

How to move your bank from physical to digital to cognitive

The banking and financial services industry is changing at light speed. To become a thriving next-generation bank, you'll need to make big changes in the way you think and do business. Moving your bank from physical to digital to cognitive can help you make the most of your advantages and enjoy a brighter future.



Leverage your customers' data to improve your future.

Competition is tough. But you have a gold mine that digital startups, fintechs and the like do not: your customers. Customer data holds insights that can help you build stronger customer loyalty, deliver more personalised offers and give customers what they want before they even know they want it.



Learn to engage first and sell later.

Don't opt for quick profits today. The secret to successful 21st century banking is customer engagement. Become a part of their daily life. Give them helpful apps and info they can use today. If you do, there will likely be more plentiful opportunities to offer products and services down the road.



Be present and relevant — a virtuous cycle that benefits you.

Find innovative new ways to become part of your customers' digital life. Then, once they let you in, be sure you continue being a relevant contributor to their everyday activities. Remaining relevant requires being present. And being present is allowed only so long as you are relevant.



Get more data. And get more from the data you get.

With more customer touch points, you can gather more data. Using advanced analytics the insights from the data will be improved.

Business transformation is never easy. Learn about the steps you can take in rethinking the business of banking by reading this digital white paper at **IBM.biz/RethinkingBanking**