Digital Banking Maturity 2024

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Digital

Digital Banking Maturity is a global accelerator, helping banks respond to change

We are proud to present the **Digital Banking Maturity 2024** report–the most comprehensive global study of its kind, assessing 349 banks across 44 countries and 6 continents. This edition offers deep insights not only into digital functionalities but also into **user experience (UX)** design, covering **seven key customer journeys** to provide the full picture of how banks are performing in the digital age.

This study gives banks the ability to **benchmark themselves against the market and competitors**, offering inspiration from the **best-in-class global leaders**.

For the 6th time, we introduce a **global ranking**, spotlighting banks that stand out as **Digital Champions** - those excelling in digital innovation, seamless customer journeys, and real-time services.

Our goal is to provide banking leaders with **actionable insights, helping them stay competitive, foster innovation, and achieve digital excellence**. We hope this report will serve as a valuable tool for shaping the future of banking in a rapidly evolving digital landscape.

Yours sincerely,

WIESŁAW KOTECKI
Global Head of Digital Banking Maturity Study, Deloitte Digital

JUSTYNA WOŹNIAKOWSKA
Digital Banking Maturity Manager

Warsaw, October 2024

349 BANKS ASSESSED

44 MARKETS COVERED

DIGITAL CHANNELS (*public website, internet banking, mobile app*)	**3**
CUSTOMER JOURNEY STEPS	**6**
CUSTOMER JOURNEY SECTIONS	**17**
FUNCTIONALITIES AND FEATURES	**1k+**
CUSTOMERS SURVEYED	**4.3k+**
LOCAL MARKET RESEARCHERS	**194**

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DBM can help you identify areas for improvement and inspire you with real-life best practice examples

HOW DEVELOPED IS YOUR MARKET AND HOW IS THE COMPETITION DOING?

Gain insights into the positioning of a given country within global markets, and learn how an individual bank is perceived compared to local and global leaders.

WHAT ARE THE LATEST GLOBAL TRENDS AND INNOVATIONS?

Learn more about the latest trends and developments in digital retail banking channels.

WHAT DOES BEST-IN-CLASS UX LOOK LIKE?

Discover how UX features and functionalities help improve customer satisfaction and find out best practice adopted by global banks in terms of functionalities implementation.

If you are interested in finding answers to those and other questions, contact your **local representatives** or **dbmaturity@deloitte.com**

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The 6th edition of the DBM report has been the largest benchmarking study conducted so far, encompassing nearly 350 banks from all over the world

	POLAND	CENTRAL EUROPE	EMEA	INTERNATIONAL	GLOBAL	INTERCONTINENTAL
COUNTRY	1	16	38	39	41	44
BANKS	15	115	248	318	304	349
	2016	2017	2018	2020	2022	2024
	Thought leadership material for the European Financial Congress	Covering 15 additional CE countries and over 100 banks	Expansion from CE to Western Europe and the EMEA region	Expansion to new regions and continents, including Americas and Asia	Biggest worldwide digital banking study with the participation of key global economies: USA, China, India, Brazil	DBM remains the largest digital banking study, this time covering even more banks from all the continents

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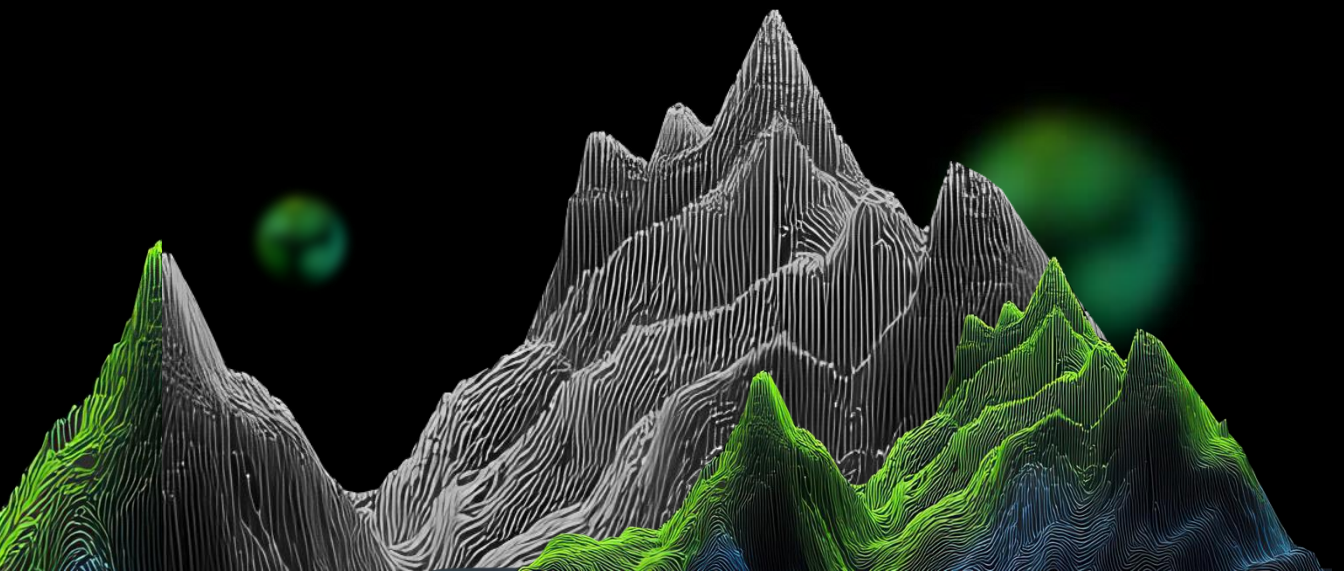
> The real value of digital banking is not about the number of features squeezed into an app, but **how well it serves customer needs at a given moment**.



Shift from feature overload to streamlined experiences

In the years following the COVID-19 pandemic, the banking industry underwent a rapid digital transformation, rushing to add features that catered to customers' changing needs. Online banking platforms became more sophisticated, mobile apps were enriched with new functionalities, and financial institutions raced to stay ahead of the curve.

However, as the digital banking landscape matured, a new trend has emerged. Instead of continuously adding new features and overwhelming users with options, digital champions are now shifting their focus toward **optimizing core processes** and enhancing **customer experience**. Rather than packing their apps with an ever-growing list of features, banks are now prioritizing the quality of the experience over quantity, honing in on the seamlessness, personalization, and efficiency of core functionalities.

WIESŁAW KOTECKI
Digital Banking Maturity,
Global Leader

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DATA AS THE BACKBONE OF HYPERPERSONALIZATION

With banks focusing on **evolution instead of revolution**, they fine-tune the banking experience through **hyperpersonalization**.
This approach emphasizes the need for optimizing core services rather than overwhelming customers with too many options. Instead of offering a plethora of products, banks now personalize the customer journey by using real-time data and AI-driven insights to deliver the right solutions at the right time.

Data become the backbone of this trend, with banks leveraging customer transaction histories, spending patterns, and real-time behaviors to offer tailored recommendations and products that fit individual needs.

TARGETED, RELEVANT ENGAGEMENT

The shift towards **Hyperpersonalized Communication** is a key trend driven by AI and real-time analytics. Rather than sending generic notifications or emails, banks now tailor their communications to reflect individual customer behaviors, preferences, and financial goals.

THIS INCLUDES:

- Personalized push notifications alerting customers about budgeting tips when they exceed spending limits.
- Tailored product recommendations based on real-time data, such as suggesting investment products to customers who have received a windfall gain.
- Contextual offers for rewards programs and loyalty points that match customers' spending patterns.

This approach not only increases customer engagement but also deepens the customer-bank relationship by delivering **value-added interactions** at every touchpoint.

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BEYOND CHATBOTS: HOW AI IS REVOLUTIONIZING THE HEART OF BANKING OPERATIONS

AI is not only transforming customer-facing tools but is also revolutionizing **internal banking operations**. By automating tasks like **data entry, document verification**, and compliance checks, AI accelerates processes and reduces errors, allowing banks to make faster decisions, such as **instant loan approvals**. This automation enhances both efficiency and customer satisfaction.

In risk management, AI strengthens fraud detection and credit **risk assessments** by analyzing real-time data and spotting patterns that human analysts might miss. AI also plays a crucial role in **compliance**, automating **anti-money laundering (AML)** and **know your customer (KYC)** processes, while **Generative AI** simplifies regulatory reporting, ensuring accuracy and efficiency.

AI further optimizes **digital channels**, enhancing **user experience (UX)** by analyzing customer behavior and improving the interface (UI). With **predictive maintenance**, AI ensures system resilience, monitoring IT infrastructure to prevent downtime and support **always-on banking**, delivering uninterrupted services to customers.

ENHANCING TRUST AND SECURITY

In addition to increasing customer engagement, this approach can also deepen the customer-bank relationship by delivering **value-added interactions** at every touchpoint.

Apart from cutting-edge features, customers also seek **familiar experiences** that would make their lives easier. This means enhancing the security and reliability of core banking services while seamlessly integrating personalized offers. The focus is on making every interaction **frictionless** and **intuitive**, with no intention of overwhelming customers with novelty.

Banks are doubling down on building **trust through security. Regulatory compliance** enforced by such regulations as DORA, MiFID II, and **PSD2/3** ensures that banks maintain operational resilience while protecting customer data. **Cybersecurity** measures, like **Strong Customer Authentication** and **behavioral biometrics**, are now standard features that enhance customer experience and inspire confidence in the bank's ability to safeguard financial data.

AGENDA

01 GLOBAL RESULTS

02 KEY TRENDS & INSIGHTS

03 UX STUDY

04 DESCRIPTION OF THE STUDY

05 CONTACTS

01 GLOBAL RESULTS

Digital Banking Maturity 2024 covered 349 banks from 44 countries, with 12 banks included in additional UX analysis

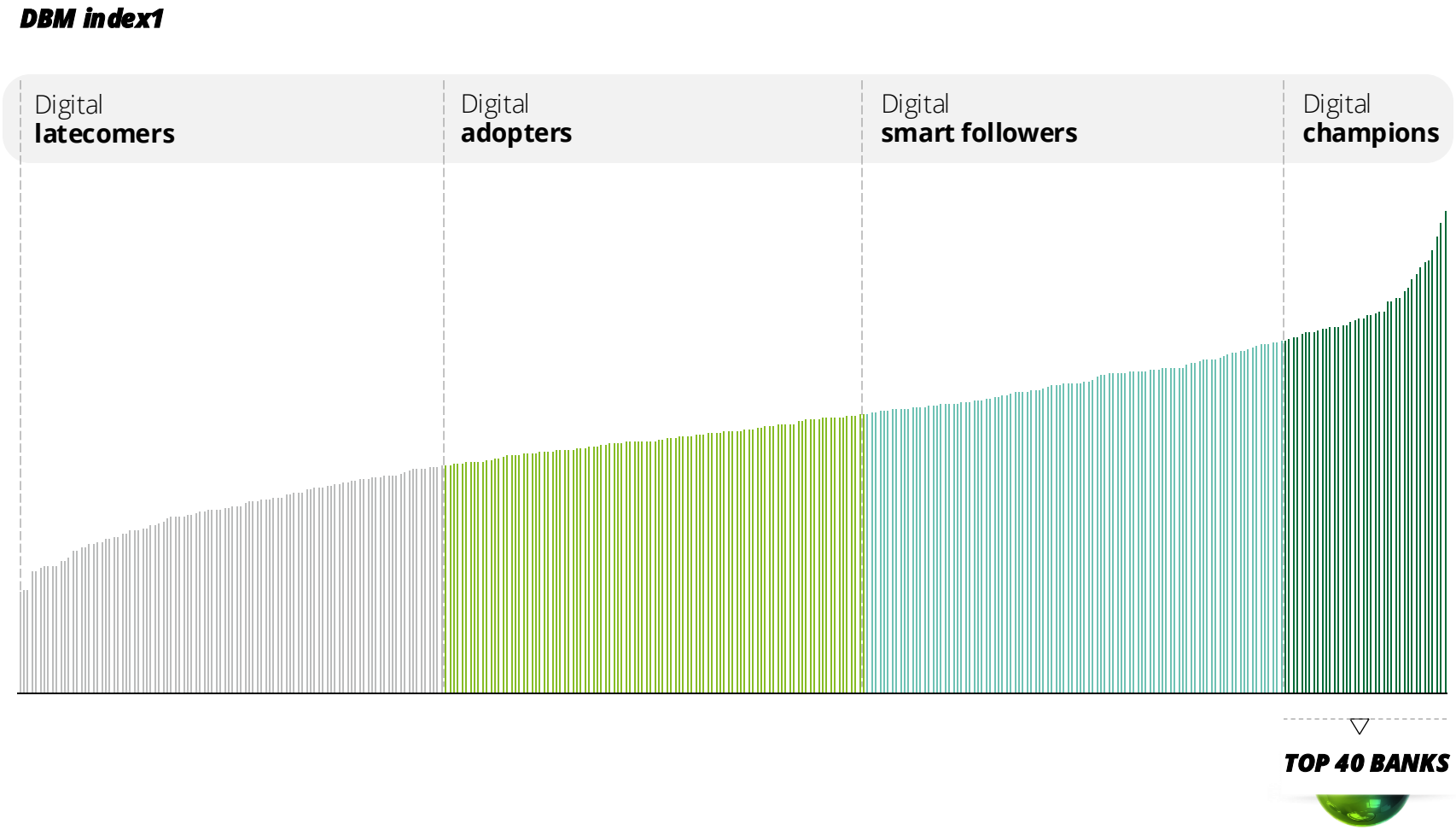
Our UX research was conducted by **Deloitte consultants in 12 different countries. We have selected top UX players from all over the world.**

As a result of the study, banks were classified into four groups based on their digitalization levels, with top players recognized as Digital Champions

What defines Digital **CHAMPIONS?**

Digital **Champions** offer a **wide range of functionalities relevant for customers,** as well as **compelling user experience**.

