

# Banking Redefined

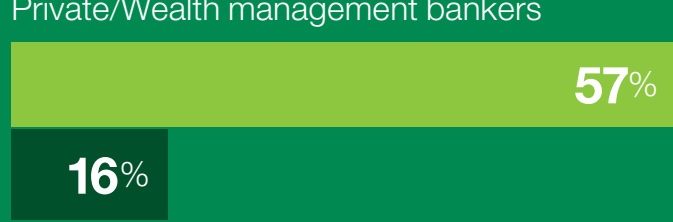
Disruption, transformation, and the next generation bank

## Bankers believe they are meeting customer needs while customers do not agree

Customers do not feel they receive a personalized experience, and they are not inclined to be loyal

### Wealth management

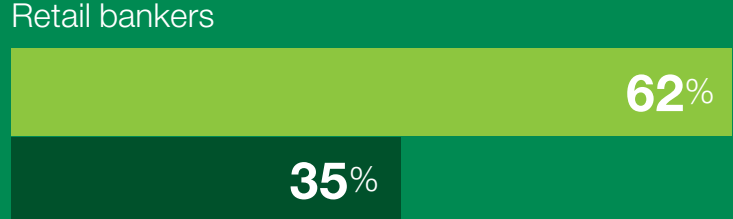
Delivering excellent customer experience: Private/Wealth management bankers



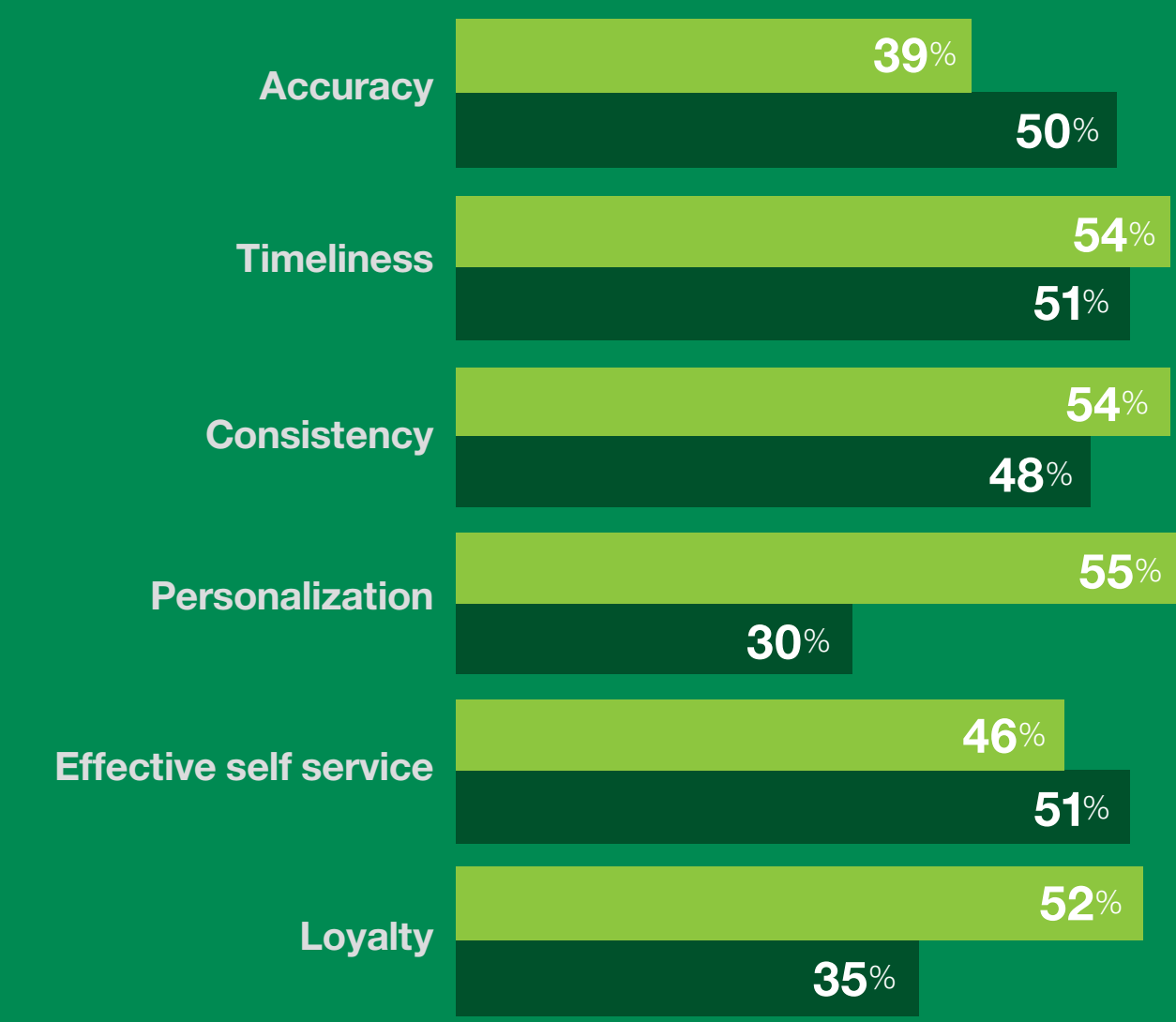
Perceive customer experience as excellent: Private/Wealth management consumers

