

TYL BY NATWEST - A CASE STUDY

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OVERVIEW

TYL is a payment provider renting out card machines for small businesses.

Backed by NatWest, TYL is built for small and medium-sized businesses that want to take card payments in the UK.

With TYL, customers get next day business settlement, fair and simple pricing, and straightforward contracts.

tyl

**Your payments
in safe hands**

**It's not magic,
it's Tyl**

by  **NatWest**



T&Cs, fees & eligibility criteria apply

OBJECTIVE

To increase monetisation by 20% in 2022-23

USER PERSONA

Bio:

- Jadon Smith
- Male, single
- 29 years
- Café Owner

Goals:

- Grow café business
- Handle payments easily
- Create a happy and loyal customer base

Frustrations:

- Existing payment solutions are too expensive
- Does not know how to handle other relevant tasks like inventory and staff management as well
- Does not have customer helpdesk



OPPORTUNITIES

Reduce Churn, Increase retention, and virality → Increase Monetisation

Product

- No real-time updates/report
- Upgrade IT infra (cloud-based)
- Mobile/Contactless payments – QR codes

Customer

- No dedicated smartphone app
- Long customer on-boarding process
- No Instant payments
- Customer support – Chatbots?

Costs

- Do we need to keep investing in low-end Ingenico Desk/3500?
- Can monthly charges be waived off?

Usability

- Faster Response time (One less click or implement data caching?)
- Simple and intuitive UI

Others

- Self-serving checkout terminals
- Monthly personalised newsletter
- Way to capture feedback
- AI based merchant insights

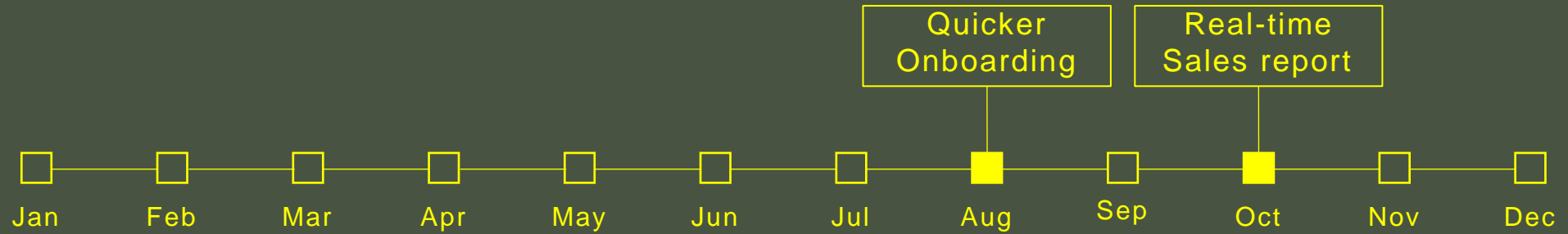
PRIORITIZATION

Opportunity	Effort	Impact	Score = I/E
Real-time sales report	7	8	1.14
Instant Payment	9	9	1.00
Personalised newsletter	6	5	0.83
Chat-bot Integration	8	6	0.75
Self-serve terminals	10	9	0.90
Customer feedback and Interviews	7	6	0.85
Waive-off monthly fees	6	9	0.66
Native smartphone app	10	8	0.80
AI-based insight generation	10	9	0.90
Cloudify Infrastructure	10	9	0.90
Faster checkout flow	8	9	1.12
Faster onboarding	8	8	1.00

