



Competitive Analysis

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Competitive Analysis of Two Market Players



Skrill: Competitive Analysis



Who they are:

Key Objectives: A digital wallet provider that allows users to transfer money and make online payments. Funds can be used to pay merchants, other Skrill users, or transferred into cryptocurrency.

Take away: They transfer money for users.

What they do:

Overall Strategy: Skrill allows users to send money for free to other skrill users. Fees are higher than the competition. Their business model is to charge 1% for depositing into your skrill account. Users have 3 achievement levels that unlock better financial options and advantages. New users who have not verified information must pay a 3% fee to send money. ATM withdrawals also have a fee.

Take away: They are expensive compared to competitors.

How they are seen:

Market Advantage:

Skrill seems to be one of the only players in this space in Germany. It is available in most countries.

Easy cross-border payments with 40 available currencies including crypto-currencies

It has 32 million users and 156,000 active merchants

5 Million downloads and 3.9 of 5 stars on google play (116k reviews).

Take away: When compared to other competitors they have small market share.

Skrill: Marketing Profile



Skrill began as a money transfer app for gambling payment processing and continues to cater to shadier clientele, including weapons and pornography. This is clientele that others in the industry will not touch. The company has changed hands multiple times, rebranded and now presents themselves as an app for everyone. They brand themselves as fast, easy and secure and do appear to be so, albeit with more expensive rates than competitors.

They have a social media presence on facebook, twitter, LinkedIn, Youtube and run multiple google ads.

Their blog looks quite empty and half done.

Before even reading about the company, something comes across as “off” or untrustworthy about the app.

Take away: Past clientele makes it difficult for Skrill to gain market share in developed countries where more reputable players are present.

Skrill: SWOT

Strengths

- 40 Currencies
- Crypto
- Security - id verification, location verification, fingerprint login
- Large Market Share

Weaknesses

- Expensive
- Unsavoury past and present dealings with shady clientele

Opportunities

- Offer a alternate price structure: no cost transfer for private individuals with bank account.
- App will not be made available to unsavoury industries.

Threats

- International transfer apps
- Paypal
- Wise (formally transferWise)
- Western Union
- Xoom
- Moneygram



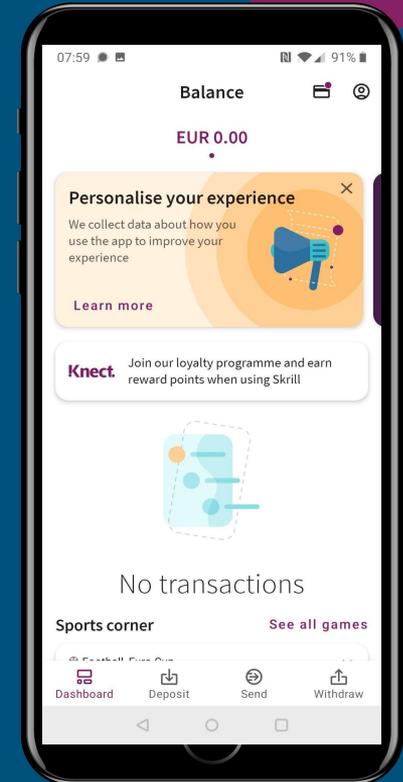
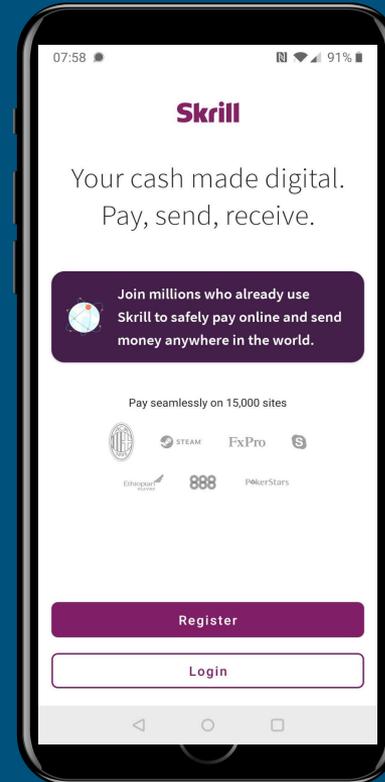
Skrill

Skrill: UX Analysis

Usability: The app allows users to easily interact with and find all relevant information via the user interface.

