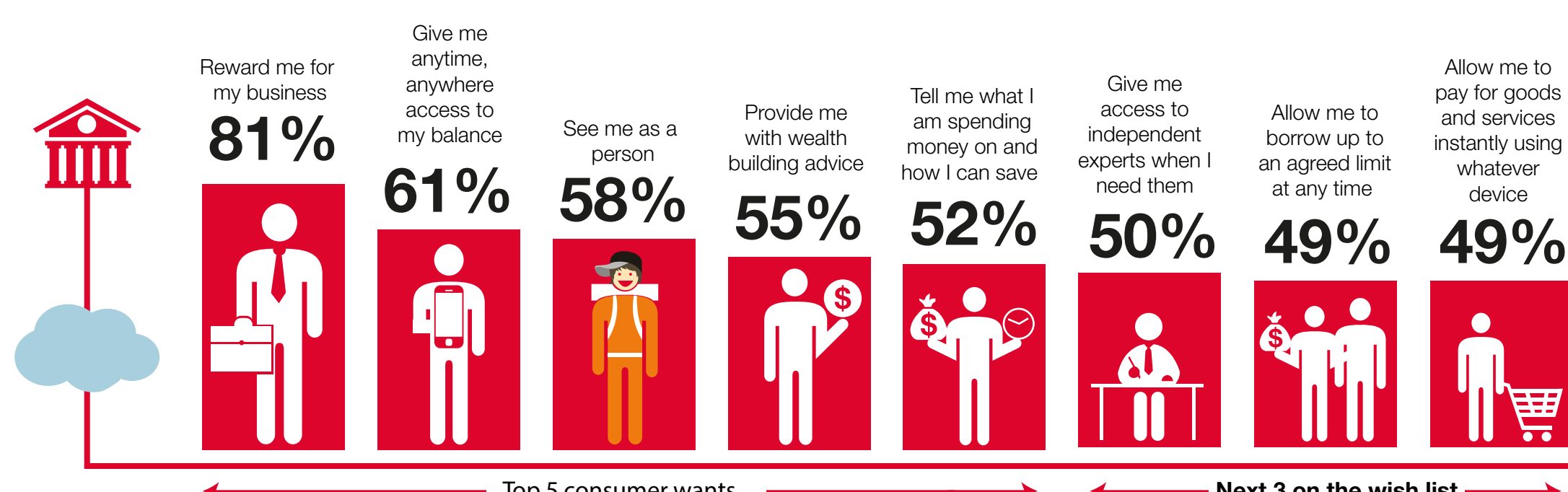


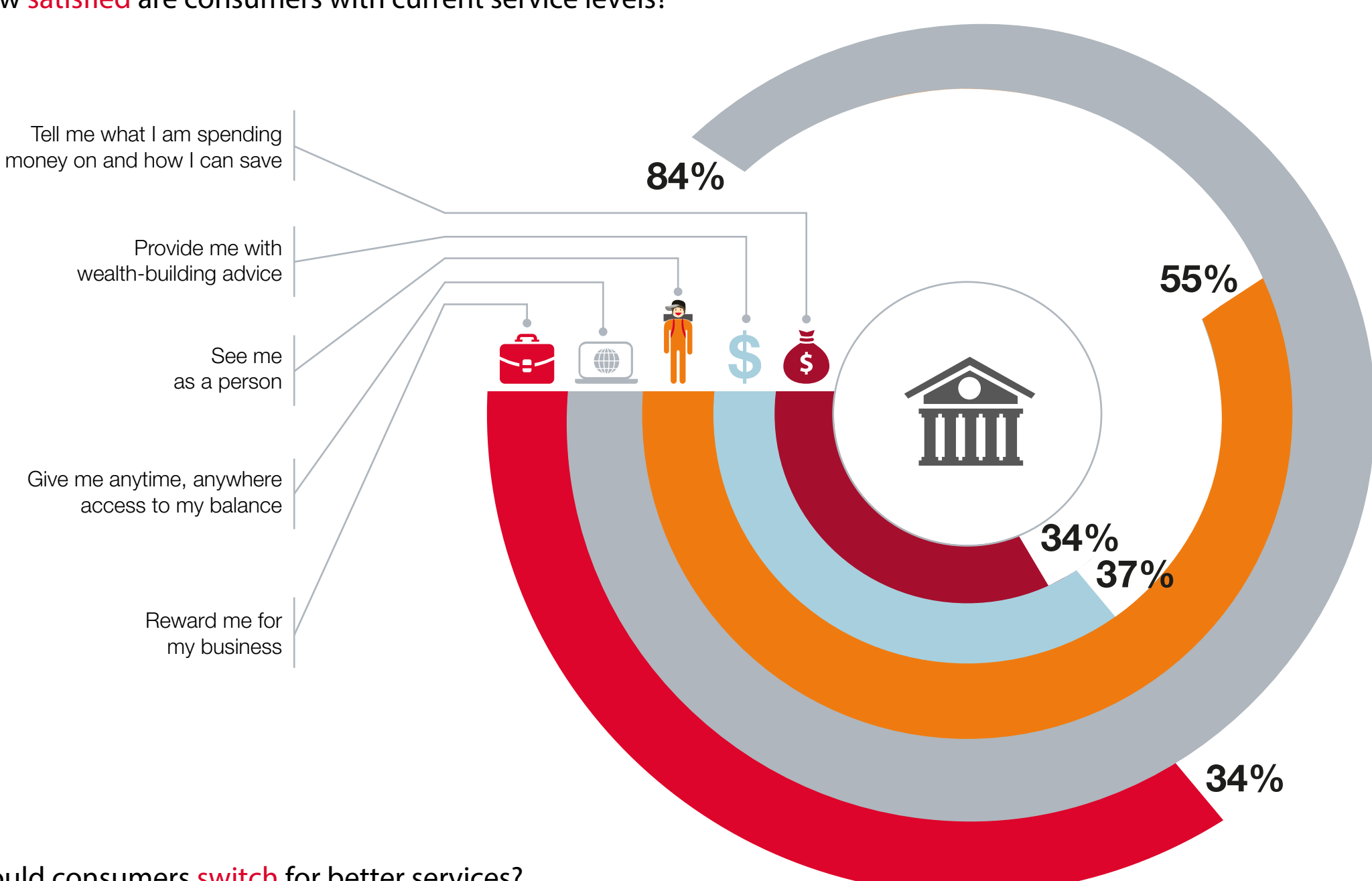
**Dive deep into digital banking**

Digital transformation begins from the outside in. It starts with understanding your customers and leads to fundamental changes within your organization that revolutionize the customer experience. Learn from our survey what financial consumers are demanding in the digital era and steps you can take in response.