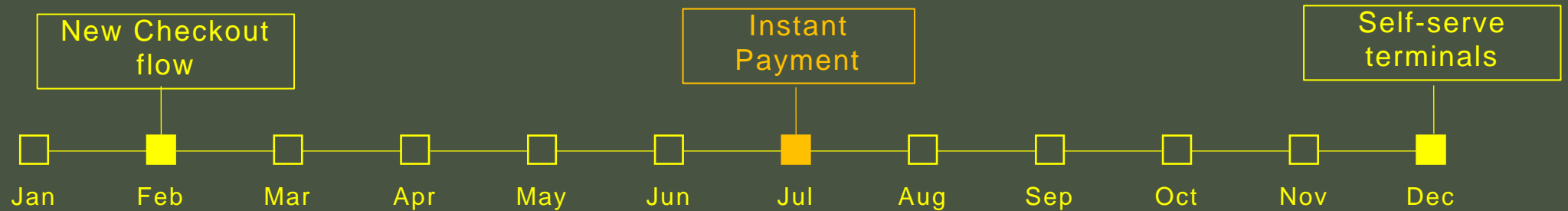


TYL - FUTURE ROADMAP

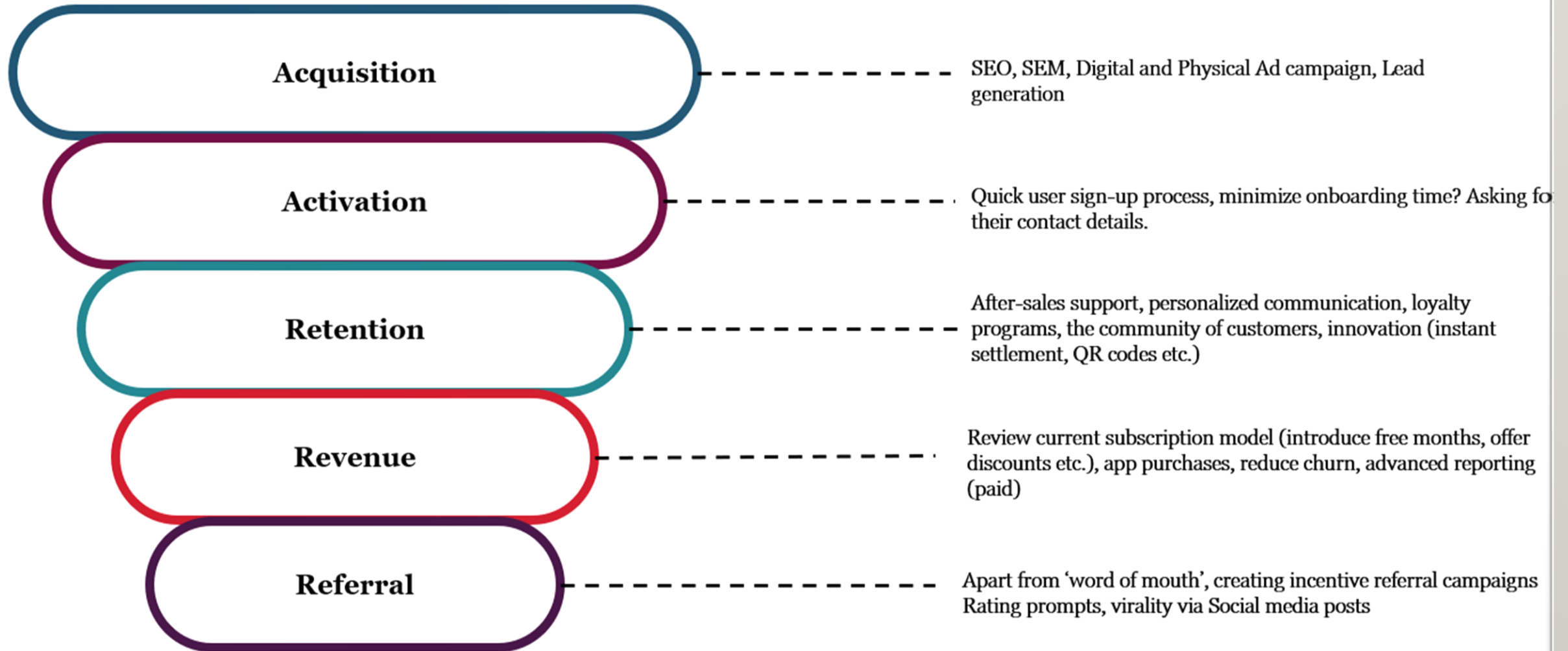
2022



2023



SALES FUNNEL



