2018 trends at a glance

RETAIL BANKING

TOP TRENDS
% of retail banking executives citing top trends

1. Mounting regulatory and control reform/burden
   - Global avg.: 7.0
   - Banking industry avg.: 7.3
   - Retail banking avg.: 7.2
   - Business leaders: 5.9
   - IT leaders: 7.4

2. Growing threat of cyber and other financial crimes
   - Global avg.: 5.7
   - Banking industry avg.: 6.0
   - Retail banking avg.: 5.8
   - Business leaders: 5.8
   - IT leaders: 7.4

3. Digital transformation demands straining legacy banking infrastructure
   - Global avg.: 5.7
   - Banking industry avg.: 6.0
   - Retail banking avg.: 5.8
   - Business leaders: 5.9
   - IT leaders: 7.0

4. Increasing customer adoption of digital as primary channel
   - Global avg.: 5.7
   - Banking industry avg.: 6.0
   - Retail banking avg.: 5.8
   - Business leaders: 5.9
   - IT leaders: 7.0

5. Highly competitive and evolving open banking market
   - Global avg.: 5.7
   - Banking industry avg.: 6.0
   - Retail banking avg.: 5.8
   - Business leaders: 5.9
   - IT leaders: 7.0

TRANSFORMATION STAGE
Digital strategy implementation

- For the entire enterprise extending to our external partners and suppliers
  - Producing results: 14%
  - Operational: 22%
  - Launching: 17%
  - Building: 22%
  - Don’t know: 16%
  - Other: 9%

- Of executives who say they have a defined digital strategy, 53% are launching, have operationalized or are realizing results from a strategy that includes their ecosystem partners.

Technology implementation

- Robotic process automation (RPA)
  - Investigating: 27%
  - Proof of concept: 16%
  - Transformation in progress: 24%
  - Transformation achieved: 18%
  - Not for us: 10%
  - Other: 5%

Retail banking executives indicate they are aggressively employing RPA, which is becoming mainstream technology.

BENCHMARKING

We asked business and IT executives to rank their satisfaction with their own IT organizations based on the 10 key attributes of a world-class IT organization.

Retail banking satisfaction scores are above the global average.

Business leader satisfaction vs. IT leader satisfaction
Scores from 1 to 10, with 10 most satisfied

- Running a secure IT environment and ensuring data privacy
  - Business leaders: 7.0
  - IT leaders: 7.4

- Consistently introducing applicable innovations for the business
  - Business leaders: 5.9
  - IT leaders: 5.8

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