Digital Champions set **key digital trends** and have **leading market practices in place**, which positions them as role models to follow.



Note 1. DBM index measures maturity for channels and products offered by a bank. Data for 349 banks which were covered in 2024 edition

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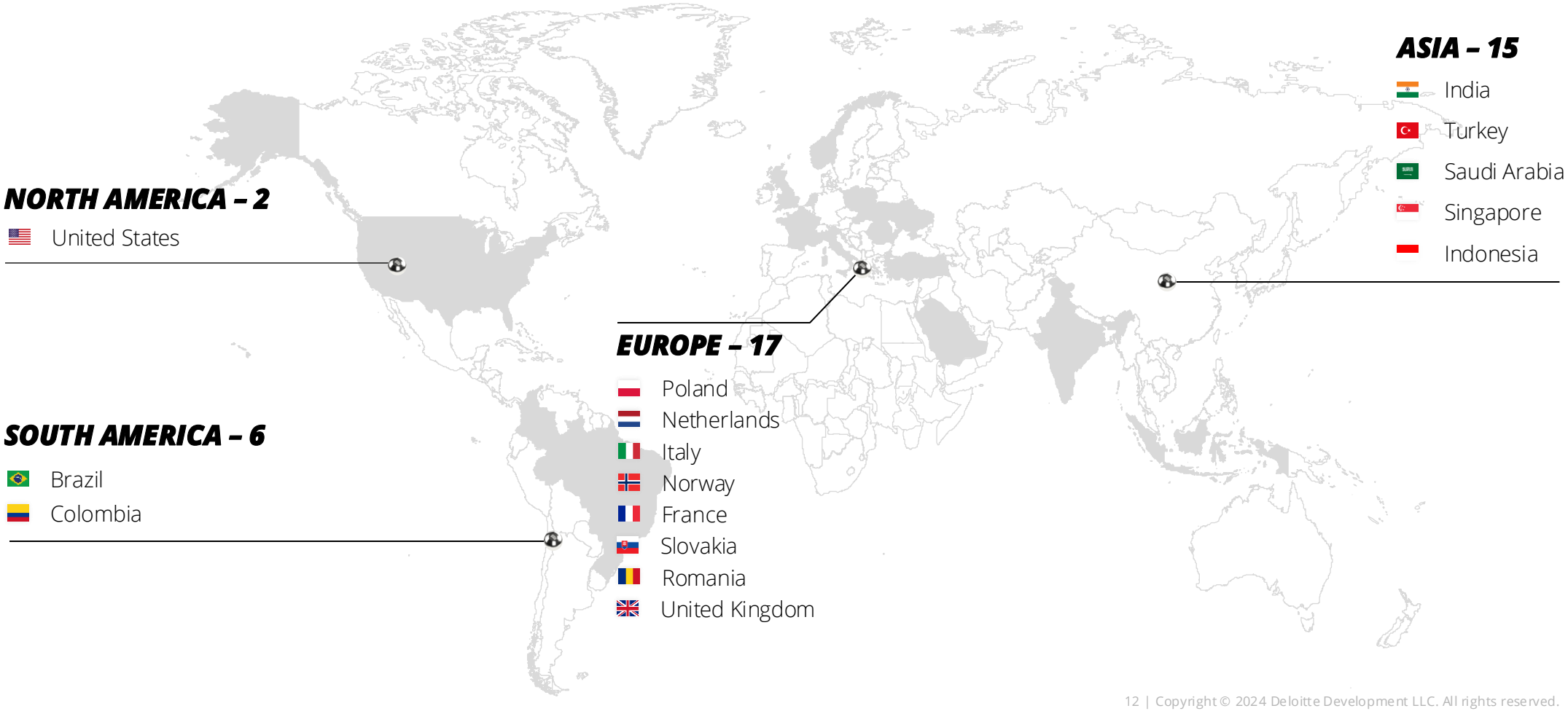
Europe has taken the lead with the highest number of Digital Champions, followed by India, Turkey, and Brazil

DIGITAL CHAMPIONS BY GEOGRAPHIES



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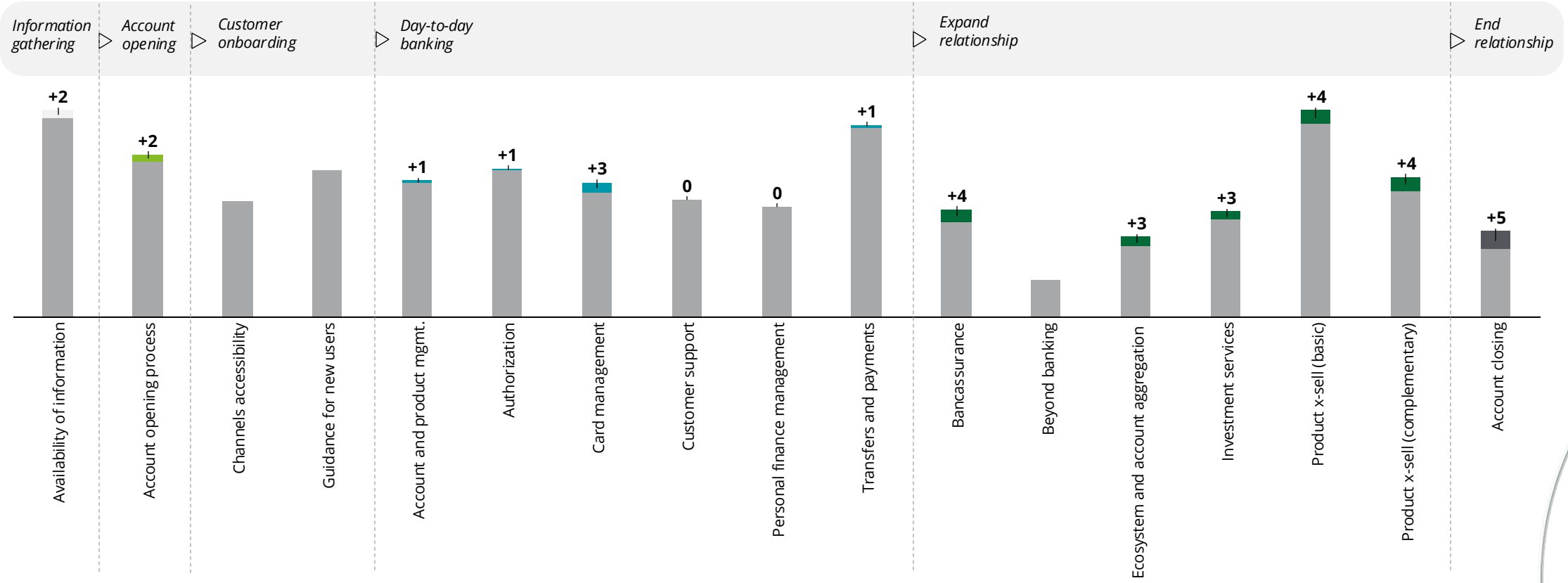
Customer Journey steps have stagnated, with banks shifting their focus to ensuring full coverage of customer needs with an excellent UX

DBM score broken by Customer Journey sections and functionalities offered by banks[1]



Result in 2022 | Change in 2024, pp

Note 1. Sample of 222 banks and 843 functionalities which were covered in 2022 and 2024 edition.

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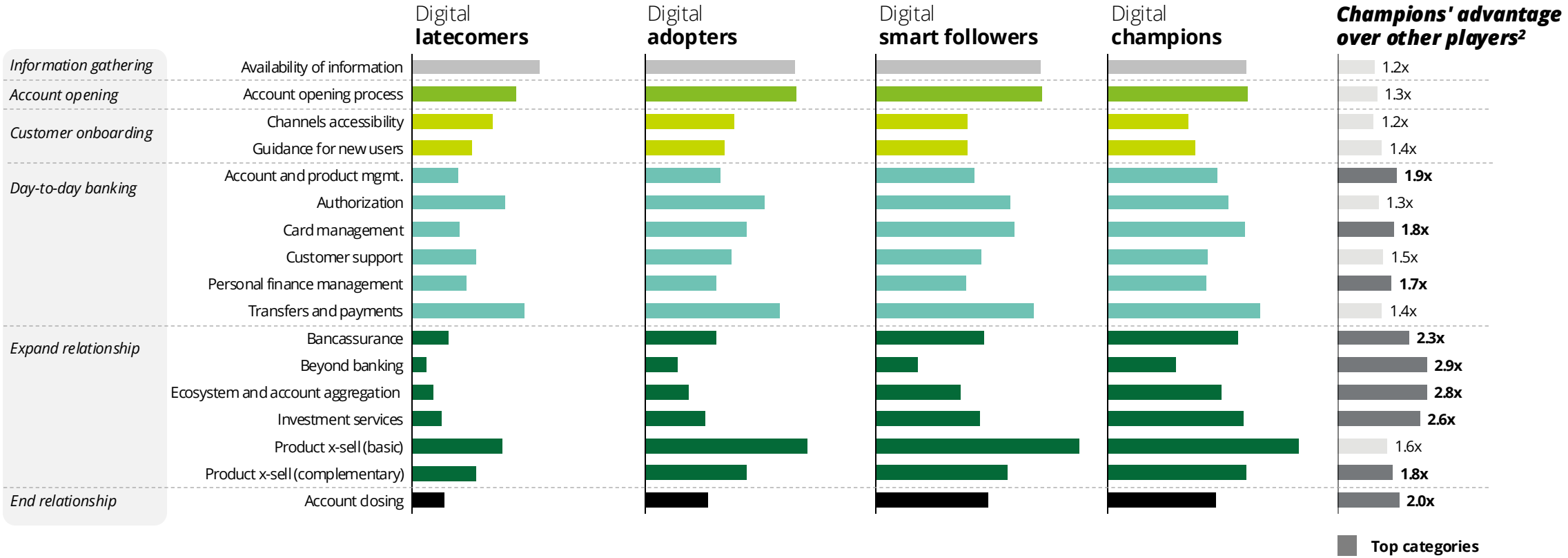
Digital Champions develop functionalities that help expand customer relationships and have gained a significant advantage over other players

DBM score broken by Customer Journey sections and functionalities offered by banks[1]



Note 1. Data for 349 banks which were covered in 2024 edition
Note 2. Ratio of functionalities % between Digital champions and other banks' score

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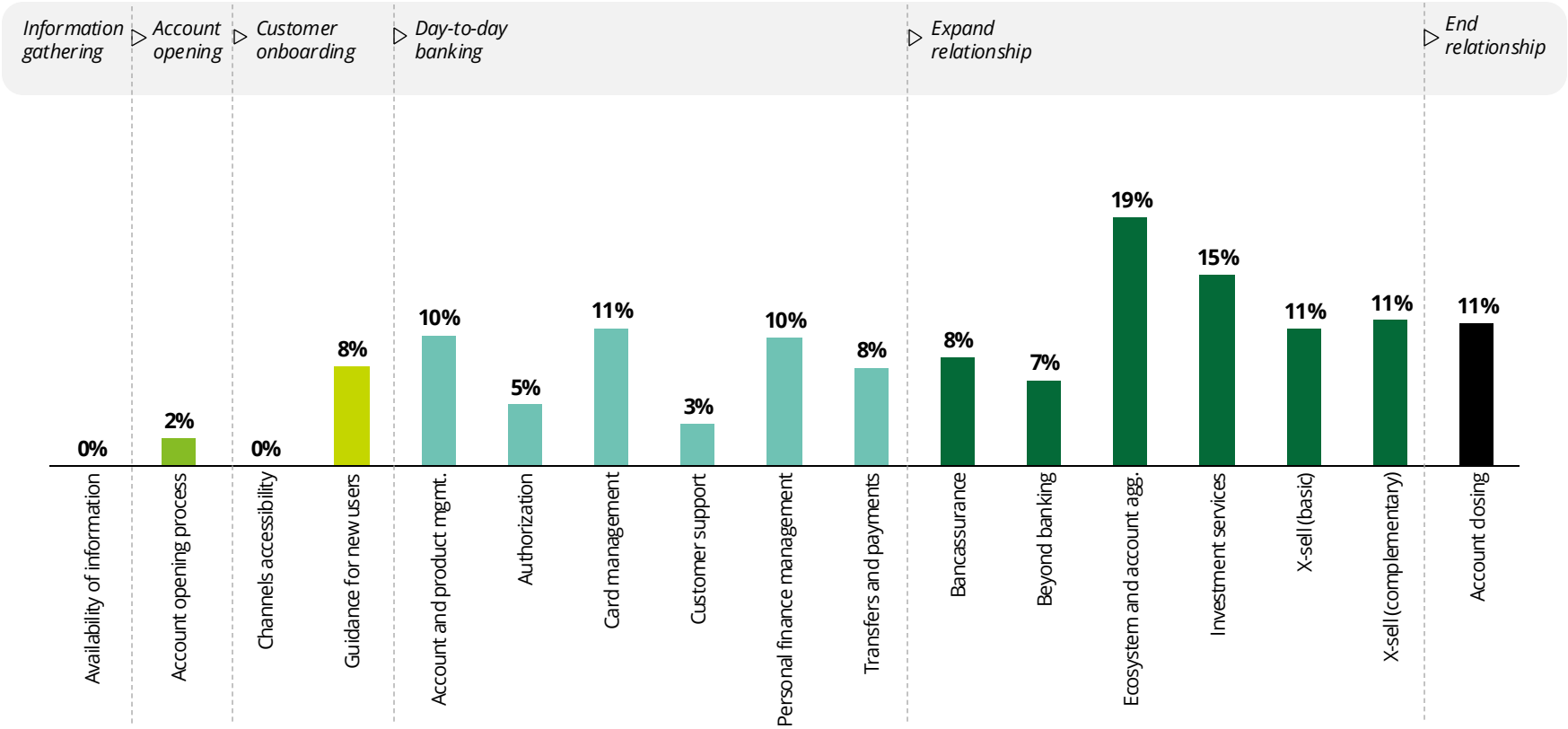
Digital champions have invested significantly in ecosystems, investment services, cross-sell and card management areas since 2022

Where have Digital champions gained the **biggest advantage** over peers in the last 2 years?