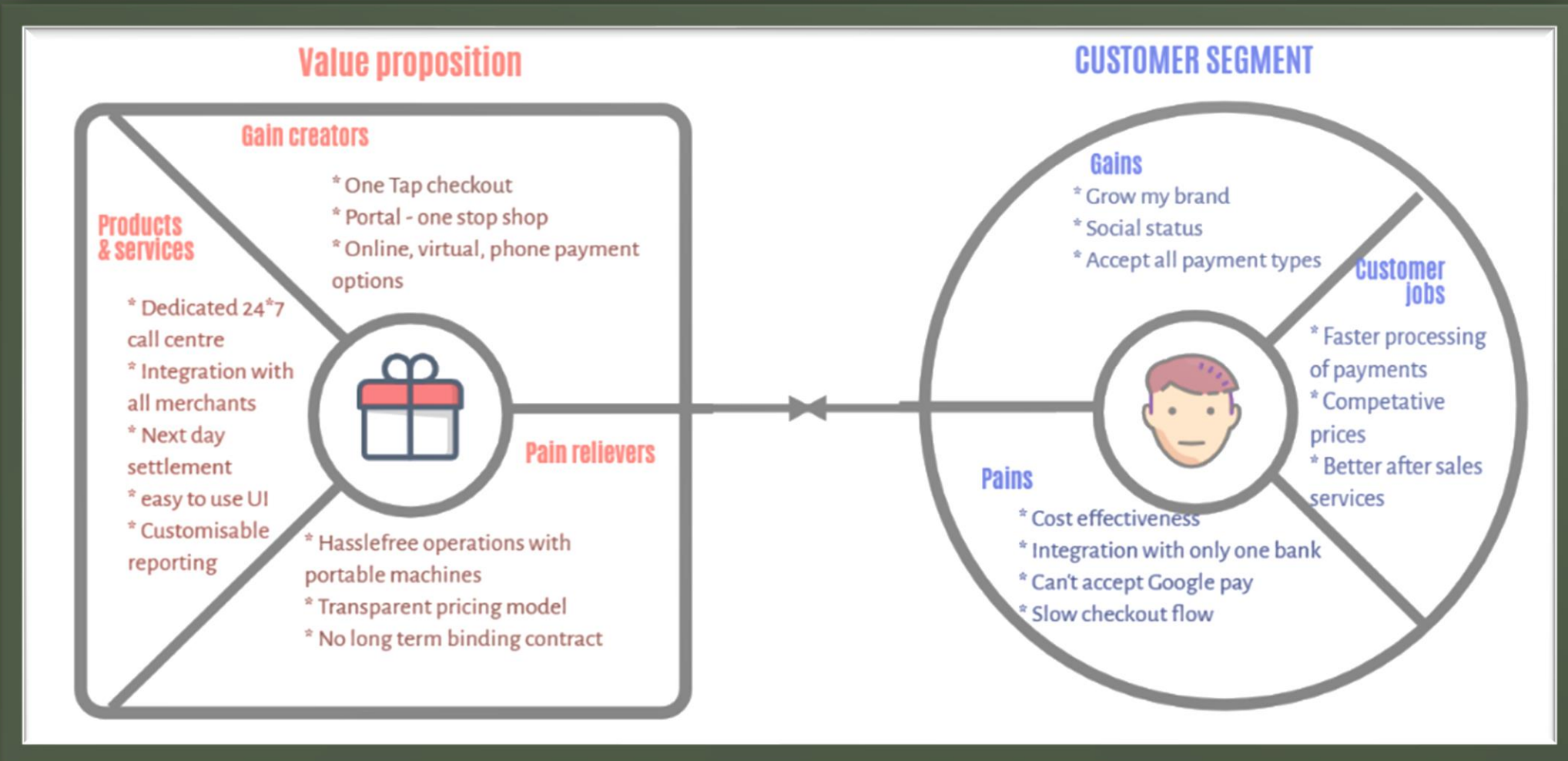
APPENDIX

tyl

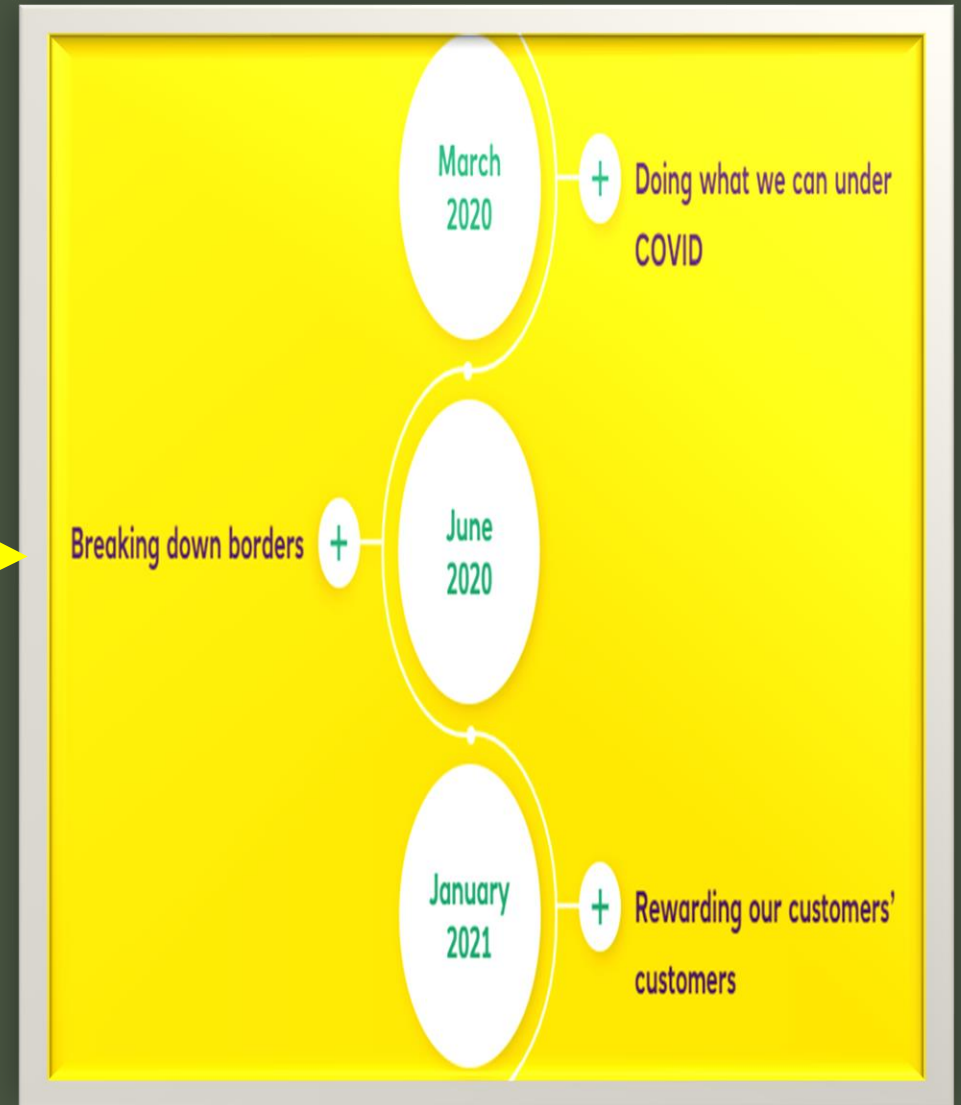
