

# DIGITAL TRANSFORMATION IN BANKING

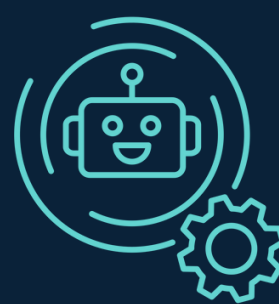
## WHAT IT IS



AI and Machine Learning



Blockchain Technology



Robotic Process Automation

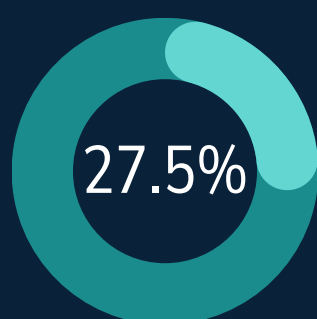


Big Data Analytics



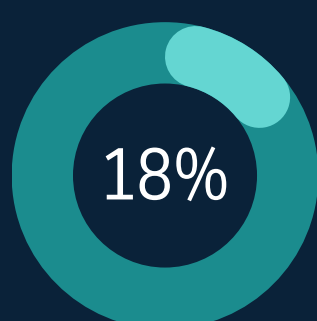
Cloud Computing

## WHY IT MATTERS



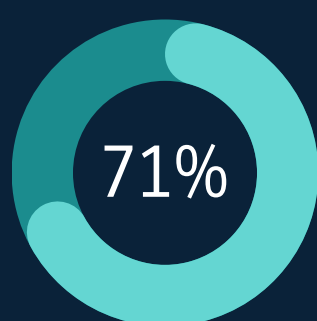
27.5%

OF MILLENNIALS PREFER TO USE  
ONLINE CHAT TO ASK A QUESTION



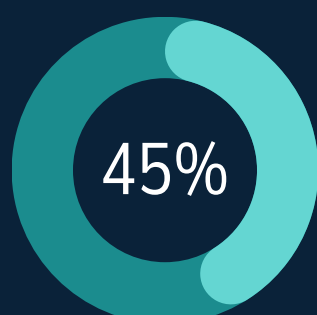
18%

OF GEN Z PREFER TO USE ONLINE  
CHAT TO ASK A QUESTION



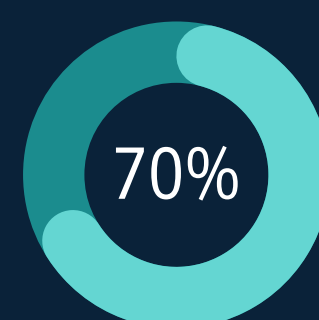
71%

OF CONSUMERS PREFER TO MANAGE  
THEIR BANK ACCOUNTS THROUGH A  
MOBILE APP OR COMPUTER



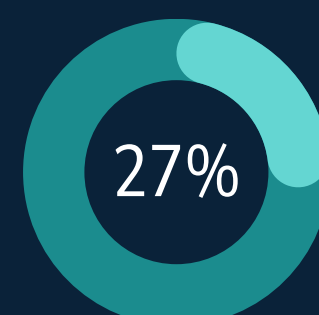
45%

OF MILLENNIALS AND GEN Z SAY THEY  
ONLY BANK DIGITALLY



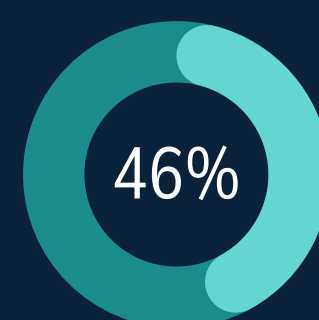
70%

OF CUSTOMERS EMPHASIZE THE  
IMPORTANCE OF PERSONALIZED  
OFFERS IN BANKING



27%

OF BANKING CUSTOMERS IN AMERICA  
USE AN ONLINE-ONLY BANK



46%

OF BANKING CUSTOMERS CRAVE  
HUMAN INTERACTIONS

### DIGITAL TRANSFORMATION'S IMPACT ON FINANCIAL INSTITUTIONS > \$1B IN ASSETS

- Enhanced Customer Experience
- Streamlined Internal Processes
- Strengthened Risk Management & Compliance
- Differentiation and Competitive Advantage
- Stronger Strategic Decision Making

### DIGITAL TRANSFORMATION'S IMPACT ON FINANCIAL INSTITUTIONS < \$1B IN ASSETS

- Enhanced Customer Experience
- More Tailored and Scalable Solutions
- Ability to Compete Against Larger Institutions
- Enhanced Community Focus
- Quicker Adoption and Adaptability

### IS DIGITAL TRANSFORMATION PART OF YOUR STRATEGIC PLAN?

- Are you handling customer service mainly through in-person interactions and phone calls?
- Are all of your digital services managed by different vendors?
- Is your financial institution experiencing increased competition from FinTech startups?
- Are manual processes slowing down back-office operations?
- Are there missed marketing opportunities due to lack of data and insight?

When it comes to improving the customer/member experience and the ability to offer banking services that are utilized, trusted, and understood, a financial institution is only as good as its *digital roadmap*.

Let Engage fi guide your institution to make informed technology decisions.

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