### Retail banking

Delivering excellent customer experience: Retail bankers

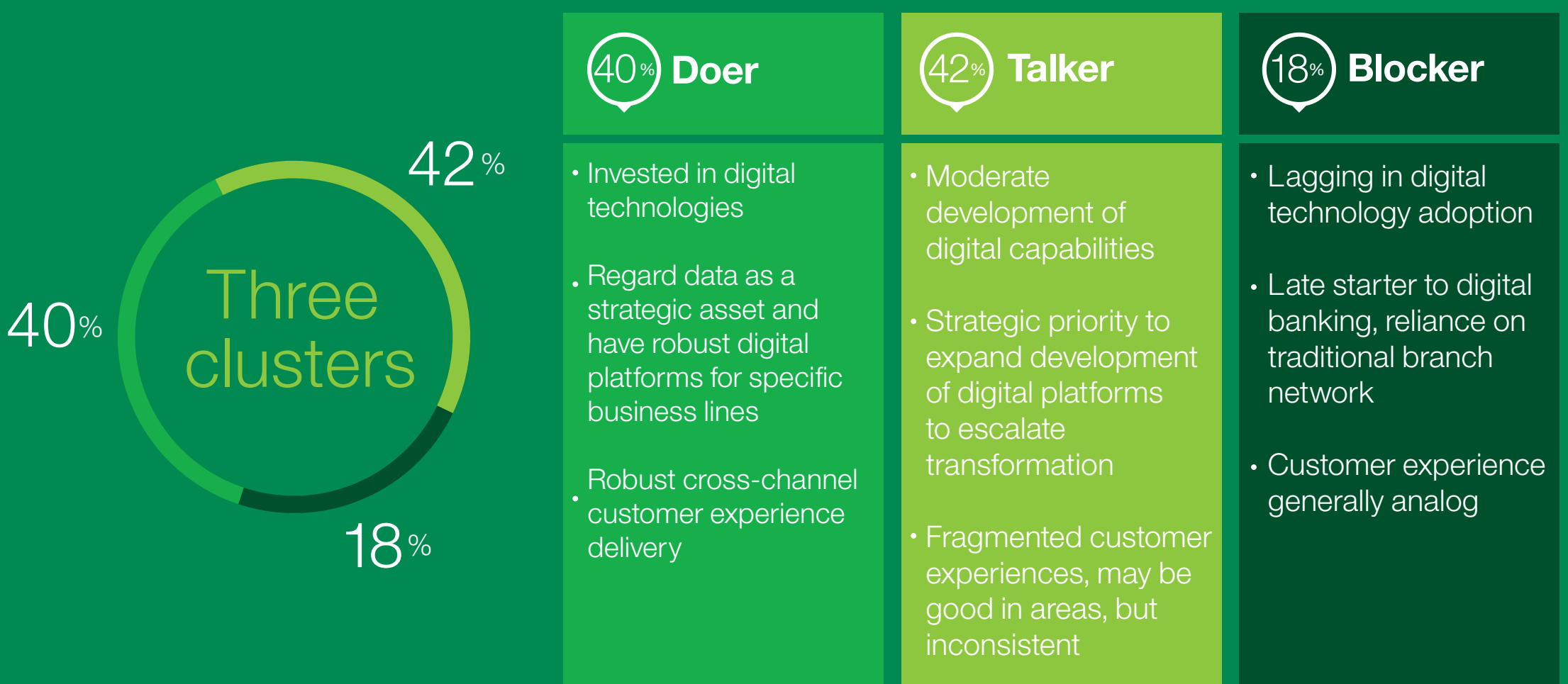


Perceive customer experience as excellent: Retail consumers



■ Bankers ■ Consumers

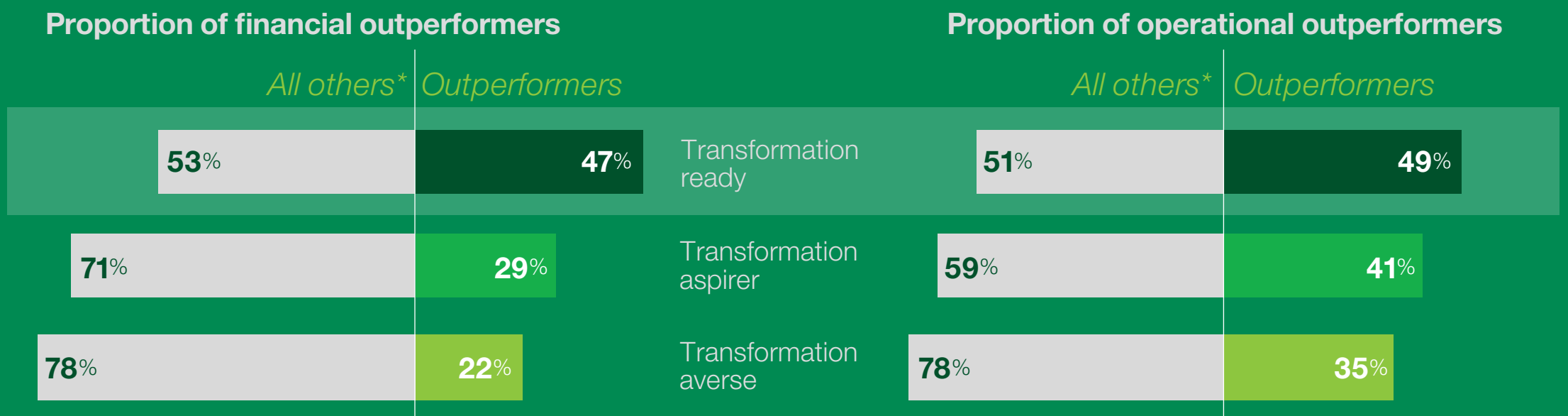
## Three groups in terms of readiness for digital transformation emerge among global banking organizations—doers, talkers, and blockers