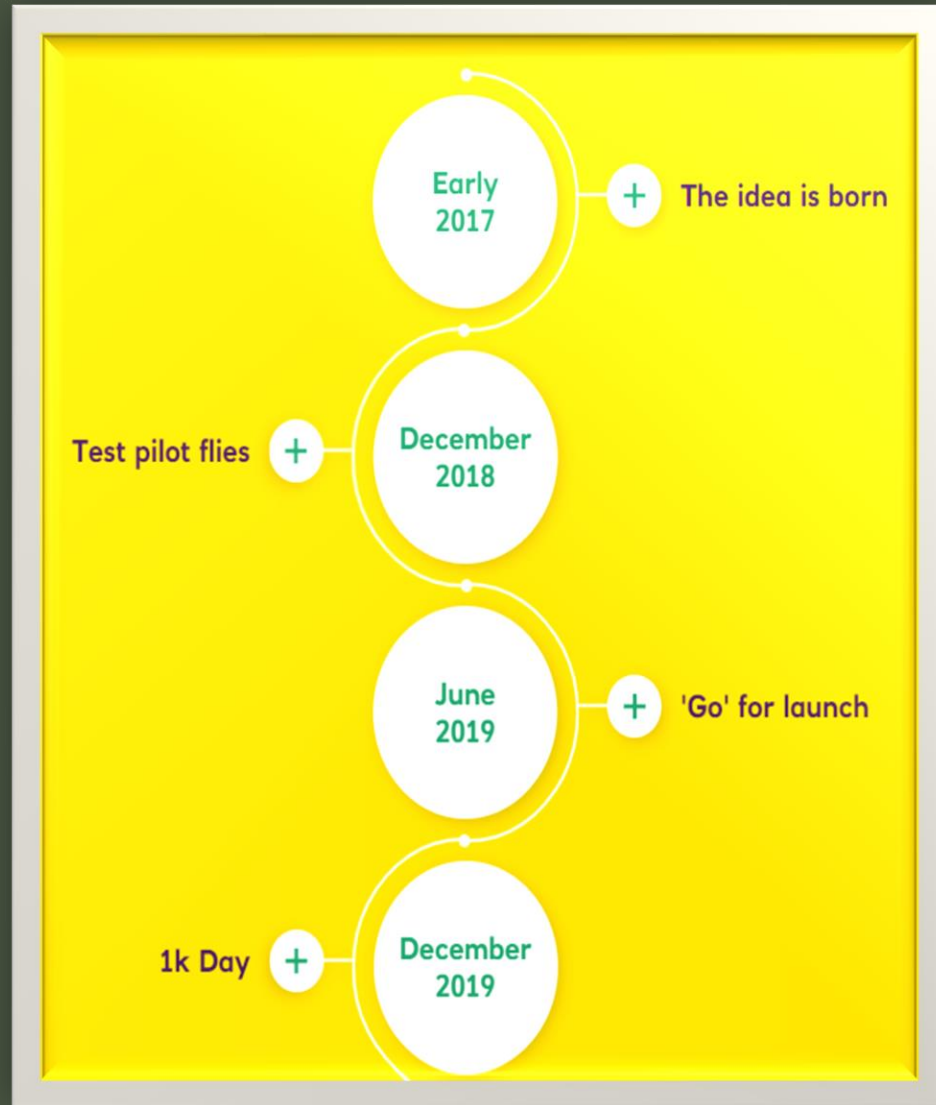
Your
payment
partner