Layout: The layout and structure is clear, each page having singular purpose and understandability of overall design. A random “sports corner” is present on the home page. A sign of their catering to gamblers.

Navigation Structure: The app offers a traditional flat hierarchical navigation bar with a separate “profile” area.

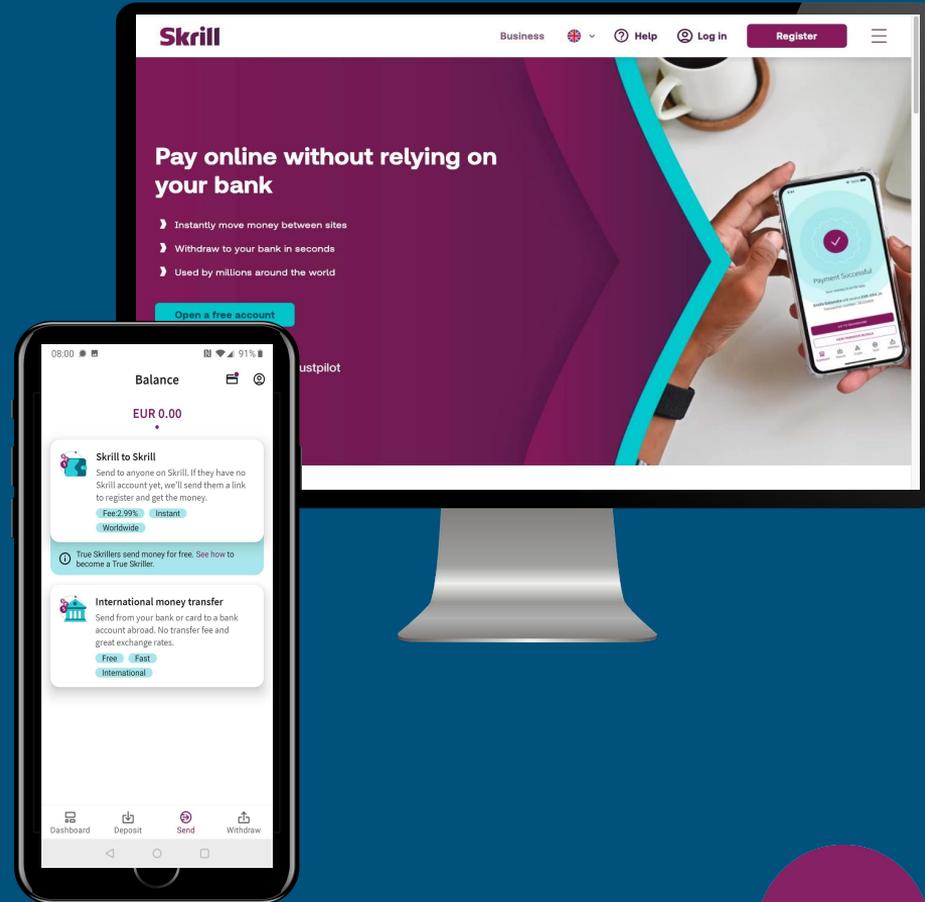


Skrill: UX Analysis

Compatibility: The desktop interface is responsive and should also work well on tablets. The break-points are slightly off so that on certain screen sizes the components do not line up correctly.

Differentiation: A high degree of security with 128 bit encryption, fingerprint scanner, but also id verification. These can be incorporated into our app. High fees for depositing money are off-putting for normal individuals. A lower or “free for some” structure can give a market advantage. Offering crypto may be helpful to some, but it may also remind customers of the Silk Road, especially with their clientele.

Calls To Action: Various calls to action are used, both for account sign-up, but for further account validation: location and id validation.