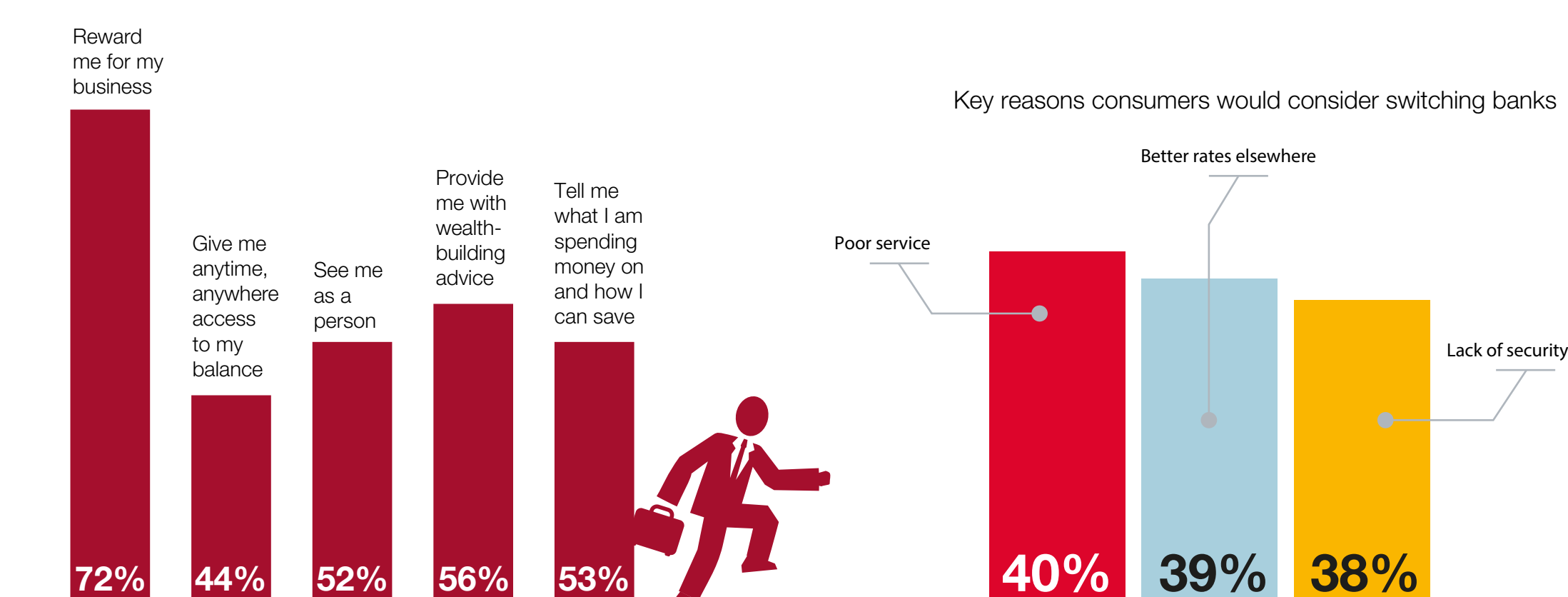
**What consumers want from their banks**



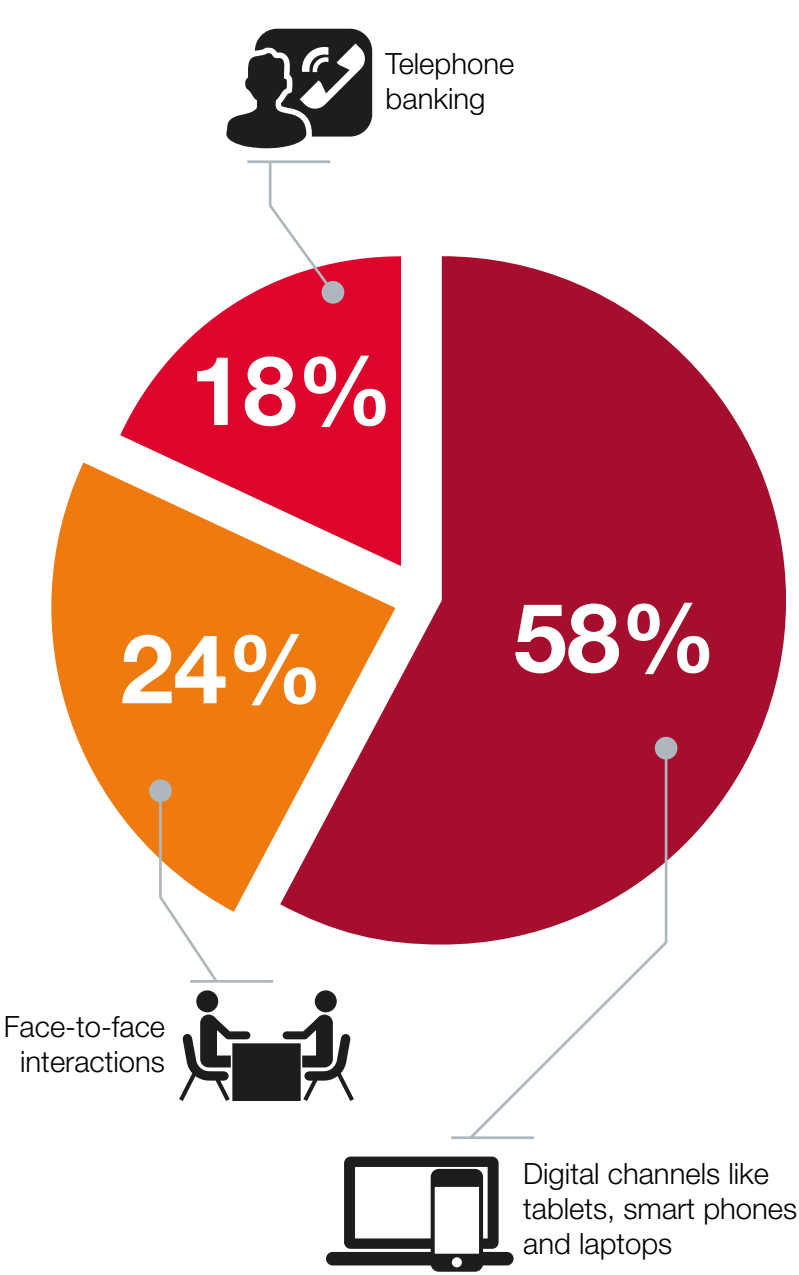
**How satisfied are consumers with current service levels?**



