

2020

SURVEY RESULTS

ARE YOU
READY TO
FILL THE
DIGITAL GAP?





WE ARE DESIGNING A SUPERIOR CUSTOMER EXPERIENCE FOR EACH CUSTOMER TOUCHPOINT

13%

STRONGLY DISAGREE



44%

DISAGREE



38%

AGREE



6%

STRONGLY AGREE



Most of the surveyed financial institutions (**57%**) does not provide a "superior" customer experience.

An **attractive** and **personalised user experience** is the key to business growth and one of the top elements of digital engagement and collaboration.

ARE YOU READY TO FILL THE DIGITAL GAP?



WE LEVERAGE AI DRIVEN ALGORITHMS TO PROVIDE OPTIMISED AND CUSTOMISED ADVICE FOR OUR CLIENTS



58% of respondents do not leverage ai to generate optimised investment proposals. The use of **augmented intelligence** and algorithms **empower human governance** reducing costs and increasing the quality of service.

ARE YOU READY TO FILL THE DIGITAL GAP?



OUR TEAM CAN RELY ON A VIRTUAL ENVIRONMENT TO INTERACT WITH COLLEAGUES AND FULLY ENGAGE WITH OUR CLIENTS

8%

STRONGLY DISAGREE



23%

DISAGREE



62%

AGREE



8%

STRONGLY AGREE



The majority of respondents (**70%**) rely on a virtual workspace to collaborate effectively with the team. They argue to be also **ready to digital engage** with their clients but we noticed that most of them does not provide an attractive customer experience.

ARE YOU READY TO FILL THE DIGITAL GAP?



WE LEVERAGE OPEN AND MODULAR PLATFORM AVAILABLE ON CLOUD INFRASTRUCTURE

27%

STRONGLY DISAGREE



27%

DISAGREE



27%

AGREE



18%

STRONGLY AGREE



Unfortunately cloud-ready and open platforms are still not the standard (**just 45%**). In order to face the burden of competition, financial institutions should adopt **modular applications** that are **open, scalable** and **on-cloud**, to focus more on the core business.

ARE YOU READY TO FILL THE DIGITAL GAP?

Our findings show that we are progressing, but there's still much to be done: automate, improve and digitise your way to work.

It's paramount to create a competitive advantage and embrace the future challenges!



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