VALUE PROPOSITION



JOURNEY SO FAR



BUYERS JOURNEY MAP (HAPPY PATH)



AWARENESS

I own a bar near Camden Town market. I am currently struggling to manage payments.

My annual revenue is approx. \$100K. I heard about POS systems and now thinking of having one for my bar.

CONSIDERATION

Let me talk to my friend Fred who owns a cafe nearby and has got a POS machine installed.

I'll also Google and look for some options on the internet.

PURCHASE

TYL by Natwest gives the following benefits over others:

- * User-friendly payment terminals.
- * Tailored fees.
- * Next-day payouts
- * Expandable POS features on Flex.

RETENTION

Going with TYL by NatWest was great. Handling payments is not a problem anymore.

I am getting a comprehensive sales report on the TYL portal and adding new products to the catalogue is also super easy.

ADVOCACY

Let me put a positive review on TrustPilot. I am happy with the product and services on offer.

MARKET SIZING

POS S/W

UK - \$600M (2022)

UK - \$1B (2028)

POS Terminals

UK - \$16B (2022)

UK - \$26B (2028)

20% of the global market share



We have ~6M small businesses in UK

Total Addressable Market



~50% (3M) of them are already using POS solutions

Service Addressable Market



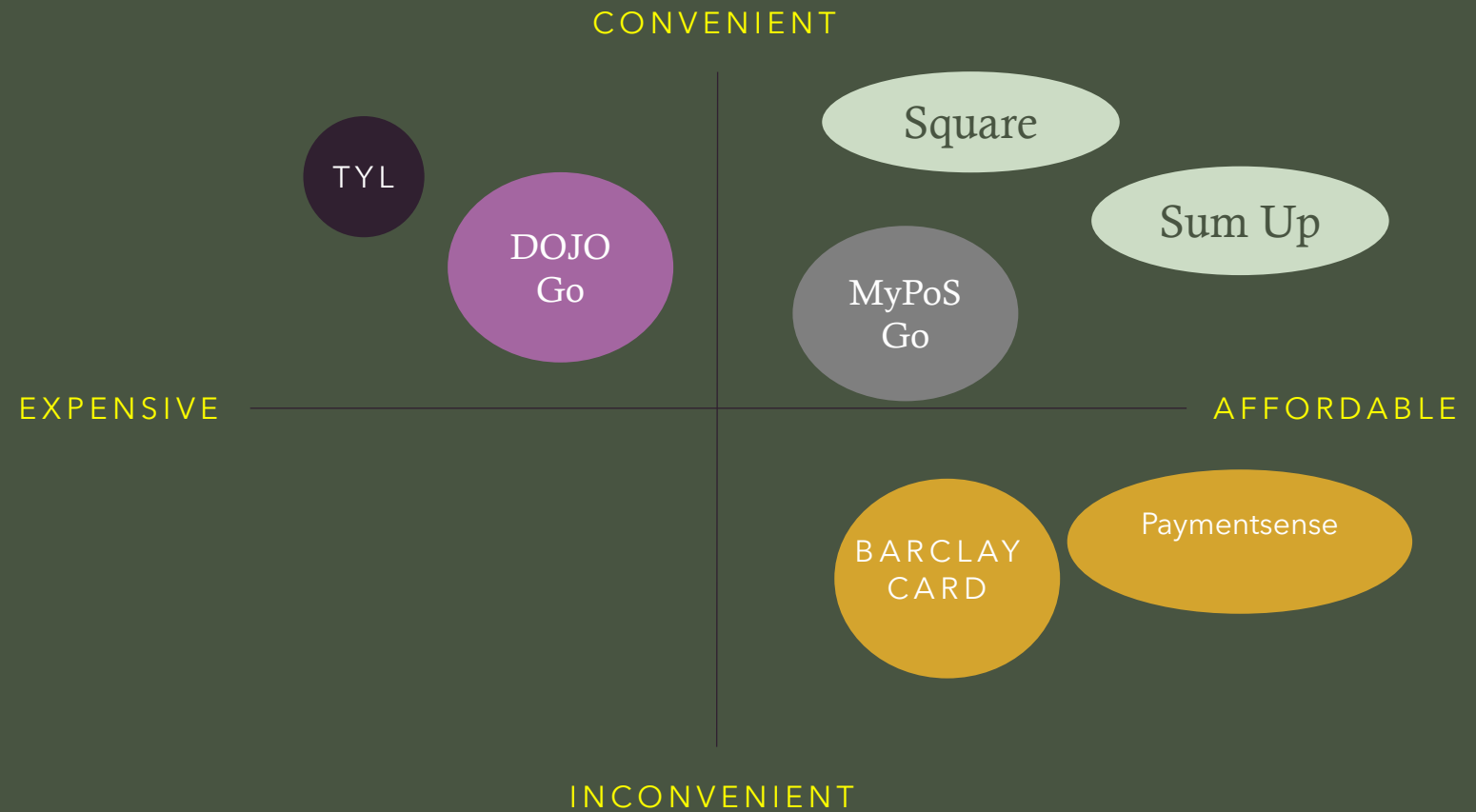
There is an opportunity to grab 7% of the SAM share

Service Obtainable Market

FEATURE COMPARISON AMONG PEERS

Vendor	Settlement	Supported platforms	Device cost	Txn Fee	CNP fee	Report	Best for	Others	Edge over Others
Sum-up	Within 3 days	All	29 + VAT	1.69%	2.5%	Mail, SMS	Café, Restaurants	500 Txn/charge No monthly fees, Native app support	Max. txn per charge
Zettle	Within 2 days	All	29+VAT (for first), GBP 59 for subsequent devices	1.75%	2.5%	Mail, SMS		100 T/C, Safest card reader, GBP 250 as chargeback / month (txn protection), No monthly fees	Chargeback feature
Square	Next day	All	16 + VAT	1.75%	2.5%		Small businesses	Native app support, All-day battery life	Cheapest option
TYL	Next Day	All	16 + VAT (per month)	0.2 -0.35% + 20p	N/A		Large small businesses with constant sales vol.	12-month contract Heavy POS machine Clover flex – all in one Terminal 8 hours of battery life TYL portal support	All in one terminal
MyPos GO	Instant	All	29 + VAT	1.10 + 7p	1.3 – 2.9% + 10p	TYL Portal		Good for international payments	Instant Settlement

OUR COMPETITION



A stylized lightbulb icon in teal, with several short teal dashes radiating from it, positioned in the top-left corner of the slide.

CONCLUSION

Opportunities presented in this slide deck can help TYL by NatWest realize its vision (below) in the near future.

“NatWest TYL is designed to help make it easier for customers to run their businesses. By combining technology and smart data-led insights, NatWest TYL helps SMEs make informed decisions to manage their businesses more successfully and gives them tools and insights to help them grow”



THANK
YOU! 😊

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