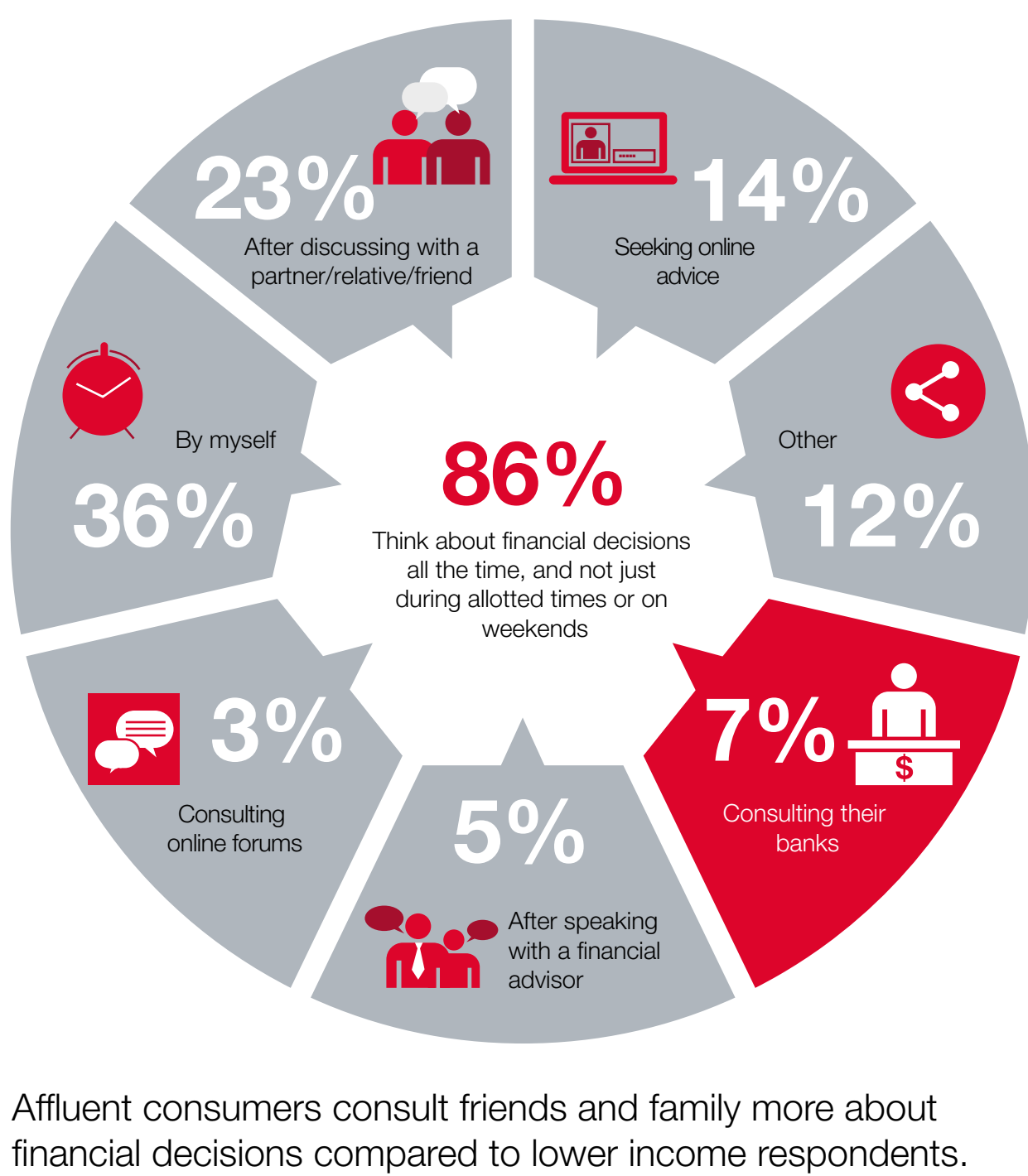
**Would consumers switch for better services?**