One of the key areas is **expand relationship**, with an average 12 pp advantage, particularly in **ecosystems and investment services**, where they grew by 19 and 17pp, respectively.

Additionally, Digital champions have made substantial progress in **cross-selling**, both for basic and complementary products, as well as in **card management**, with each area seeing an 11 pp advantage.

What are the primary focus areas driving digitalization growth among Digital Champions?
difference between DBM score of Digital Champions in 2022 and 2024, pp



Note 1. Based on the data for 30 Digital champions identified in 2022 and 40 Digital champions identified in 2024 .

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Exploring regional characteristics – local insight with global relevance

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EUROPE

HERITAGE OR PROGRESS

Banking in Europe appears to follow two primary development trajectories. On the one hand, traditional banks prioritize their heritage while concentrating on financial management services, ensuring that their digital functionalities remain straightforward. On the other, a diverse array of banks, including neobanks, seeks to expand their offerings by incorporating a broader range of functionalities that extend beyond traditional banking domains. Meanwhile, **stringent regulatory framework, which may hinder innovation and flexibility, has become one of the most significant challenges the European banking sector has to face**.

Divergent strategies allow both types of institutions to carve out unique value propositions. Traditional banks can leverage their established reputations to build trust and stability, while the second group can attract customers seeking more comprehensive, lifestyle-oriented solutions. By embracing the said approaches, banks can better serve diverse market needs and position themselves competitively in a rapidly evolving financial ecosystem. Will the increasing demand for integrated, lifestyle-oriented solutions drive traditional banks to innovate further? Will their established heritage secure a sufficient market share as Europe's population continues to age?

ASIA

SUPER APP REALM

Asian banks are renowned for their willingness to redefine the concept of banking. With the support of a favorable regulatory environment and the use of **multiple accessible channels**, they seamlessly integrate new functionalities into their offerings.

They enhance user convenience by creating a one-stop shop for financial needs, which not only promotes user engagement but also significantly improves the overall customer experience. Moreover, Asian banks expand their app features to include non-financial services, such as food and grocery deliveries, event ticketing, travel concierge services, and various marketplaces for shopping and automobiles.

By diversifying their service offerings, they can attract a broader customer base and increase customer loyalty, ultimately positioning themselves as essential lifestyle partners in the digital economy. Apart from enhancing revenue stream, this strategic approach also strengthens their competitive advantage in an increasingly saturated market.

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NORTH AMERICA

FINANCIAL LITERACY

U.S. banks have placed a strong emphasis on enhancing their digital platforms by offering functionalities focused on **personal finance management and key financial metrics**. They have made significant investment in financial wellness tools that provide users with personalized insights such as budget tracking, credit score monitoring, and subscription management. These features are designed to support customers in managing their financial lives but also to foster customer retention by integrating lifestyle management into everyday banking activities.

By incorporating these advanced tools, U.S. banks are evolving beyond traditional banking services, positioning themselves as comprehensive financial partners for their customers. The said functionalities provide substantial value by empowering users to make informed financial decisions, improve their overall financial health, and deepen their connection with their bank. For banks, this translates into increased customer loyalty, higher engagement rates on their digital platforms, and enhanced opportunities to cross-sell additional financial products and services.

SOUTH AMERICA

BANCASURRANCE

South America and Asia are competing in the race to become a **global leader in unconventional and groundbreaking ideas**. The region's highly developed insurance- and pension-related functionalities come as its primary distinguishing feature.

The bank-centric financial ecosystem, prevalent in South America, has positioned banks as natural distribution channels for semi-financial products and services. This advantage, coupled with established trust, infrastructure, and the existing customer base, is a significant asset that other sectors can only aspire to match.

Moreover, regulatory bodies in South America have fostered collaboration between banks and insurance companies, facilitating the growth of the bancassurance model.

This synergy is strengthened by financial inclusion initiatives in many South American countries. Bancassurance extends the reach of banking and insurance services, contributing to broader financial inclusion and enhancing the overall impact of the model across the region.

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02 KEY TRENDS & INSIGHTS

Key digital trends and areas that impact the banking sector

01 ***EVOLUTION INSTEAD OF REVOLUTION***

02 ***CONVENIENT BANKING***

03 ***ALL IN ONE – SUPER APPS***

04 ***TRANSFORMING CUSTOMER ADVISORY***

05 ***SEEKING FAMILIAR EXPERIENCES***

06 ***HYPERPERSONALIZED COMMMUNICATION***

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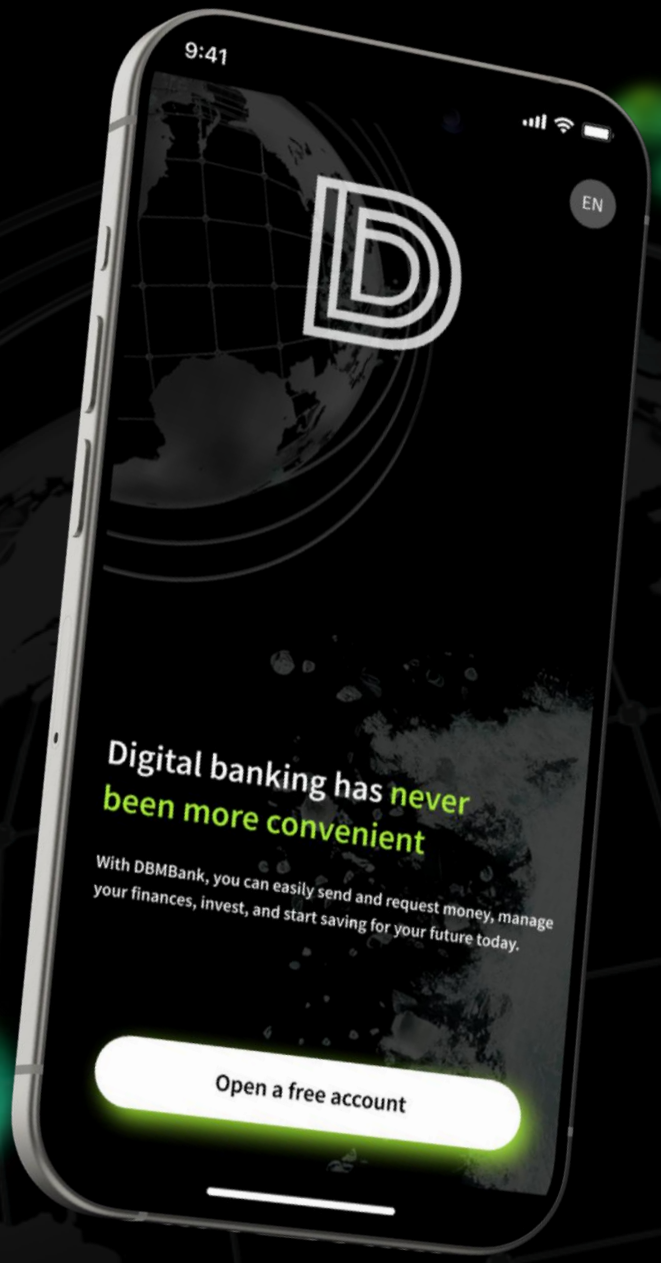

DBM Bank is Deloitte's vision of a leading digital banking experience, a mockup banking app, created based on the **best practices** we have **collected during the (UX) DBM study** conducted in 2024.

In this year's report, you'll find numerous screens selected by the Deloitte DBM team, and you'll have the opportunity to deep dive into one of the scenarios – **10. Active Investing**, where we included the entire flow and highlighted best practices.

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01 EVOLUTION INSTEAD OF REVOLUTION

Following a period of rapid digital innovation in recent years, the market has matured. The focus has been shifted from developing and implementing new features to rethinking and reevaluating banking services, adopting processes to make the services more digitally accessible (filling the gaps) and enhancing the overall user experience.

On the one hand this may result from growing expense precautions, and on the other we might be witnessing an emerging trend leading banks towards simplicity in service design, concentrating more on service quality instead of quantity. Customers greatly value having options and accessing services the way they please. In an overstimulated world, they favor clarity on demand.

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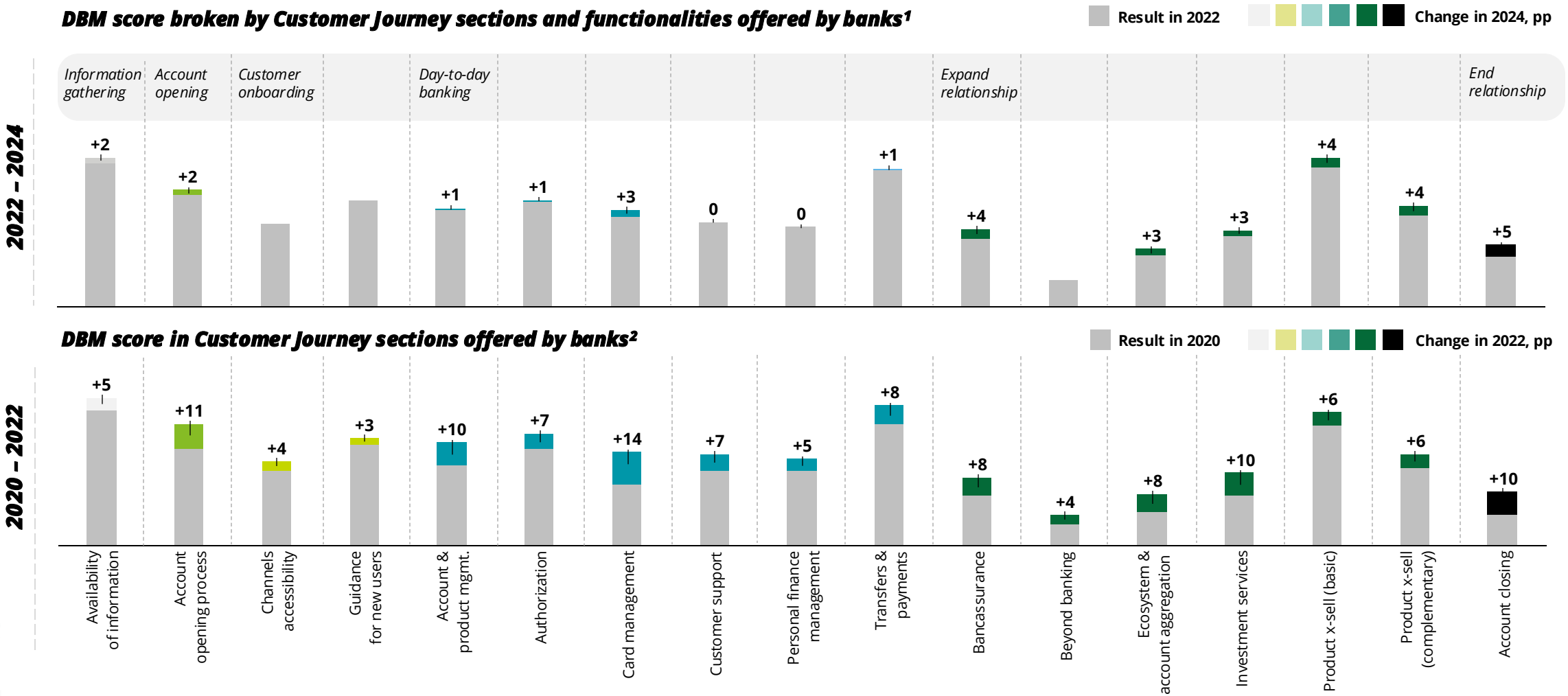
In comparison to 2022 edition of the study, banks focused less on rapid development of new functionalities. They invested in crafting and expanding relationships with clients.



