

# Analysis and Strategies on the Internet Wealth Management Scenario-based Planning

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**Abstract:** In the Internet era, financial institutions are gradually paying attention to the promotion of Internet business services. Financial institutions are aware of the difficulty of scenario-based financial applications to achieve close integration with consumers. The expansion of Internet finance business in financial institutions will be used as an opportunity in this paper to analyze the scenario-based finance and propose ideas and methods that will solve the problem.

**Keywords:** Scenario-based finance, Internet finance, Internet wealth management.

## 1. Introduction

Along with the widespread popularity of the Internet and big data, scenario-based finance is being applied in financial institutions. At the same time, the continuous growth of residents' wealth has been realized through the use of internet finance platforms for wealth management, and the exchange of funds supply and demand has been realized in scenario-based platforms. With the close integration of high-frequency scenarios in daily life, financial institutions have gradually transformed traditional industries into industries associated with the Internet. iiMedia Research. According to iiMedia Research, the size of China's Internet wealth management users has been expanding year by year and has now exceeded 600 million people, reaching 630 million in 2021. Scenario-based finance integrates financial services into the daily lives of bank customers, spreading them to the majority of consumers in a fast, convenient and popular way, enhancing the experience of financial needs in customers' financial activities. Scenario-based finance makes banking services more advanced and closer to everyday life, making finance more approachable and close to the people. The banking industry currently emphasizes Internet + traditional industry + finance, highlighting scenario-based financial services. Those seemingly single-user demand scenarios usually require cross-border integration of multiple industries, which is the most important aspect of the scenario synthesis needs that finance seeks to achieve, so scenario-based finance is born.

## 2. Scenario-based Finance and Internet Wealth Management

The so-called scenario-based finance refers to a business model in which financial institutions transform complex business processes and financial products with the help of Internet technology, allowing financial needs to be integrated with various scenarios [1]. Scenario-based finance realizes the scenario-based and dynamic financial information flow, allowing the originally cold financial products to be warmly integrated into consumers' daily life and production & business activities. The objective of the scenario financial planning is to rationalize the financial resources of financial institutions, allocate the corresponding type and amount of

resources to each demand, so that the supply rate of resources can be maximized or the rationality of resource allocation can be maximized. In today's rapidly developing Internet finance industry, customer demand and market environment are changing rapidly. Financial institutions need to rely on their advanced demand research, product development and technological innovation capabilities to quickly update scenarios in the form of project-based systems in order to maximize customer satisfaction.

The Internet wealth management model is a transaction model that consumers are more than happy to use, relying on the Internet platform to cut into the financial scenario and realize business transactions such as online lending, crowdfunding and online payment. In addition, scenario-based finance also meets users' transaction needs for products such as Internet funds and Internet insurance.

## 3. Analysis of the Characteristics of Scenario-based Finance

### 3.1. Virtualisation of business services

With the rapid development of the Internet, scenario services are expanding with the help of the Internet. Products embedded with the spirit of the Internet are rapidly being integrated into the daily lives of all of us. The core factor leading to the business development of financial institutions is no longer the product, but the scenario. Financial products that have lost their specific scenarios have gradually lost their competitiveness in the market. What financial consumers want is no longer a standardized product, but a special commodity integrated into a specific scenario. Because of this, contemporary financial companies need to embed the spirit of the Internet and take the customized needs of customers as the starting point if they want to gain a better space for development.

### 3.2. Increased range of target customers

Facing the rapid spread of the Internet, the widespread use of mobile terminals, and the gradual increase in financial consumers' sense of self-identity, the financial services carried out by financial institutions in the past relying on their branches can hardly meet the increasingly diversified needs of consumers, and the financial services model that does not focus on consumers is also rejected by self-awakened

consumers. Scenario-based finance should not only focus on a small number of high-end people, but also position the core of financial services directly to the needs of each consumer through the scenario-based financial services system, and enable each financial consumer to get self-centred consumer satisfaction through scenario-based services.