Skrill

Xoom: Competitive Analysis

Who they are:

Key Objectives: An international money transfer service which allows users to send money, pay bills and fund mobile phones to 131 countries. Xoom is a service from PayPal.

Take away: They enable international money transfer, backed by Paypal.

What they do:

Overall Strategy: Xooms initial strategy was so fill the gaps left by Western Union, who had a sub-par web experience for international transfers. After shifting business models several times and multiple mis-steps they now focus on digital-only, customer focused service with instant money transfers and great user experience. Payments only take a few minutes to arrive.

Take away: private customer focused and very fast transfers.

How they are seen:

Market Advantage:

Brand recognition of Paypal(since 2015). Functionality directly from the Paypal app.

Has the highest margins of the top competitors.

3rd most profitable amongst competitors.

Lacking advertisements

5 Million downloads and 4.7 out of 5 stars on google play (167k reviews).

Take away: Xoom has good market share but is not seeking growth as was once thought by investors.

Xoom: Marketing Profile

Xoom has a decent social media presence, being on the major social media services. It runs ads on Google as well, but doesn't turn up as many hits as competitors.

They offer “easy and secure transfers” and the site comes across as professional and legit. The “peace of mind” they are offering is advertised on their site and comes in the form of:

- Clear, upfront pricing
- Getting status updates of transactions
- Personal customer service
- Money-back guarantee
- Secure transactions

In 2015 Xoom was purchased by Paypal for \$25.00 per share (\$1.09 Billion). Investors were hopeful for strong growth, but user adoption has been far less than anticipated.

Take away: Xoom is one of the larger market players, but has not seen the growth first projected by analysts.

Xoom: SWOT

Strengths

- Strong market presence
- Easy sign up with Paypal
- Simple, easy to use interface
- Security and peace of mind

Weaknesses

- Verification can be troublesome, with users complaining that legitimate transactions not being processed.
- entering transactions is burdensome.
- Not possible to just enter email address.
- Some people might be confused as to why they need a separate app

Opportunities

- Offer alternative way to enter payee information
- Simplify transaction process
- Use alternative verification process.

Threats

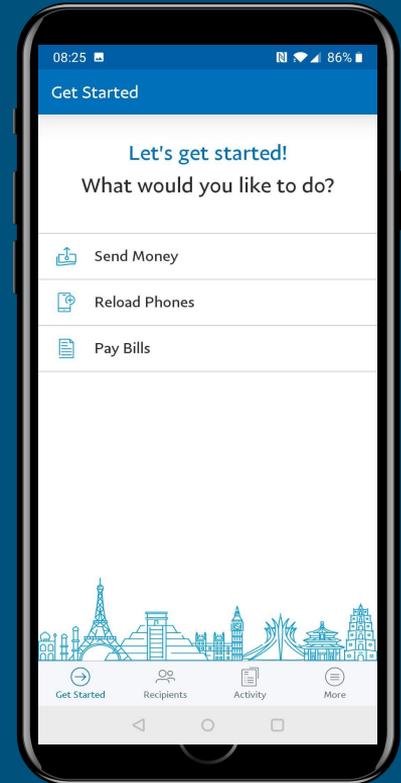
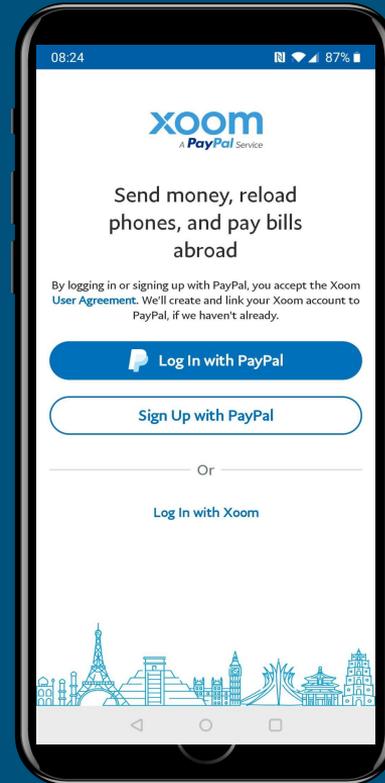
- International transfer apps
- Skrill
- Wise (formally transferWise)
- Western Union
- Moneygram

Xoom: UX Analysis

Usability: general interaction with the interface is clear and pleasant. Information is easy to find and well presented.