Note 1. Sample of 222 banks and 843 functionalities which were covered in 2022 and 2024 edition.
Note 2. Sample of 193 banks which were covered in 2020 and 2022 edition

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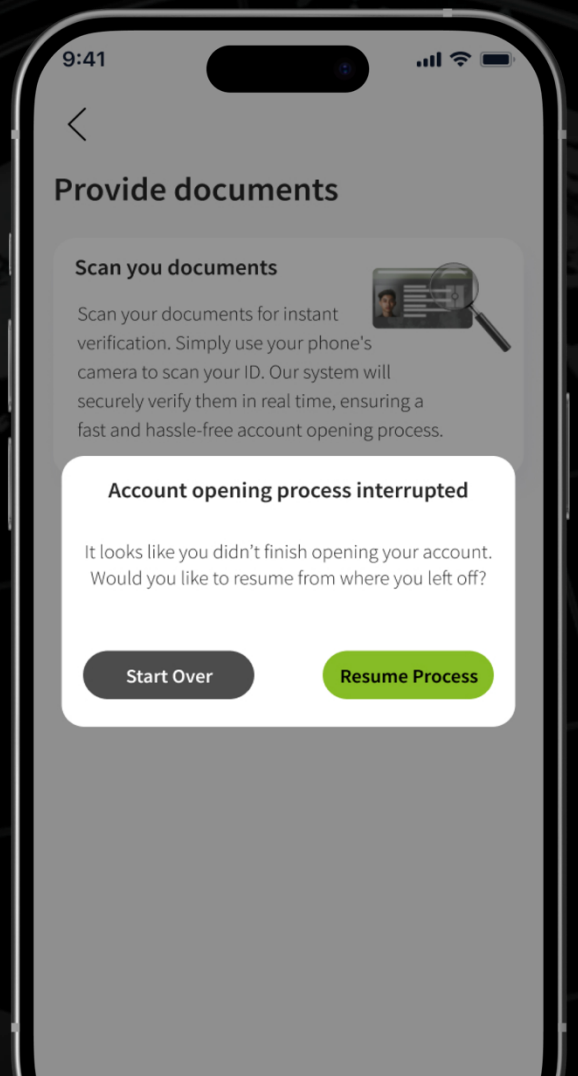

02 CONVENIENT BANKING

Customers today are more accustomed to online services and personalized, convenient solutions. They apply the same expectations to their banking activities, seeking

- fully digital account opening process;
- 24/7 service and support, along with features that ensure a seamless experience regardless of time or location;
- easy, instant solutions, such as real-time payments;
- the ability to pause any process and resume it at their convenience.

Efficiency and real-time accessibility are of paramount importance to ensure top-notch service.

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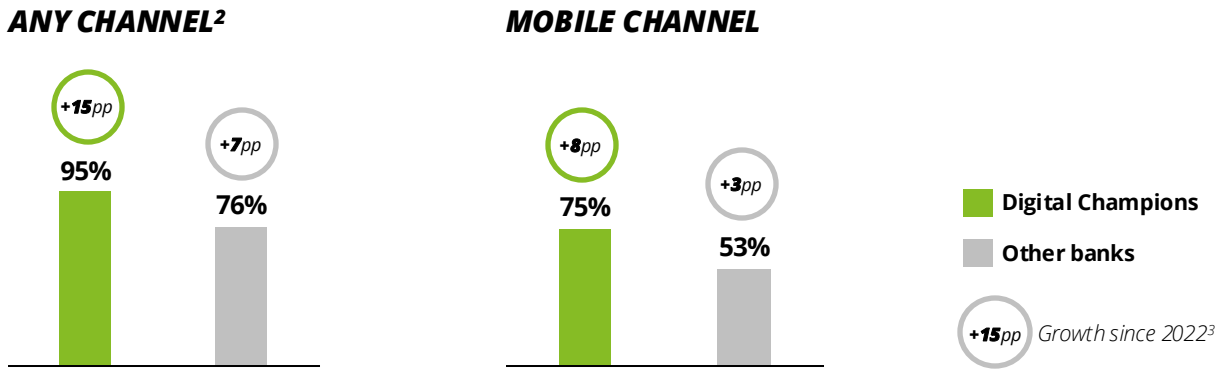
In some markets, remote account opening is becoming an industry standard offered by all major players…

At present most banks offer the option of **opening a current account entirely remotely.** Nearly **all Digital Champions have this feature**.

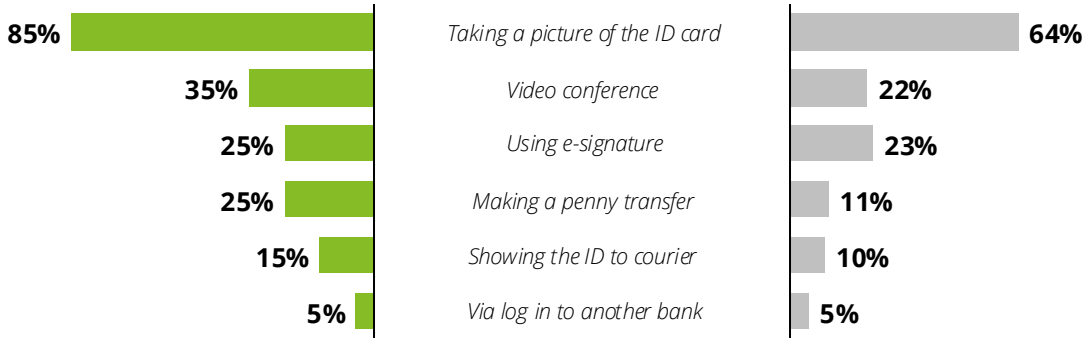
Mobile banking has become a preferred platform for end-to-end online account openings, as it supports the most common authentication method - capturing a **photo of an ID card**.

Another method gaining in popularity in the past two years is **video conferencing**, however showing an ID to a courier has significantly declined (down by 25 percentage points among Digital Champions).

% of banks offering end-to-end current account (CA) opening method[1]



% of remote CA opening functionalities offered by banks[3]



Note 1. Data for 40 banks classified as Digital champions and 309 other banks which were covered in 2024 edition
Note 2. % of banks offering end-to-end remote CA opening process either on public website or mobile banking
Note 3. Data for 40 banks classified as Digital champions and 309 other banks covered in 2024 edition, compared to 30 Digital champions and 274 other banks identified in 2022
Note 4. Includes data from internet and mobile banking channels – depending on account opening channel

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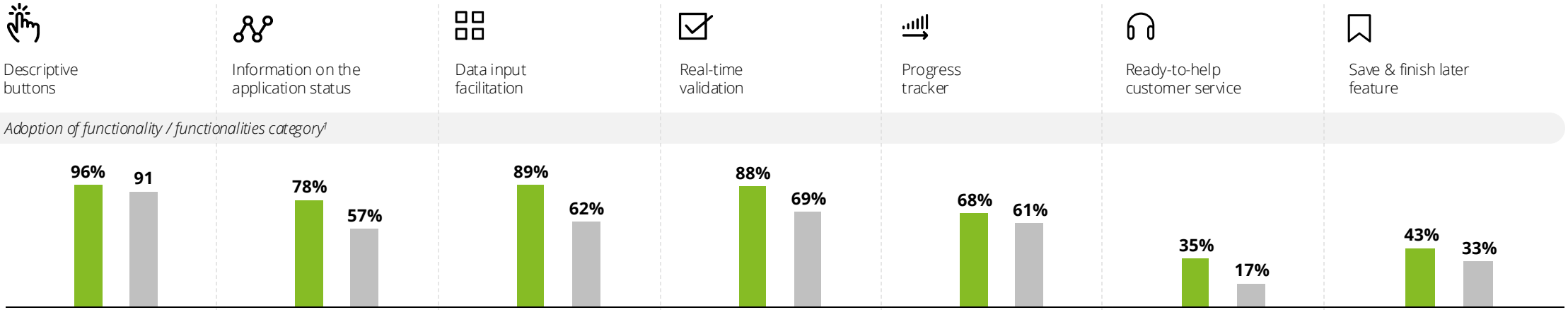
...so Digital Champions continue to increase customer satisfaction by implementing additional, user-centric features

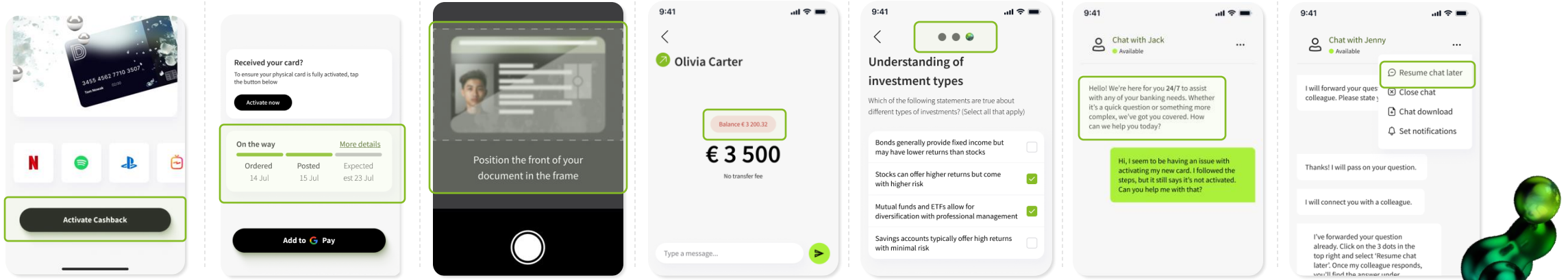
% of functionalities offered by banks

Digital Champions | Other banks

Adoption of functionality / functionalities category[1]



Best practice example



Note 1. Data for 40 banks classified as Digital champions and 309 other banks which were covered in 2024 edition. Some categories (descriptive buttons, information on status of application, data input facilitation, real-time validation) include more than one feature.

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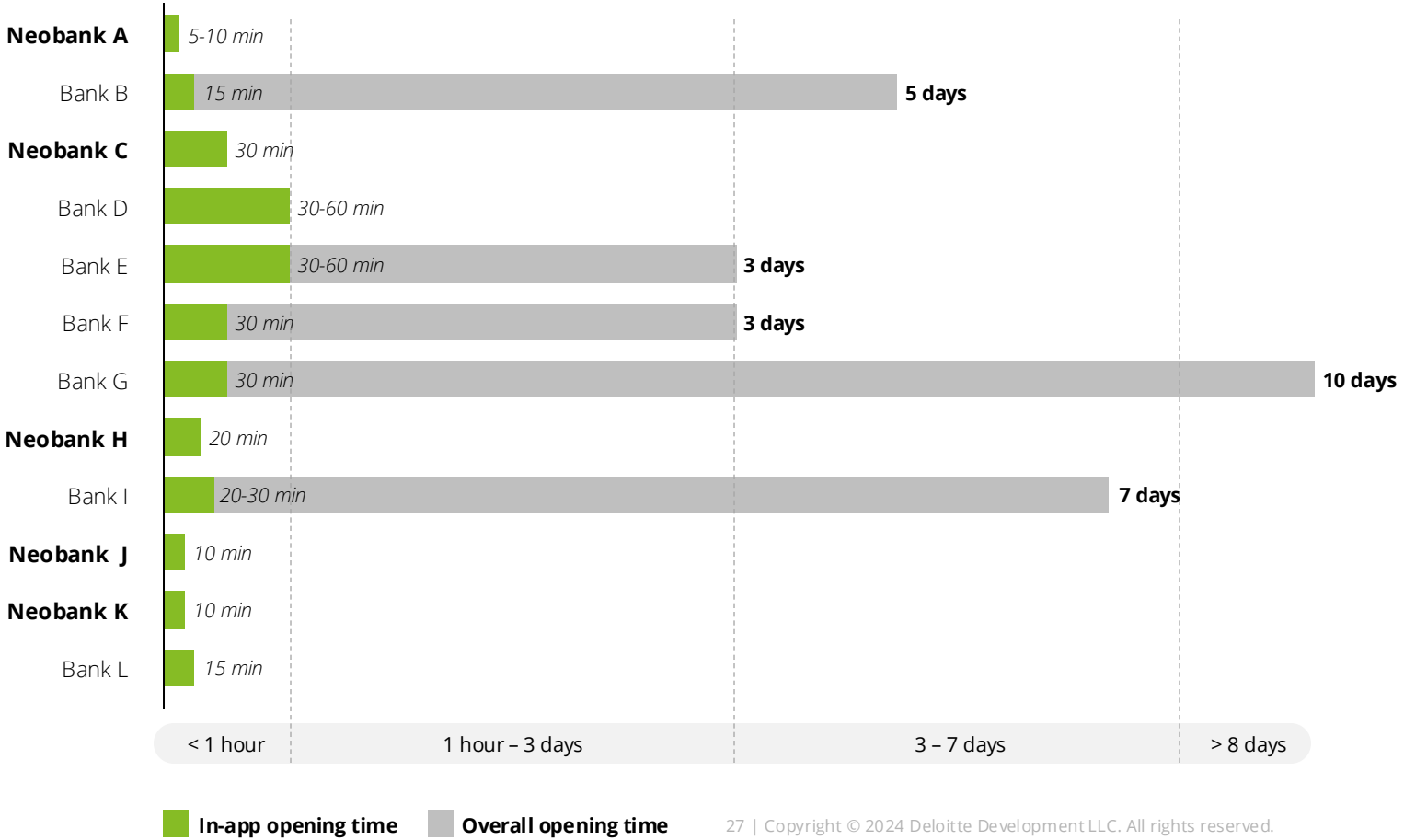
The efficiency of the account opening process is not solely determined by the number of screens or steps it involves, but by how seamless and user-friendly the experience is

In 2024, **nearly all banks provide digital account opening services**. The key difference being that neobanks offer a fully in-app process, allowing users to set **up an account in just 10-30 minutes** on average. While traditional banks have improved their in-app offerings, **there are often disruptions in the process.** For example:

- The process may start on a mobile device, but **users are required to switch to a web-based solution.**
- After a relatively quick mobile process, **users often face long waiting times** (3 to 10 days) to receive credentials or complete background checks.

