

# Future Proof Financial Services with Digital Transformation

IDC Recommendations and Roadmap



## Context

Have a clear board-level agenda across strategists, business managers and the frontline.



Digital transformation (DX) has become a board-level agenda item, moving well beyond IT. DX is the catalyst for enhancing customer experience, competing with niche players and creating innovative products in the financial services industry.

## What Exactly is Digital Transformation?

Ask 250 different banks and insurers of what DX means, and each will invariably have their own definition. While different stakeholders will have their own definitions, most are quite clear on what digital transformation means to them, and the benefits for their organization.

IDC defines DX as a process of amalgamating digital technologies with organizational, operational, and business model innovation.

- This allows business to create new ways of **operating, engaging with customers and growing their business.**
- DX is a **continuous process** by which enterprises adapt to and drive disruptive changes in both their internal and external ecosystems.



## Plan

Every organization's context is different. Plan your approach based on your company's goals.



### Understand Your DX Building Blocks First

FSIs must understand how DX fits into and supports the organization's overall, long-term strategy.

- DX is an iterative, phased endeavor. It is essential to break down the overarching transformational mission into smaller actionable tasks.
- A simplified framework for progressing from ad hoc and uncoordinated efforts, to an aspirational view of a fully optimised, continually transforming business is key.



### Transform Using a Multi-Dimensional Approach

At the root of DX is the acknowledgment that front-office experience is crucial.

- Omni-Experience must be enabled by changing workflows and the way information is used.
- Commitment from the C-suite and the board must drive organizational change.



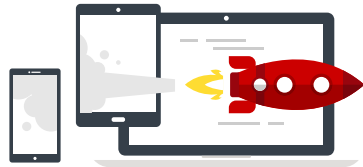
### Hyper-Personalise the Customer Experience

Customer preferences have become unique given the profusion of channels, products and financial services.

- Create a unique and intuitive customer experience that is frictionless and pleasant for the customer, but satisfies the business goals.
- Omni-channel is the new standard. Quality interactions regardless of channel, aided by customer insights that are current, relevant and actionable is the key.

## Strategize

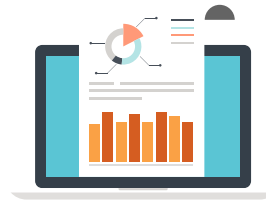
Emerging in this era of DX are principles of openness and collaboration.



### Build the Right Digital Teams

Creating a culture that enables rapid experimentation and quick learning is critical to success.

- Navigating through the DX journey needs a high-performance team that has a unique confluence of skills and experience.
- Organizations that have long been traditionally top-down need to create an atmosphere that encourages workforce collaboration with a great reliance on data-driven decision making.



### Start Small and Incorporate Analytics

Incremental quick wins and embracing big data analytics as organization wide competencies is essential.

- An initial focus should be on adding structure and process to collect actionable data, analyze it for meaningful information and then create and execute plans for improvement.
- Looking at data made available from third party sources and digital footprints left by smart devices will ensure that data collected could be used as a strategic asset for future transformation journeys.



### Look Beyond "Project Management"

Value is generated when DX is viewed upon as a business in itself.

- Quantifying DX journeys into individual projects, multiple pilots, and iterative deployments is a good way to start.
- A long-term vision with customer-centric focus, supported by frequent but thorough internal communication is key to keep the DX movement energized and relevant to the business.

## Execute

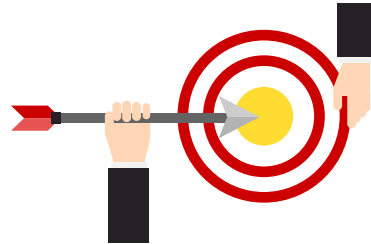
Quickly scale up those partnerships that work and just as quickly discard those that do not.



### Create a Culture of Co-Opetition and Co-Creation

A collaborative, ecosystem-ready mindset is needed.

- FSIs should leverage Fintech players and startups with digital competencies that can accelerate the pace of transformation.
- It is not just one institution that needs to win, but the entire ecosystem that needs to work together to adapt themselves to continually changing customer expectations.



### Consider DX as a Moving Target

Successfully transformed FSIs cannot afford to be complacent about their competencies.

- It is important to follow robust customer acquiring capabilities by building differentiated customer service capabilities.
- In order to be successful, business must select agile technology solutions to drive disruption toward competitors and respond to disruptive attacks.



### Ensure Readiness of Your Infrastructure

Legacy and fragmented technology infrastructure remains the hurdle for many FSIs.

- With a few exceptions, many core systems are decades-old, so transformation to agile, digital technology is crucial to make progress.
- Organizations need to have a service delivery platform that is agile to leverage digital technologies to conceive, create, adapt, and execute on innovative experiences.

# Ensuring operational and policy readiness can facilitate a smooth Digital Transformation.

So can choosing the right partner. Avaya and its Smart Financial Services solutions can support your Digital Transformation efforts, enabling you to increase customer loyalty and share of wallet.



## Mobile / Digital Customer Experience

Enable digital and mobile channels easily for a truly unified omnichannel experience that offers a single view of customers, their journeys and related context, both “in the moment” and past.



## Business Analytics

Leverage consolidated analytics that generate rich, intuitive visualization of data from any source to fuel real-time decision making.



## Proactive Engagement

Provide proactive automated outreach for password resets and payment / appointment reminders via any channel.



## Rich Team Engagement Capabilities

Dramatically improve productivity by enabling mobility, conferencing, video, presence and more; deployable on both traditional and VDI desktops.



## Smart Digital Branch

Transform the branch with rich video capabilities, digital signage, video teller machines, location based services and more.



## Secure Networking and Wi-Fi solutions

Simplify PCI DSS compliance with an innovative secure networking solution that enables the creation of end to end network segments to isolate critical data and prevent lateral movements in the event of a breach.



## Are you ready to start your Digital Transformation journey?

Learn how to create your own transformation roadmap now.

[Visit the website >](#)