## Doers outperform their peers in terms of both revenue growth and operational efficiency

Financial and operational outperformance

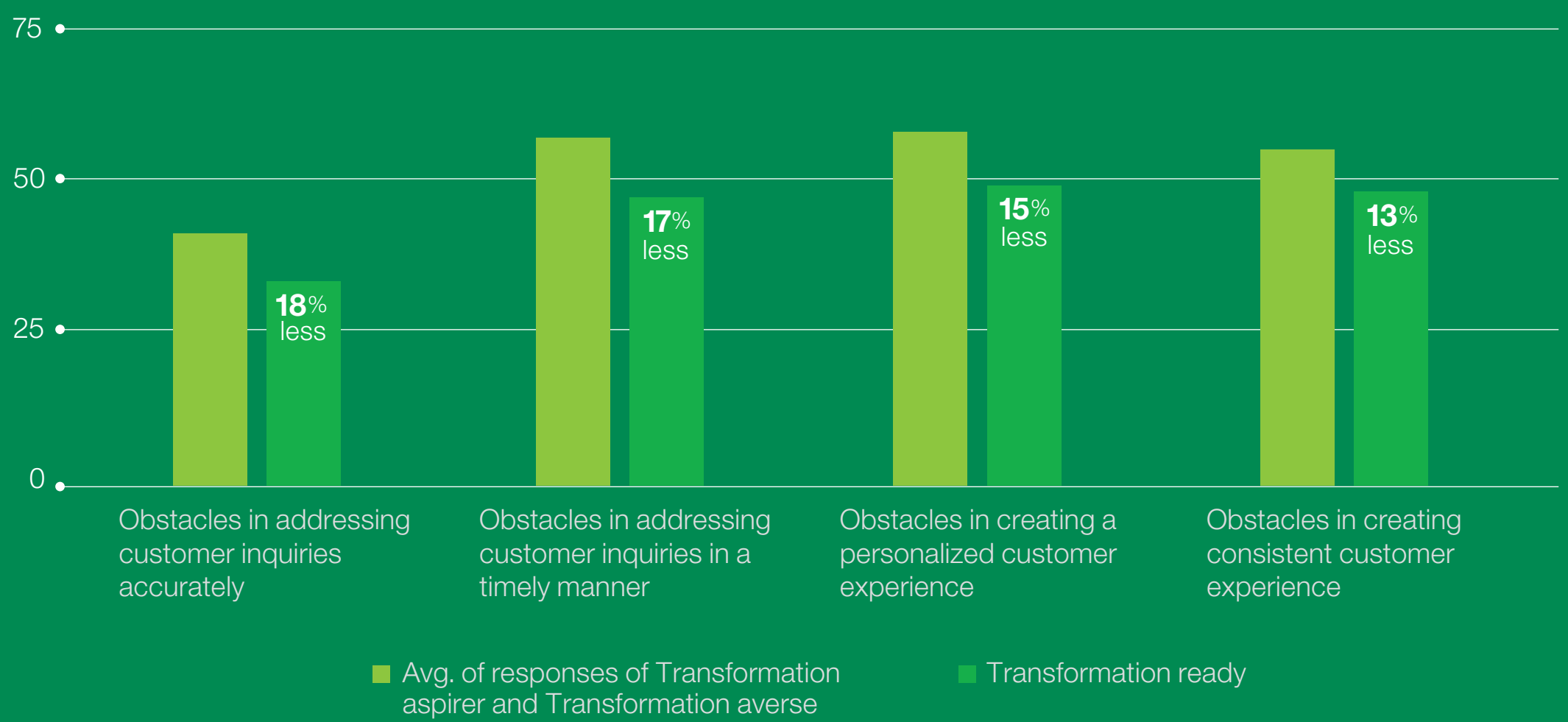
### Performance of transformation bank clusters



## Doers also face fewer challenges related to customer experience and efficient operations

More customer centric and agile

### Transformation ready banks face fewer obstacles across banking activities



## Doers employ digital technologies to manage risk more effectively

More secure and effective enterprise risk managers

### Transformation ready banks are ...