In contrast, an EU-based neobank streamlines authentication by leveraging the user's existing bank accounts, enabling a **fully functional account within 30 minutes.** Where digital citizenship options are available, traditional banks can also **shorten the authentication process,** offering users a faster and more seamless account opening experience.

Account opening time



Note 1. Based on the 12 bank's research data collected in the UX analysis (2024), One attempt per bank – qualitative observation.

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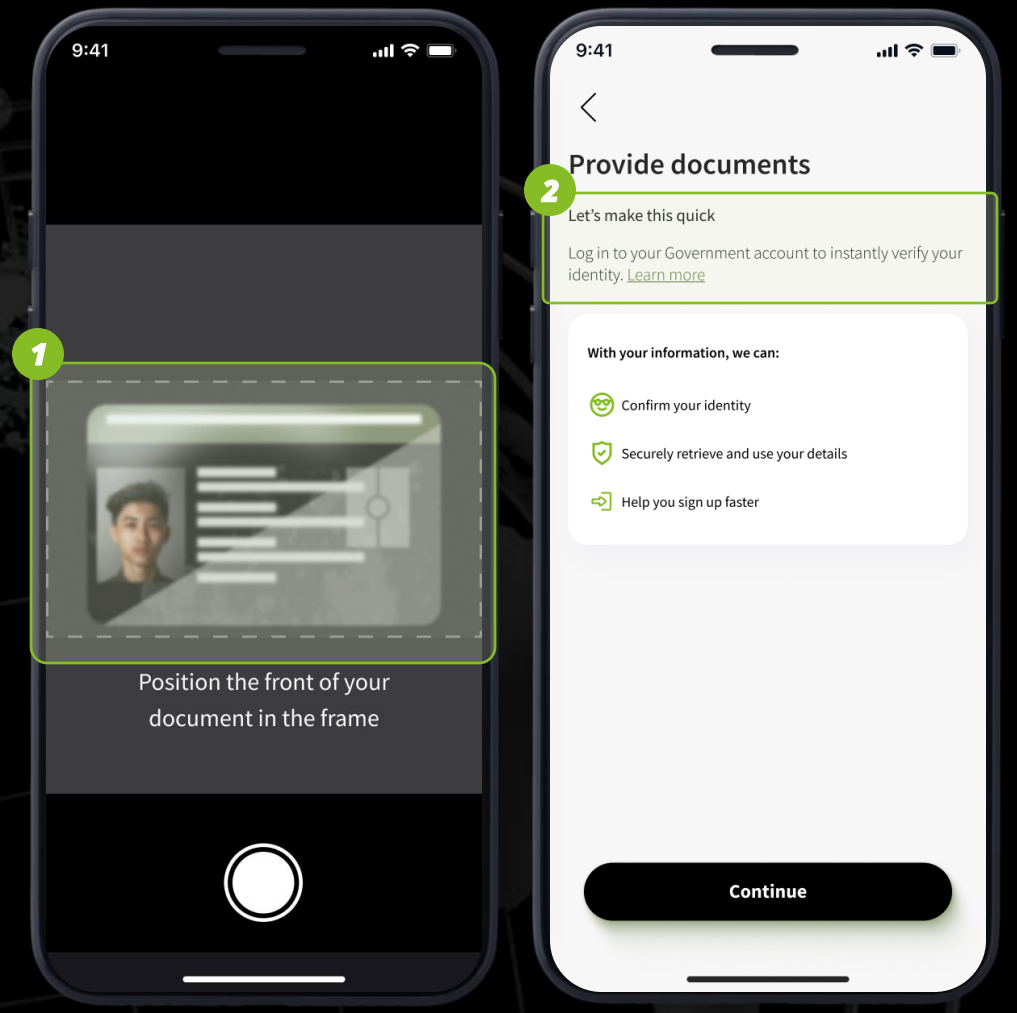
Example of user-focused features – Data input facilitation



Data input facilitation

USER EXPERIENCE SHOULD BE AS EASY AND SMOOTH AS POSSIBLE.

DESCRIPTION

During the account opening process, **the user's first interaction with the bank is crucial** in setting the tone for a positive experience. Delivering a **smooth and efficient initial experience is key** to ensuring user satisfaction.

1 **ID SCANNING**
While ID scanning for authentication purposes is nothing new, incorporating it into the account registration process can be a valuable feature. **It may streamline the process and save time for the user.**

2 **LEVERAGING AVAILABLE SERVICES**
Whenever possible, banks should integrate the existing regional services, such as digital identities or government authentication solutions, to **enhance the user experience**. A European neobank is an excellent example they **authenticate new users utilizing their existing bank accounts**. If possible, banks should use the available data and leverage them to the users' benefit, for example to **simplify the onboarding process.**

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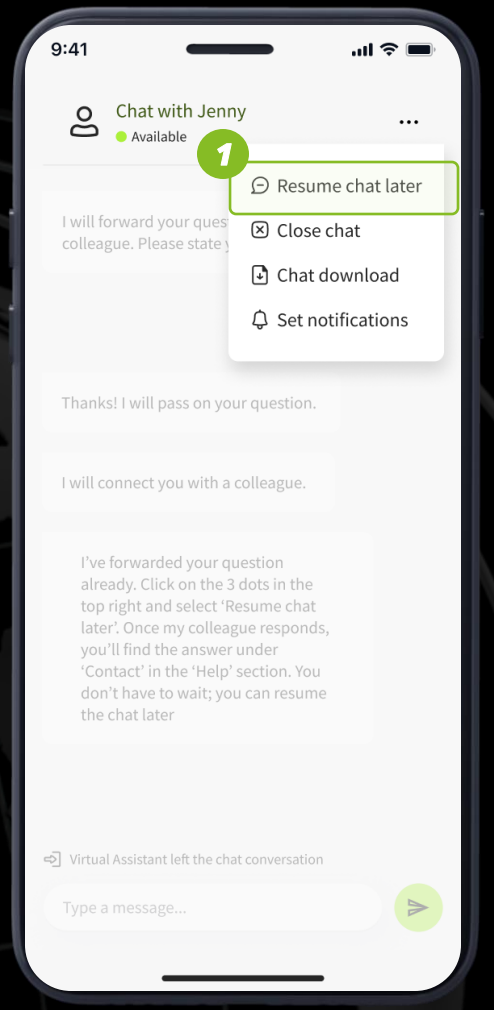
Example of user-focused features – Save & finish later



Save & finish later feature

USERS SHOULD HAVE ACCESS TO CUSTOMER SUPPORT AT ALL TIMES.

DESCRIPTION

Contacting customer support should no longer be a hassle. Long wait times in chat queues or **losing access to a conversation** after accidentally closing the chat **should not be issues users face**.

1. Users should have the option of **pausing a chat conversation and resuming** it when convenient, with the chat history saved and accessible at any time. This would make the process more seamless and frustration-free as support agents can view the entire chat history and the issue at hand, **not requiring users to restart the process over and over again.**

   If an agent is unavailable, users could **receive a notification, similar to social media messages, and easily continue the conversation** once support is available.

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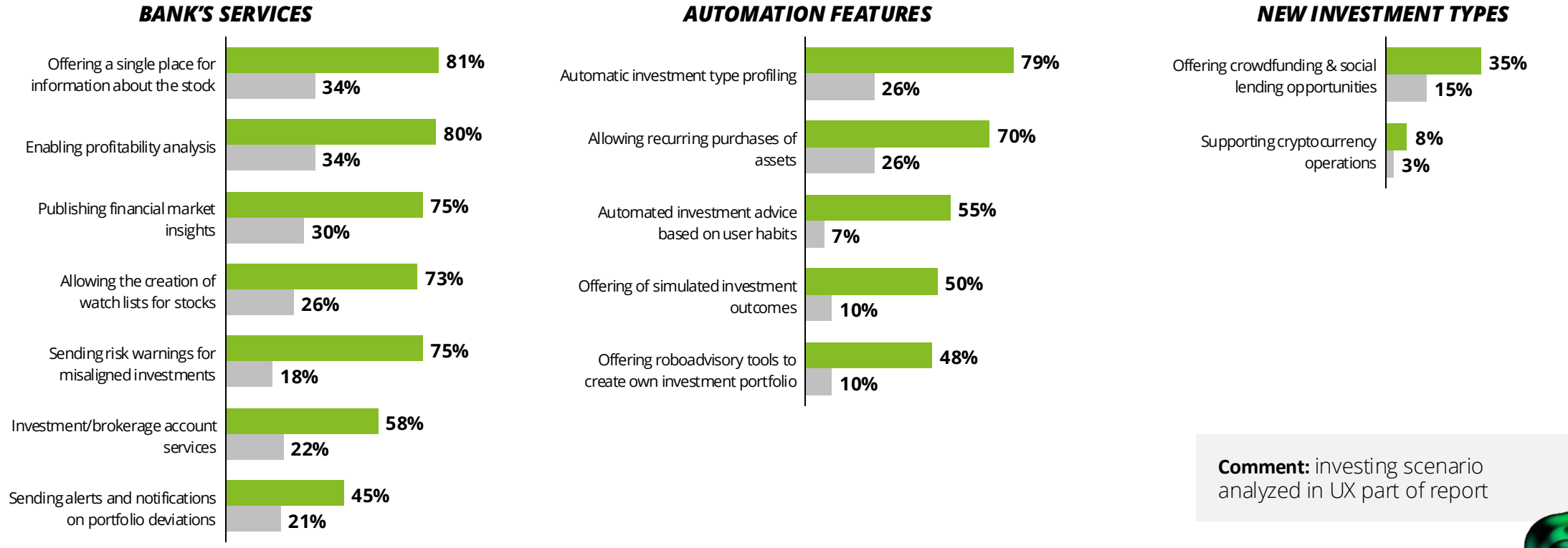
Most Digital Champions exploit the potential of digital channels to offer investment opportunities, however the gap between them and other banks is significant

% of investment functionalities offered by banks[1]

COMPLEXITY & INNOVATIVENESS



Comment: investing scenario analyzed in UX part of report

Note 1. Data for 40 banks classified as Digital champions and 309 other banks which were covered in 2024 edition, includes data for internet and mobile banking channels

Digital champions | Other banks

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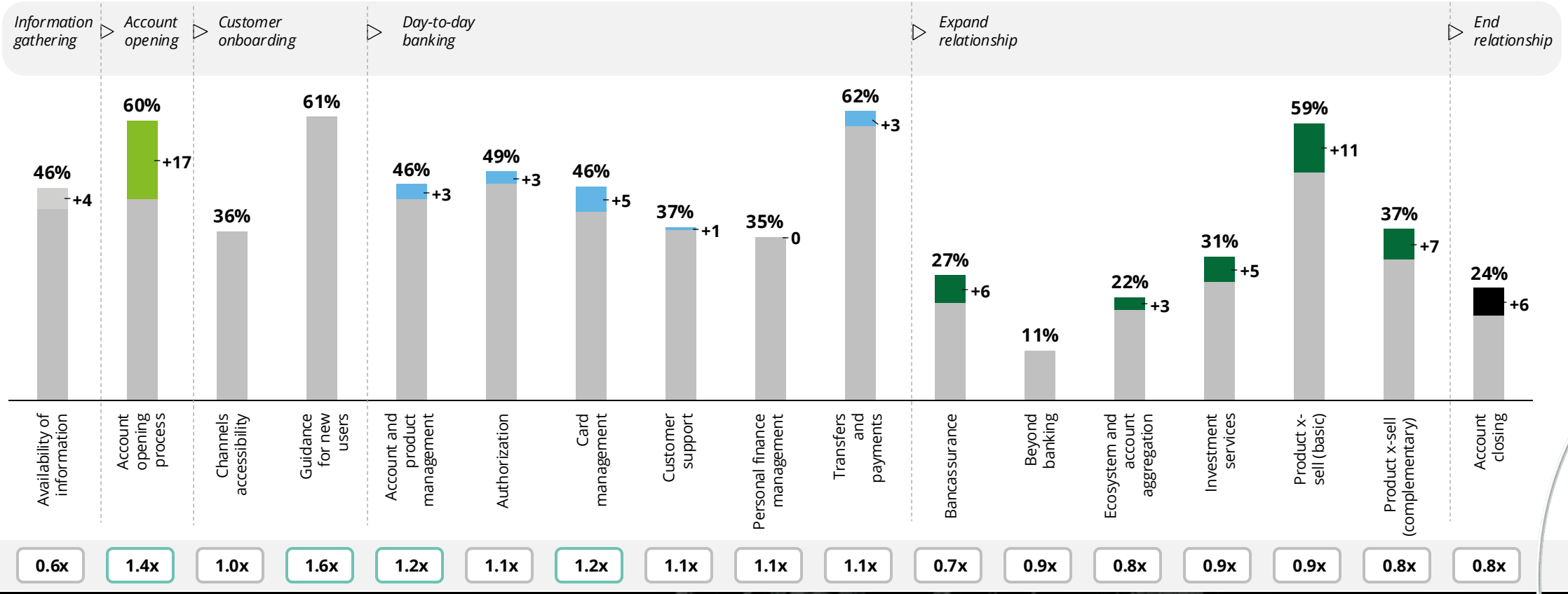
Since 2022, a significant increase in the use of mobile channels has been observed for account openings, cross-selling and card management processes