Layout: The overall design is simple and easy to use. Pages are laid out well and the structure is clear. The main page is perhaps too simple and the graphic does not conjure thoughts of money transfer.

Navigation Structure: A classical mobile flat hierarchical structure is present along with a deep hierarchical structure when entering actual transfers.

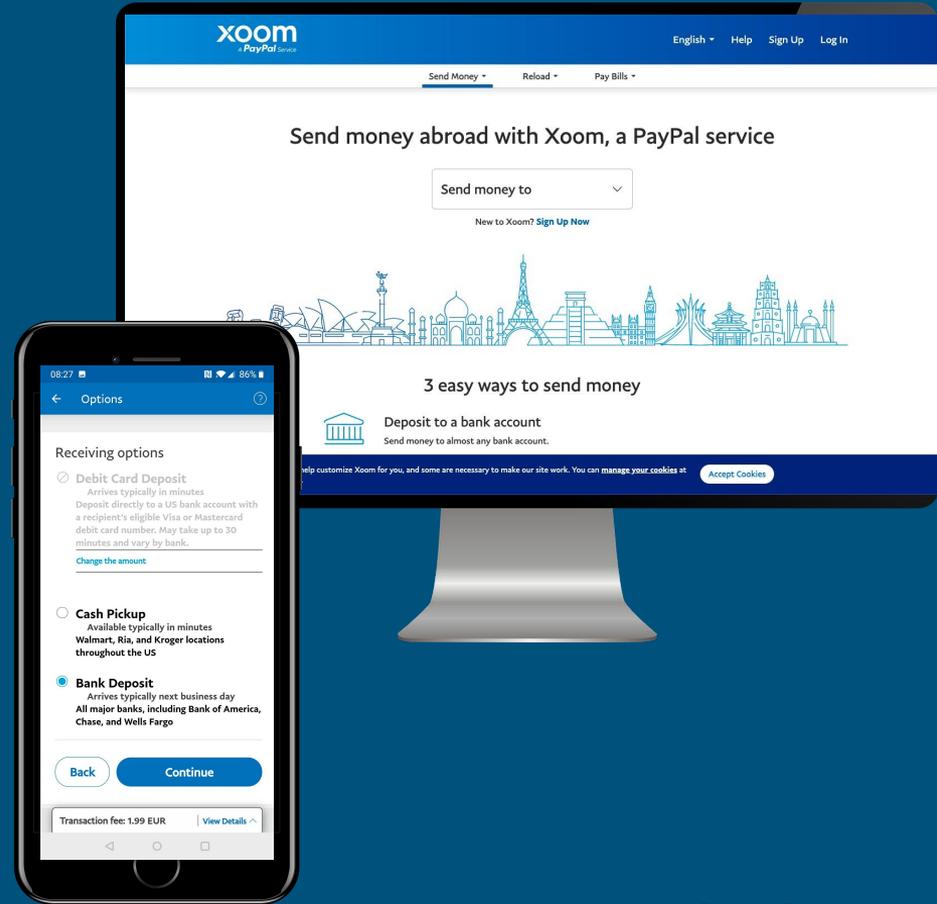


Xoom: UX Analysis

Compatibility: A responsive desktop site is offered, which is resizable to tablet size. A mobile sized site is not available, presumably because of the presence of a dedicated app.

Differentiation: Simplicity in the sign in process due to Paypal login. Simplicity in the UI, but too much white space on the home page and minimal branding leaves gaps in the marketing area. It is not directly clear what they do. Cash pick up at physical locations in an effort to compete with Western Union. Physical locations is not an area we wish to compete.

Calls To Action: Sign up page and login page as well as, transaction pages: send money, reload phones and pay bills.





Thank you!