### **3.3. Homogenization of product design**

In terms of product design, in the past, financial products were often designed with the product as the center, and a product value system was built up around a certain product, with product innovation driving business development. However, in the era of scenario-based finance, financial products are closely linked to the corresponding application scenarios, and products that are detached from the scenarios will quickly lose their value. Therefore, the innovation of financial products should focus on consumer groups, taking consumers as the logical starting point, emphasizing consumer experience with connecting with each other as the key, thus seeking the most common characteristics of a highly similar group. In scenario-based finance, financial companies should develop their approach by defining scenarios precisely and tailoring products specifically while focusing on the characteristics of consumer groups.

### **3.4. Mobilization of transaction medium**

In the era of scenario-based finance, the traditional deposit & loan business is becoming less and less in contact with consumers, making it difficult to become an effective carrier and support point for scenario-based finance. However, online payment can act as a link between online and offline in the scenario, forming a complete O2O closed loop covering consumer contacts, consumer payment basis and consumer payment behavior in scenario finance, locking consumer user habits with payment and integrating scenario-based finance into consumer life.

## **4. Factors Affecting the Scenario-Based Finance Building**

### **4.1. Facilitation of intervention function**

One factor that influences internet finance is the convenience of the scenario intervention function. Traditional Internet financial institutions mainly focus on online and software entry, with the main objective of increasing the number of customer clicks and enhancing search exposure, and adding online traffic import through technical or payment means such as search engine marketing and app shop marketing. As the combination of Internet finance and offline scenarios becomes increasingly close, relevant financial companies gradually realized that a close integration with offline life scenarios is more likely to result in high usage rates.

In terms of the current development of the financial market, many financial products are designed to cater to the market, following the popular products in the market, gradually going against the direction of market development at the beginning of the product design, to expand market share by spending a lot of money on buying technology and expanding the application of its products. However, as technology development is characterized by "unilateral product core technology", there is a qualitative difference between the introduced technology and the technology being copied, resulting in the development of products that are

"miscellaneous but not refined, extensive but not sophisticated".

### **4.2. Visualization of product design**

The visualized design of product is intuitive and easy to understand. Due to the fierce competition in the market, the financial market lacks a sense of innovation, financial scenarios are not sufficiently explored, which makes the product functions of the financial market tend to be homogeneous and business monolithic, ultimately leading to a reduction in the benefits of financial institutions. Social scenarios emphasize experiences and sharing. Scenario-based finance, on the other hand, improves the comfort level of financial scenarios by increasing social attributes and improving the sharing mechanism based on customer experience. Product design brings consumers closer to the platform, and visualized financial products will attract consumers' attention and resonate with them. In scenario-based financial services, building financial product images helps the realization of good customer experience and will enhance the penetration of financial scenarios, while sharing relies on social influence to achieve rapid expansion of the scenario ecosystem and helps the implementation of marketing and promotion of Internet financial products, which will quickly build an effective customer base and improve customer loyalty.

### **4.3. Experientialization of use functions**

Good customer experience is the foundation of business development, and consumer sharing mechanism is the key to scenario-based finance. By building scenarios, financial institutions can collect multi-dimensional data such as customer behavior and operating habits, geographic location information, customer transaction data and social network data to ensure that the data is comprehensive, complete and real-time. Through the use logic of "knowing the service, experiencing the service, using the service, evaluating the service and sharing the service" of customers, a customer portrait with diversified data can be built, and achieve data sharing with other scenarios in the Internet financial ecosystem.

## **5. The Path to Achieve the Effectiveness of Scenario-based Finance**

Scenario-based finance, as a "technology + scenario" technology tool, has become a trend in the development of the financial industry, and the integration of the two will be enhanced further. Technology will drive new business models in the new financial industry in terms of asset characteristics, transaction mechanisms and scenario models, and more scenario-based practices driven by technology will be realized by region segmentation. Under the combined effect of the closed loop of business flow and the closed loop of capital chain, the formation of a financial ecosystem will be promoted by creating scenarios of life and production applications of internet credit.

### **5.1. Build user scenarios to achieve multi-channel entry**

With the advent of big data era, whoever can be the first to obtain data and know how to analyze it will have a good grasp of the consumption habits of the customer base, and will also

have the vane to broaden the future field. Financial institutions need to bring into play their data analysis capabilities, change the starting point of product design and efficiently create customer application scenarios. Financial companies are leveraging the new technologies, methods and channels of the Internet to explore their own advantages, reduce information asymmetry on the asset side and capital side through the integration of information, improve the efficiency of information sharing, enhance the frequency of contact with customers, launch new financial scenarios with a focus on enhancing customer experience, and derive new Internet finance business models to meet customers' needs for diversified investment portfolios.