DBM score in mobile banking channel[1]



Note 1. Average score of 222 banks participating in both 2022 and 2024 edition
Note 2. Channel multiplier represents the ratio of the 2024 DBM score in mobile channel to 2024 DBM score in internet channels

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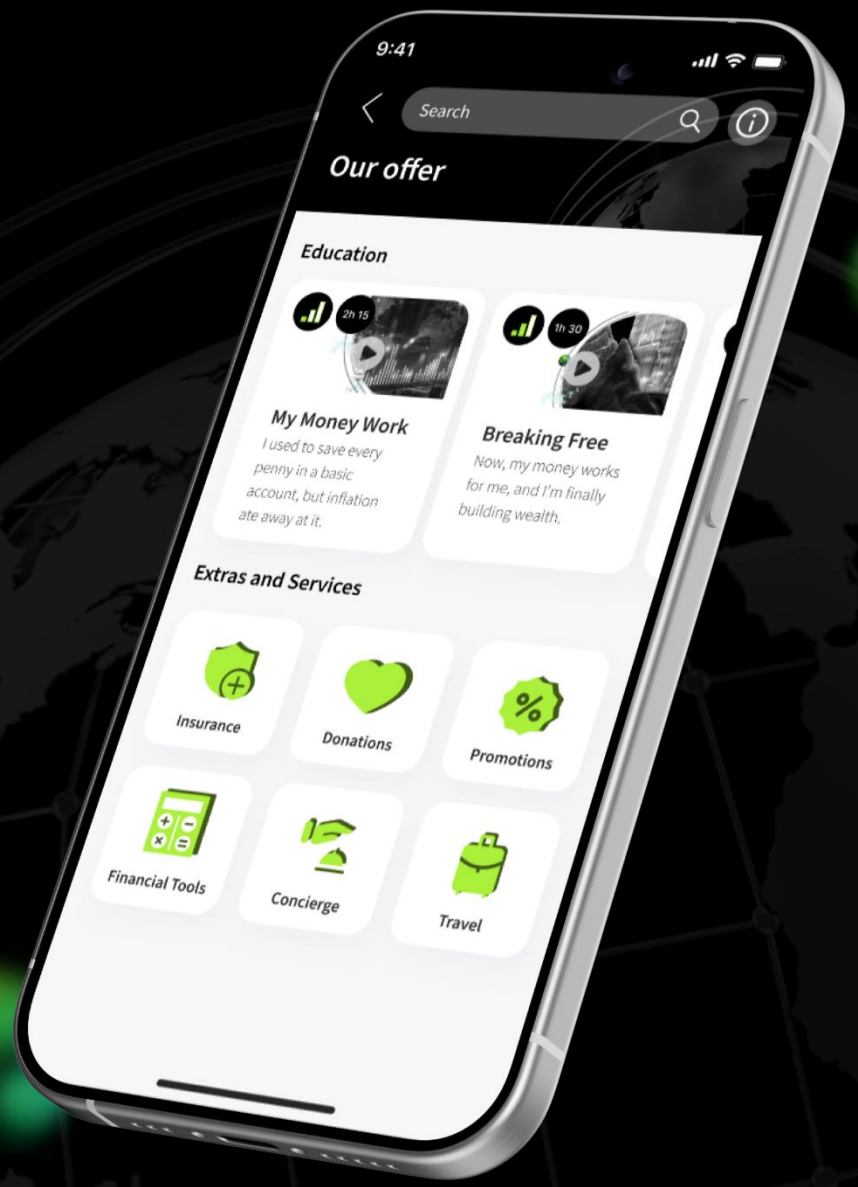

03 ALL IN ONE – SUPER APPS

In recent years, banking applications have evolved into comprehensive ecosystems, offering users a wide range of additional services beyond traditional banking e.g. including investing.

Nowadays, apps include a range of features from mobility services, insurance options to real estate tools, enabling customers to manage various aspects of their lives via a single platform.

By providing an all-in-one solution, banks aim to keep users engaged within the app for more than just financial tasks, enhancing customer loyalty and convenience. This approach is popular in the Middle East and Asia, where flexible regulations allow banks to offer a wider range of services. In contrast, stricter European regulations limit the integration of such services.

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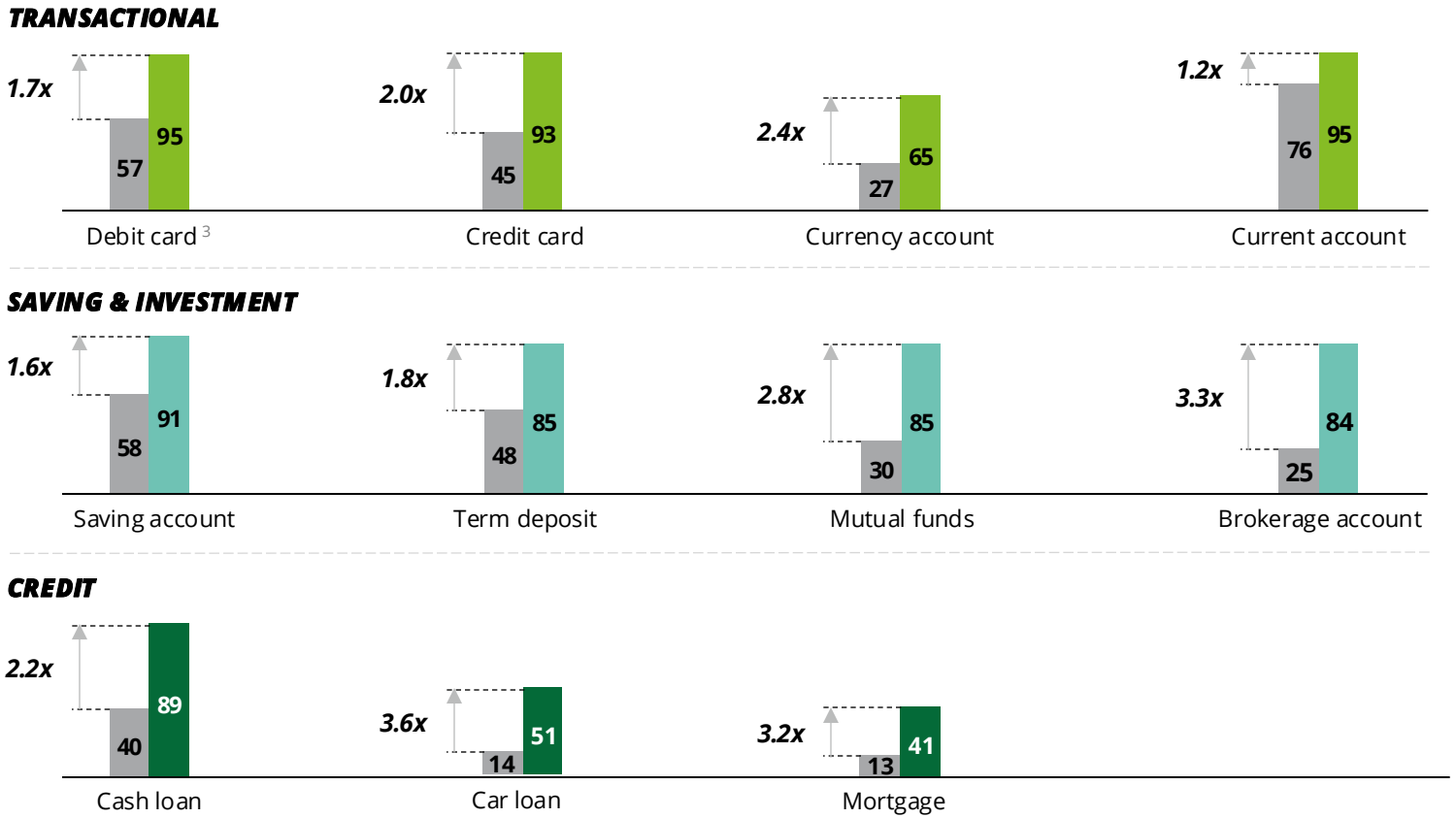
Remote opening for transactional and saving products is very common among Digital champions, with the top players offering digital mortgages or car loans

On average, **Digital Champions provide an end-to-end remote product opening process 2.5 times more frequently** than other banks. This gap has slightly widened since the 2022 edition of the study.

While fully remote processes covering transactional and savings products are already available in many banks, Digital Champions have gone the extra mile by including **fully digital cash loans** in their standard offer.

Additionally, an increasing number of leading players extend their capabilities by **mortgages** (41% of Digital Champions).

% of banks offering fully end-to-end product opening method in mobile or internet channels[1]



Note 1. Result is an average for mobile and internet channels
Note 2. Data for 349 banks which were covered in 2022 edition, including 40 champions and 309 other banks
Note 3. In many cases of Digital champions, debit card is issued automatically with an account. It can lower actual score

Others [2] **Digital champions[2]**

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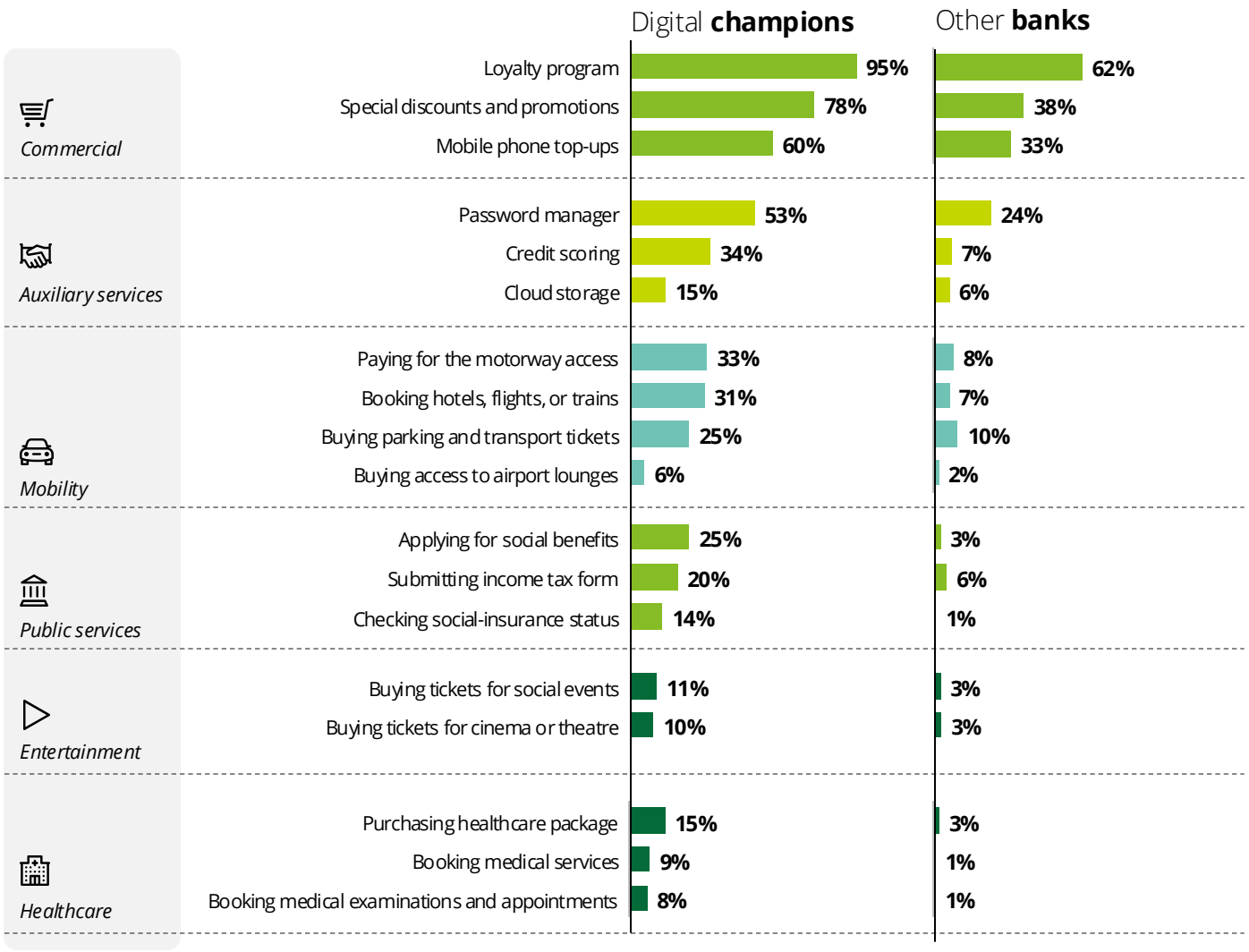
Value added services is what sets Digital Champions apart from other banks

Value-added services can enhance **customer engagement and loyalty**, helping banks both attract and retain customers. Additionally, these services offer banks **greater access to customer data**, facilitating personalization and the cross-selling of financial products.

