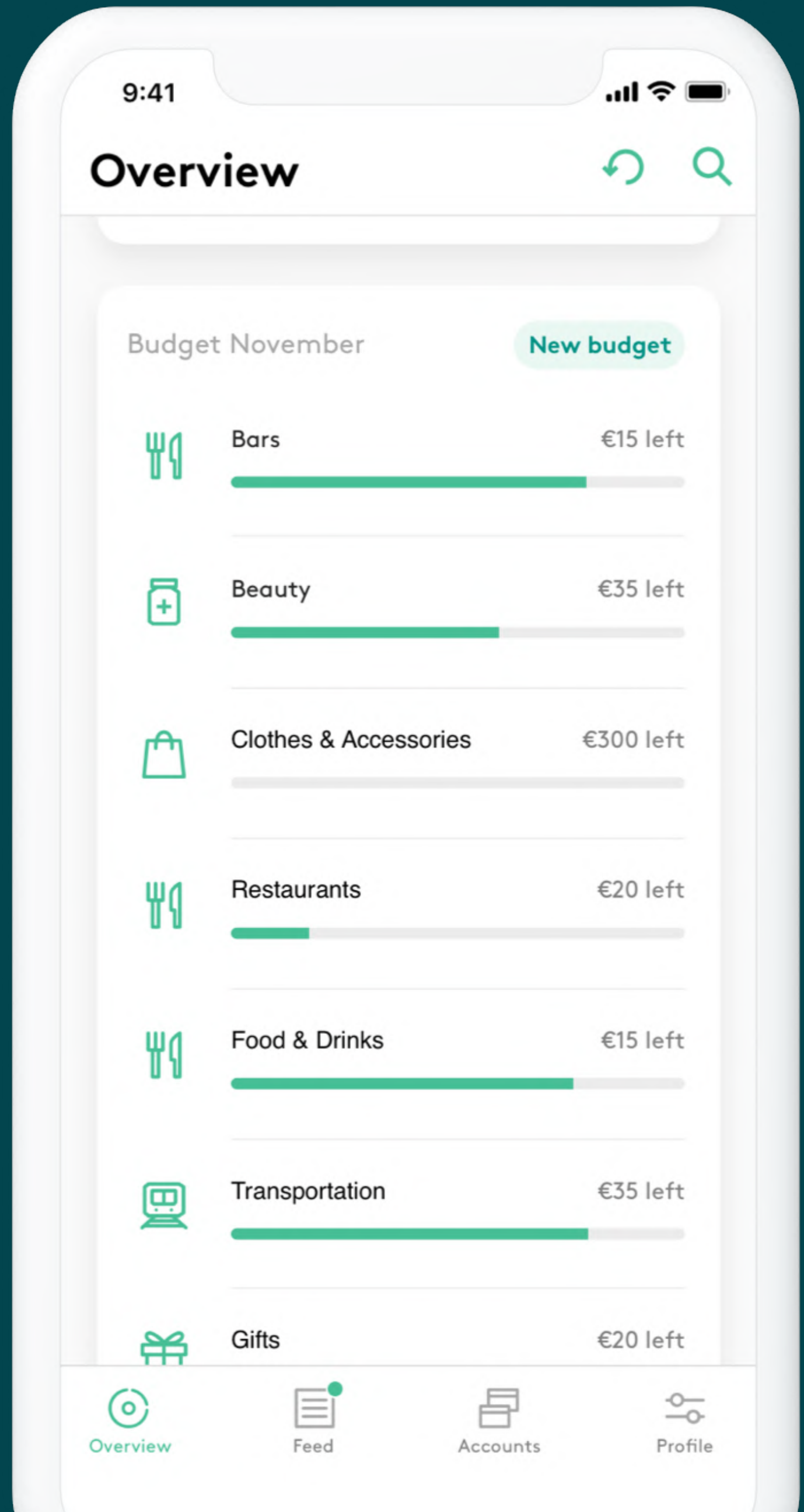


Get an easy  
overview of  
expenses

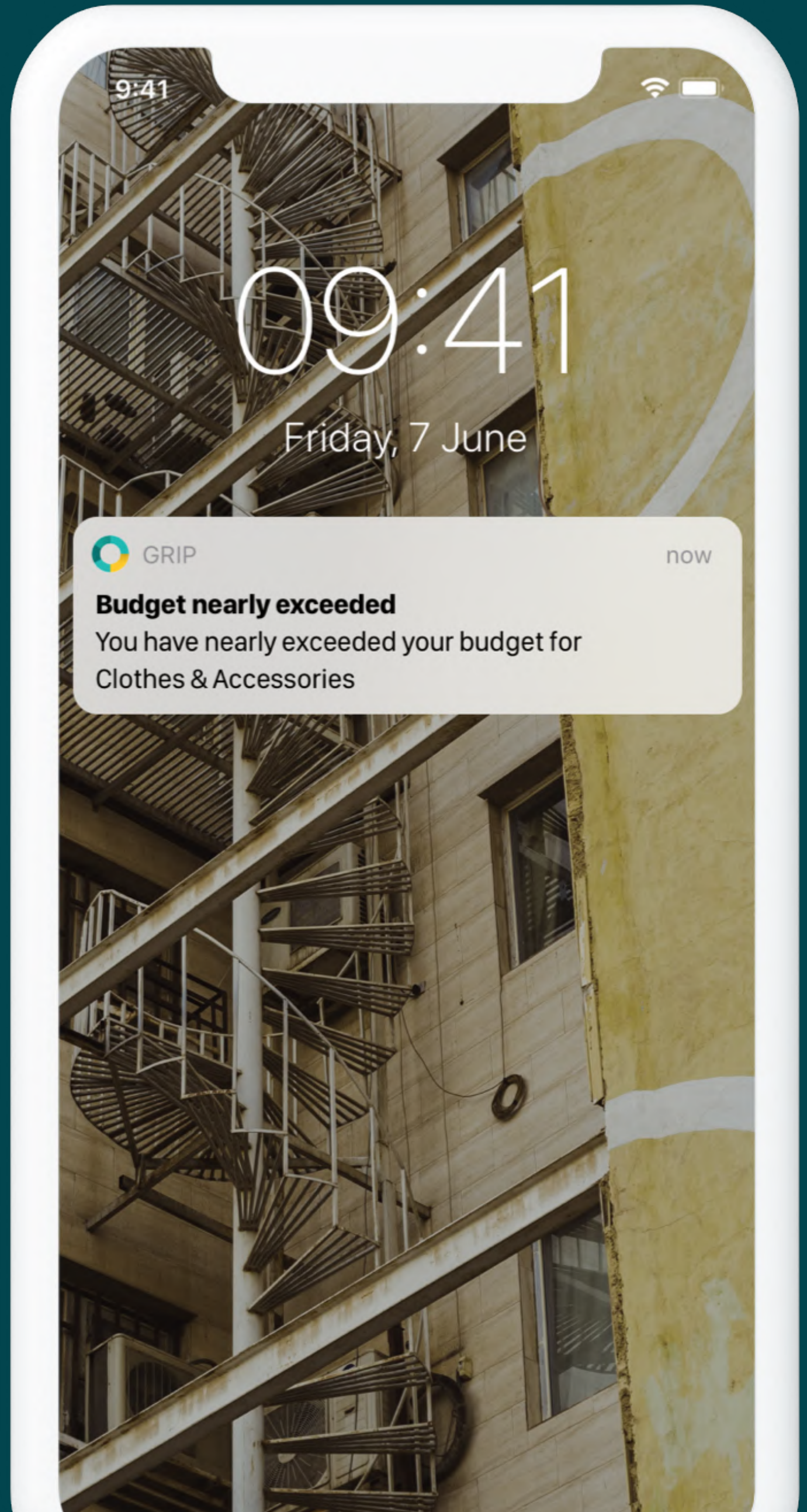




# Track budgets broken down by category



Receive alerts  
to stay on top  
of spending



The  
result



# NPR.1

**PFM app**

**in the Netherlands  
with 670,000 downloads**



# 73%

**of users said they would  
recommend the app\***

\*based on a survey  
of 10,000 beta users



**Half** of the users reported  
their perception of the  
bank **improved**



While making managing  
finances more **delightful**





**With an unbeatable time to market, the Grip app is one of our most successful partnerships to date**

**Roland Booijen**

**Director Apps & Digital Innovation  
at ABN AMRO**

# Want to learn more?

[tink.com/use-cases](https://tink.com/use-cases)

