



the 3 pillars
of a superior
digital customer
experience
in banking



Amdocs Mobile Financial Services



a gap is emerging
between the financial firms
that are embracing digital
business transformation and
those that continue doing
things the same old way

FORRESTER





The banks of the **past** provided

In branch services

Two channels:
branch & ATM

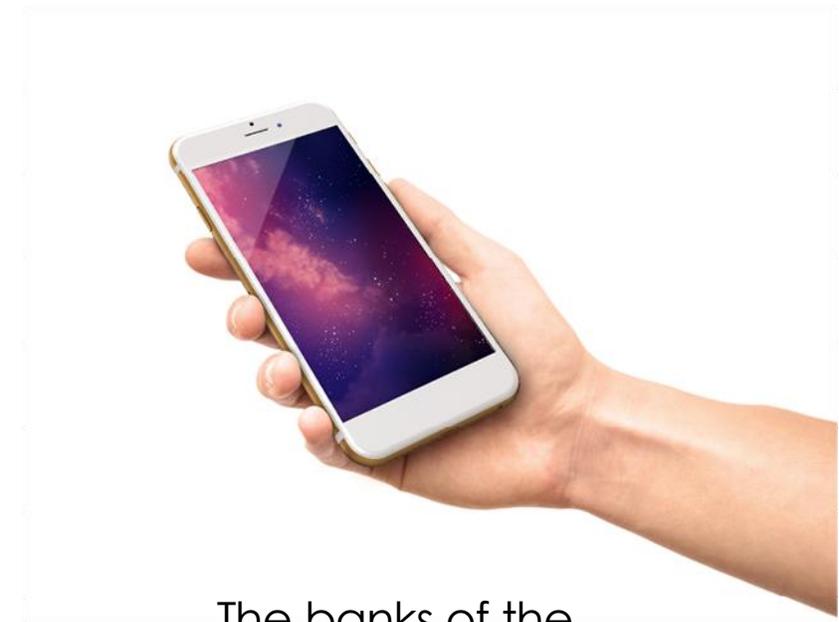
Paper money transactions

One-size-fits all services

Service during open hours

Today's fast-paced, always on, always connected, digital and mobile world means that

BANKING IS NOT WHAT IT USED TO BE



The banks of the **future** must provide

End – to end digital services

Multiple channels: web, app, chat, (branch, ATM)

Digital money / wallets

Personalized services

Real-time support, anytime



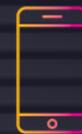
To **evolve**, remain **relevant**, and deliver a **superior digital customer experience**, banks need to:



Enable a seamlessly connected omni-channel customer journey



Deliver personalized customer engagements



Enable the full ecosystem of financial services via mobile



the
three
pillars



a seamlessly
connected
omni-channel
journey



As more bank
services migrate
online, customers
are looking for a
branch & experience
that blends the
physical & digital
in a seamless
manner

accenture





the importance
and value of a
seamless and
connected
omni-channel
journey cannot
be overstated



Banks that have embraced a journey mindset have increased their revenues by 25% and their productivity by 20% to 40%

BCG

THE BOSTON CONSULTING GROUP

Consumers today expect services to be available on every channel and touchpoint

They also expect these services to be seamlessly connected from channel to channel, moving along with them, picking up where they left off





customer expectations from banks



Know exactly
what they need
at all times



Be aware of all the
information that they
have already received



Personalized service
regardless of whether
they're in-app, on the bank's
website, at the branch, or
moving across all three



personalized
engagements



It's not enough to be
consistent and present on
all possible touch points

consumers
today expect
every engagement
to be personalized



Nearly half (48%) of
customers want relevant
advice and product
information at their
fingertips as they go
about their daily lives

2017 Financial Services
Report by Accenture, surveying
32,715 respondents across 18
global markets

Personalization is a major
trend with profound
implications for the
banking sector



the OTT giants are delivering on these expectations

amazon

“you might be interested in”

NETFLIX

personalized recommendations



These digital giants have raised the bar for customer service – and they are focused on entering the market for digital financial services

This could bring wide-spread disruption to traditional financial services models



it's all about the mobile experience for
everything, everywhere



by 2020 there will be

2.87B

smartphone users

- Statista -

These users **prefer the mobile** phone for consuming content, communicating, planning, researching purchases, and **for making payments**, among other financial transactions.





proximity mobile
payment transaction
value in the
US is expected to
reach nearly \$190
billion in 2021



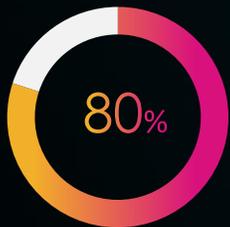
Use of mobile wallets in
the US is expected to
surpass both credit and
debit cards by 2020

in partnership with
 worldpay



the mobile payments opportunity for banks

According to McKinsey, consumers interact on average twice daily with their bank for payments-related matters



This represents 80% of their overall interactions

With agile and efficient mobile payment services, banks can increase upsell/cross-sell success as well as share of wallet



Banks need to drive traffic to their digital banking channels with new customer experiences, starting with payments capabilities

McKinsey&Company



the trust advantage for banks

The advantage that banks
have over native digital players
and a slew of fintech entrants is

TRUST



Of over 10,000 users,
84% of consumers
with a mobile phone
would put more
trust in their own bank,
and would rather
turn to the bank
for making mobile
payments



survey



for banks to be relevant and viable

they need to enable the full ecosystem of digital financial services over mobile, including:



Loans



Savings



Bill payments



Money transfers



Commerce



Payments

the 3 pillars: a recap

Digital is here – and the digital consumer expects us to step up to the plate and deliver a superior digital customer experience

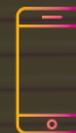
For banks that build a customer engagement strategy based on these 3 pillars, there is a great opportunity to capture a bigger client base and larger share of wallet



A seamlessly connected omni-channel journey



Personalized customer engagements



Mobile enabled and enabling services



about amdocs

Amdocs is a leading software & services provider to the world's most successful communications and media companies. As our customers reinvent themselves, we enable their digital and network transformation through innovative solutions, intelligent operations and delivery expertise. Amdocs and its 25,000 employees serve customers in over 85 countries. Listed on the NASDAQ Global Select Market, Amdocs had revenue of \$3.7 billion in fiscal 2016

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