On average, **Digital champions offer VAS 2.5 times more often than other banks**, with the most prominent difference in **healthcare** (6.5x) and **public services** (5.9x).

Since 2022, there has been **noticeable stagnation in the adoption of new functionalities** in banking apps. Many banks are placing **greater emphasis on refining existing features** and **enhancing the overall user experience**, rather than focusing solely on introducing new functionalities.

Top Value-Added Services by category, % of banks offering given functionality[1]



Note 1. Data for 40 banks classified as Digital champions and 309 other banks which were covered in 2024 edition

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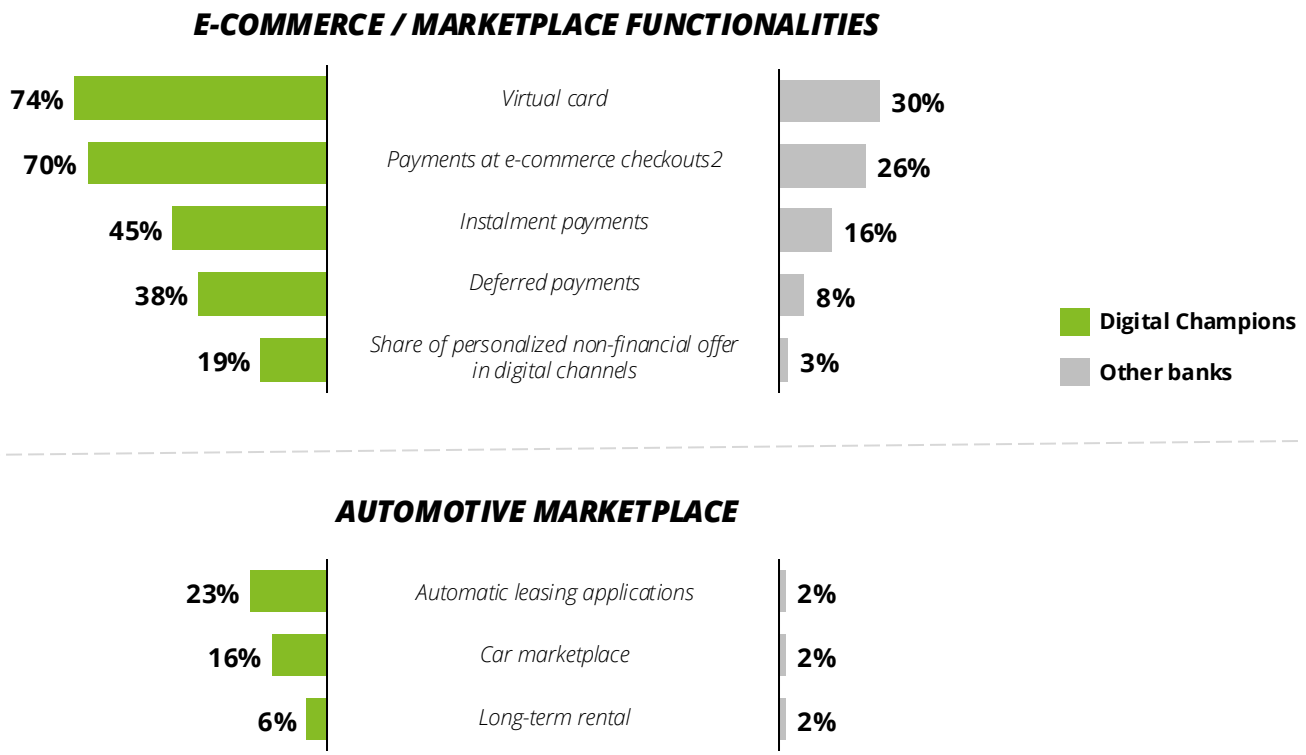
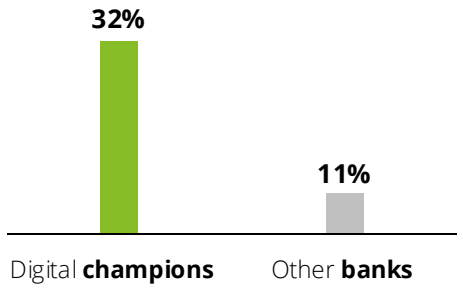
The "beyond banking" offer remained at a similar level to 2022, with focus on on-line payment methods

When comparing to the 2022, similarly as in the case of VASes, banks did not focus strongly on widening Beyond Banking, digital shopping and e-commerce offer.

% of banks offering marketplaces, digital shopping solutions and personalized marketing[1]



Average share of all Beyond Banking functionalities available[1]



Note 1. Data for 40 banks classified as Digital champions and 309 other banks which were covered in 2024 edition

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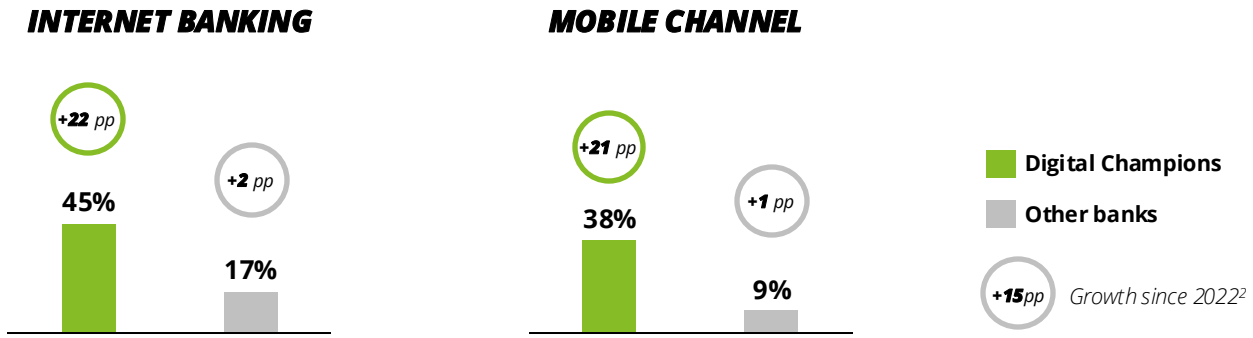
Digital champions have heavily invested into digital mortgage in the last 2 years, widening the gap between the best and the rest

When comparing the results of 2022 and 2024 study, one of the biggest increases have been observed in the adoption of **digital mortgage**.

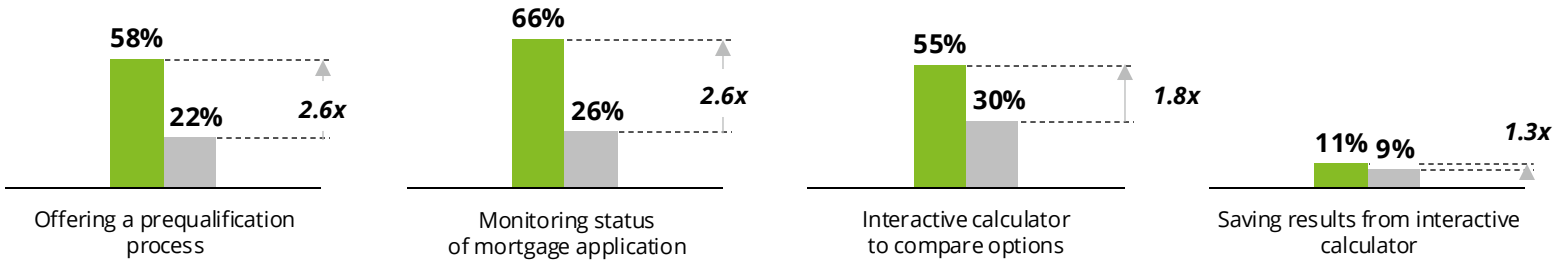
More and more banks provide **fully digital mortgages**, with **Digital Champions offering them 3.2 times more frequently than other banks**. This gap has significantly widened between the two editions.

As digital mortgages are becoming more common, banks also **introduce more functionalities aimed at facilitating the opening process** via digital channels.

% of banks offering end-to-end mortgage opening method[1]



% of functionalities facilitating mortgage opening offered by banks[3]



Note 1. Data for 40 banks classified as Digital champions and 309 other banks which were covered in 2024 edition; E2E process means activities on bank's side are supported in digital channels
Note 2. Data for 40 banks classified as Digital champions and 309 other banks covered in 2024 edition, compared to 30 Digital champions and 274 other banks identified in 2022
Note 3. Data for both the mobile and internet channels, for 40 banks classified as Digital champions and 309 other banks covered in 2024 edition

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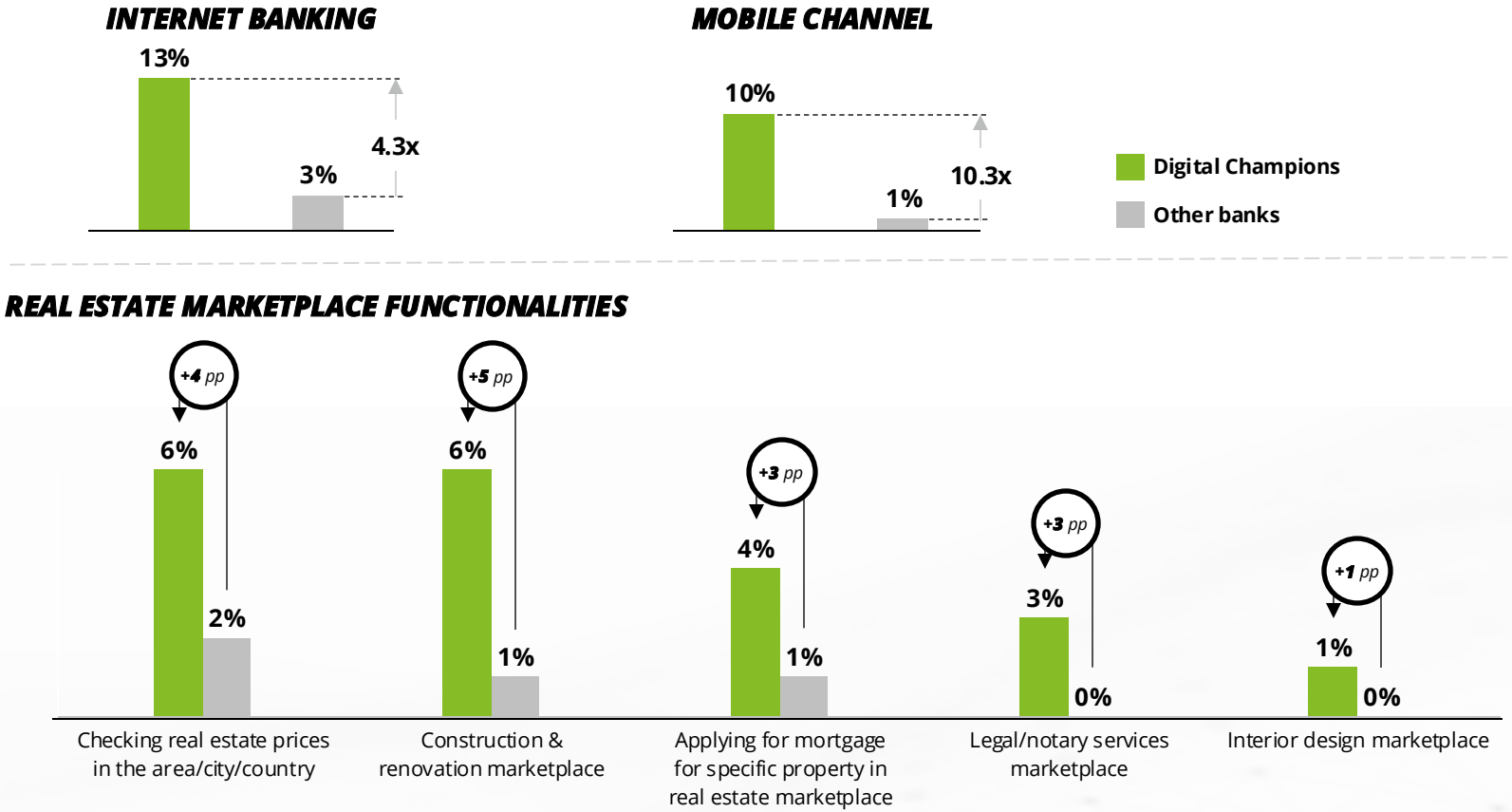
With digital mortgage on the rise, top players are developing real estate marketplaces, offering a variety of property-related services

With banks introducing innovative mortgage lending solutions globally, a rising number of banks is offering a **real estate marketplace**. This feature is on **average ~6 times more common among Digital champions**.