**The channels customers prefer for financial service delivery**



**How consumers make financial decisions**



**How banks can use consumer data to tailor services**

**93%** Look elsewhere for financial advice

There is a huge, untapped market for banks to provide advice.

**79%** Do not mind banks using data to offer improved products, services and advice.

**70%** Fear for the loss of personal data

**65%** Worry about the impact of cyber attacks

**20%** Would switch banks due to improper data usage

Banks have to take care of security and consumer trust

Most retail banks focus on cross-selling products to existing customers. But, if these customers are not engaging with the bank in the first place, it is clear a different strategy is needed.

Trust is still a key differentiator, and as guardians of people's money, banks should be cautious in preserving trust.

**CGI recommendations**

Break down and integrate customer data silos so you can understand where, when and how your customers are engaging with you. Then collect customer data and analyze it to develop a 360 degree view of each customer. This will help you transcend traditional banking to become relevant, valued financial partners to your customers.

**Know your customers and put them first**

Take action to become more than a repository for customers' money and manage other aspects of their financial lives. Banks that do this are more likely to succeed against new market entrants that make it easier for consumers to switch to non-bank providers to manage payments, obtain loans, and handle other financial services.

**Innovate and deliver value-added services**

Integrate channels to provide a personalized and consistent customer experience that builds brand value. No matter which channels are used, consumers want more than anonymous banking relationships. They want to be known and receive personalized attention, support and services.

**Build brand value across all channels**

Use the rich customer intelligence you hold to support a wide range of partner and bank reward programs to build loyalty, such as preferred rates on car financing, discounts on various products from the bank and third parties, cash back and more. The payback is not only more loyal customers, but also new income streams and new sources for acquiring even more customer data.

**Reward customers**

Use video, geo-location, social engagement and other supporting technologies to facilitate proactive, personalized interaction with bank experts. This fosters trust, delivers what customers are looking for, and builds long-term relationships while remaining regulatory compliant. Strong cybersecurity is also a key component of building trust with consumers, as well as protecting reputation and brand.

**Become a trusted and secure financial advisor to your customers**

Think about the next step. CGI is already witnessing the next phase, which is characterized as "deep digital." Deep digital is the digital transformation of bank organizations and processes to lower costs, respond to aging workforces, remove paper, use agile infrastructures and standard application components, and connect everything as we move to the "Internet of Everything."

**Prepare for the next phase in the digital revolution**