Internet financial institutions can import the same financial consumption scenarios through different channels, making the products & services more compatible with consumers and enhancing customer stickiness. Through product innovation, dig deeper into individual customers' life scenarios and improve the penetration of financial services, enriching the connotation of scenarios such as lifestyle payment, online shopping instalment and intelligent financial management, and expanding the outreach of scenarios such as leisure and entertainment, education and healthcare, marriage and car purchase, friends' red packets and on-site interaction. According to customer behavior and usage habits, realize flexible and diverse products & service models in payment and settlement, scene interoperability and optimized experience, while connecting the flow and interaction scenarios of enterprise capital flow, logistics and information flow, focusing on meeting the liquidity needs of businesses [2].

## 5.2. Multi- channel data mining for product design inspiration

Product design for scenario-based finance is a more programmatic and complete production process. Scenario-based finance is not just a corporate act, nor is it merely the use of production techniques and scientific technology to shape the needs of users. Rather, it is a kind of finance that, after examining the market and consumers, selects the starting point of product design from the customer's life scenario and finds new breakthroughs in product design for designers. On the basis of the scenario, the financial institution brings together users with the same characteristics and needs to provide the same type of service in the same scenario to attract customers. A scenario in the product design process then becomes the act of satisfying consumers' willingness to pay.

Big data is the most valuable resource for each development market. In product design, by using the whole big data industry chain, the database and products are managed separately, and then data tracking is carried out based on customer consumption, using data mainly for visual analysis, predictive analysis, data mining algorithms and other means to discover scenarios, combining advertising optimization, marketing and big data to provide strong back-up for products[3]. For Internet financial consumers, scenarios are used to enhance the breadth and dimensionality of data acquisition, expand unstructured data, such as transaction data, payment data, social data, customer behavior data, historical search data, geographic location information, etc., rely on scenarios to improve the quality of data acquisition and enrich the dimensionality of product evaluation. In product design, the entire big data industry chain is utilized to track data based on customer consumption,

and the scenarios are mainly explored by means of visual analysis, predictive analysis and data mining algorithms using data, combining advertising optimization, marketing and big data organically.

## 5.3. Multi-level segmentation of scenario business to enhance customer experience

Internet financial institutions need to create characteristic financial scenarios, establish leading advantages in segmentation areas and constitute specific behavioral patterns of customers if they want to build the platforms' unique Internet wealth management business. At the same time, through the application of multi-technical means, they can find multi-end scenario entrances for users, enhance the platform's ability to obtain and attract customers, stabilize customer sources and improve customers' reliance on the platform and enhance customer experience.

Scenario-based platforms enhance the net worth of customers on the platform through online channels and functional advantages. In the era of internet finance, scenario-based finance is characterized by "cross-border connectivity" [4]. The layered structure of financial scenarios affects the efficiency of services and can be more clearly delineated to simplify the complexity of interactions among levels. At the same time, Internet financial institutions need to shorten the length of channels and reduce the number of layers of channels, flattening the channels involved in their products and establishing information interaction channels between customers and developers on this basis, so that they can obtain information about consumers more quickly, accurately and comprehensively, speed up their response to consumers, reduce their reliance on the function of collecting information through multi-level channels, as well as reduce the time cost of transactions. Facing customers' wealth management needs, Internet financial platforms need to explore the use of access segment ports, gradually improve the design of the intervention end of their products and implementation to highlight the convenience of scenario-based finance. Financial institutions deepen the construction of offline entrances, increase the research & development cost of hardware entrances, launch new products such as VR devices and routers, and strengthen the full use of the QR codes sweeping function as entrances to the intervention end. Whether it is the creation of traditional online entrances and software entrances, or the innovation of offline entrances and hardware entrances, internet companies are trying to enhance the stickiness of application scenarios and meet customer experience needs by strengthening more basic and deeper customer entrances.

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