Real estate marketplaces can be used to **facilitate home purchase**, as part of the mortgage process and the only marketplace available, or they can make part of a bigger **property-related ecosystem**, including functionalities like construction and renovation, interior design or notary services.

% of banks offering a real estate marketplace[1]



Note 1. Data for 40 banks classified as Digital champions and 309 other banks which were covered in 2024 edition; data for both channels: mobile and internet banking

Interior design marketplace

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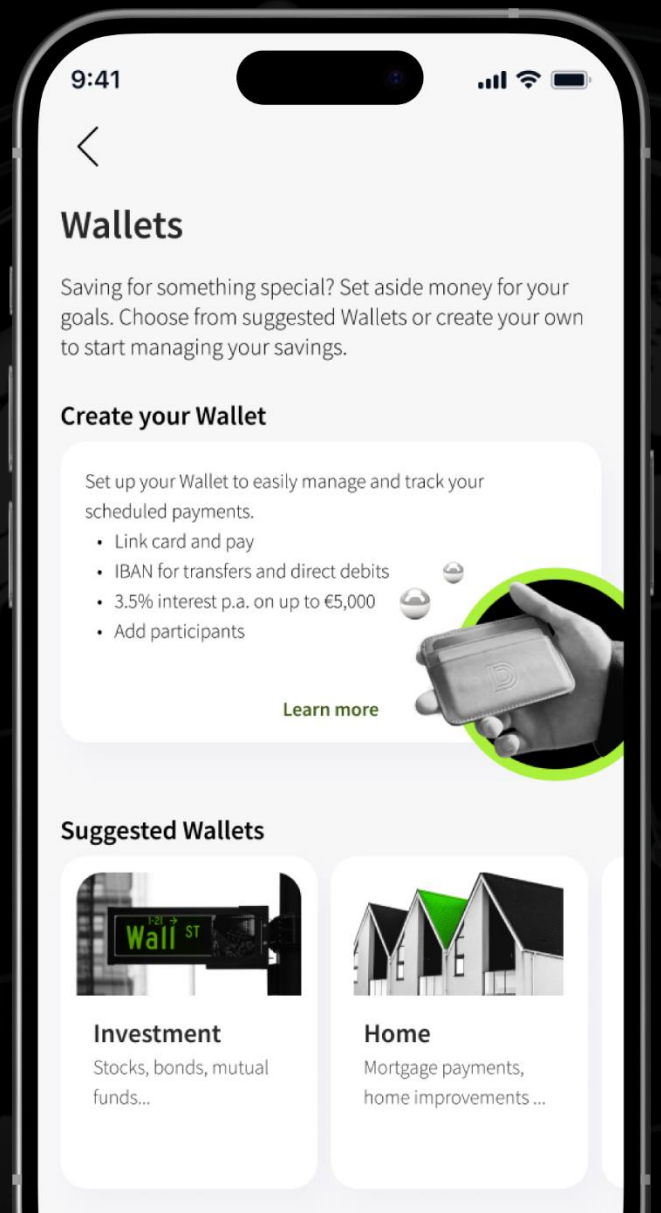

04 TRANSFORMING CUSTOMER ADVISORY

Banks are actively seeking new methods to enhance customer engagement and meet customer needs.

- They are leveraging Personal Financial Management (PFM) functionalities by account management, goal setting, budget notifications, subscription management, savings facilitation or security warnings information.
- Banks are also increasingly focused on enhancing financial knowledge and awareness among their users. They put in a great deal of effort to create solutions that not only meet customer expectations but also educate them on better financial practices, ensuring a more informed and empowered user base.

This approach can make use of AI developments to offer tailor-made advisory solutions.

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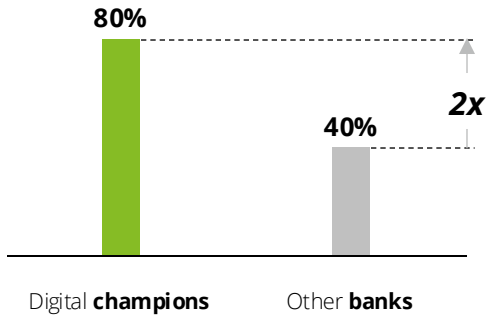
While some Digital champions realize the potential of PFM, most have yet to implement cross-selling functionalities

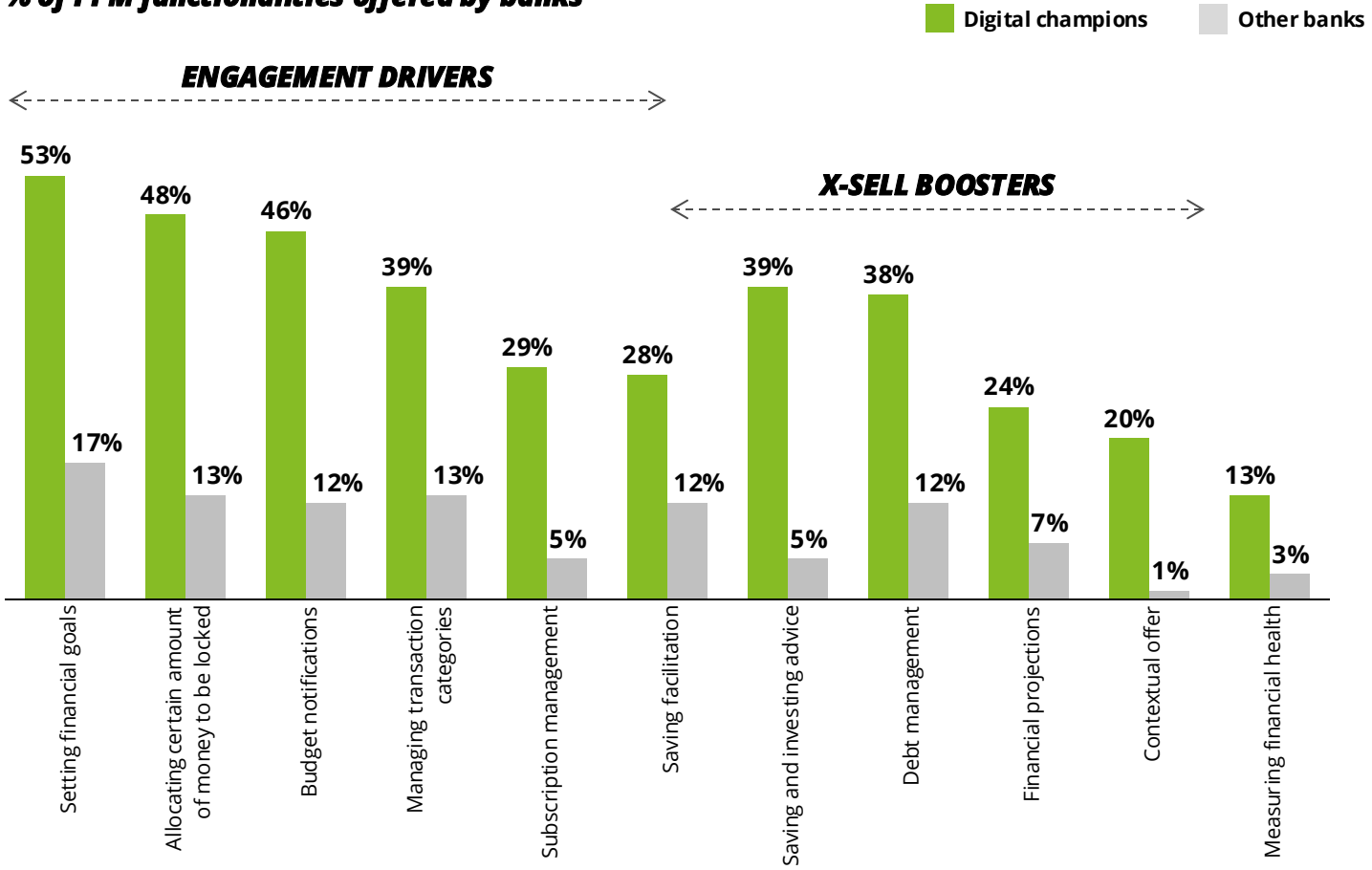
PFM in its basic form has become a **standard digital feature** offered by most Digital Champions and about half of the other banks.

Most banks use PFM functionalities mainly to **increase mobile app use duration and frequency**. As the trend toward implementing PFM has matured, Digital Champions are focused on optimising the offered functionalities, with a focus on **cross-selling opportunities.**

% of banks that offer PFM[1]



% of PFM functionalities offered by banks[1]



Note 1. Data for 40 banks classified as Digital champions and 309 other banks which were covered in 2024 edition, includes data from internet and mobile banking channels

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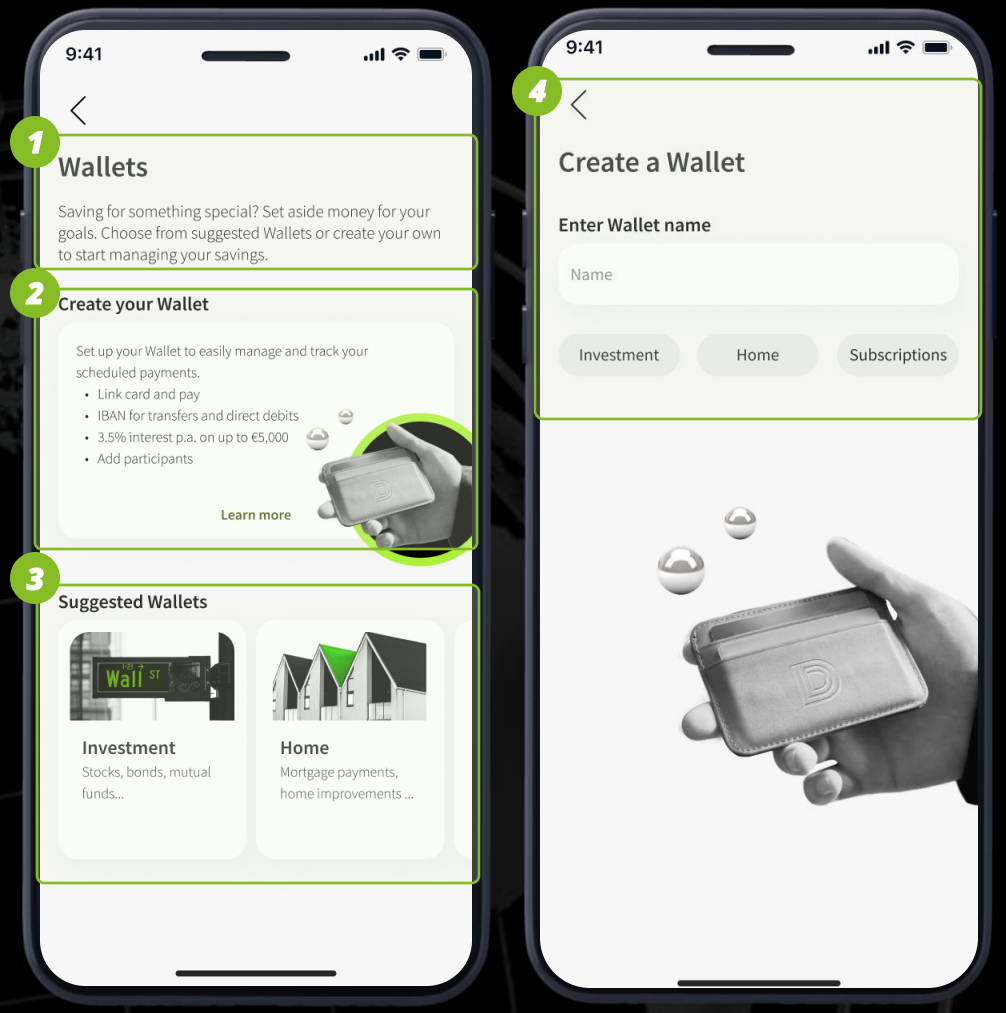
Wallet: The Ultimate Finance Solution



A EUROPEAN FINTECH PROVIDES ITS USERS WITH THE OPTION OF OPENING CUSTOMIZED WALLETS THAT CAN BE EASILY SHARED WITH OTHERS AND OFFER INTEREST ON THE CURRENT BALANCE

DESCRIPTION

The Wallet feature allows users to manage and track their expenses.

1. Users can create wallets to save for short- or long-term financial goals, or simply lock funds and earn interest on the desired amount.
2. Users can **link a card to make payments**, get an IBAN for transfers and direct debits. The wallet will benefit from a **3.5% interest rate** on balances up to €5,000. Users can also **add participants**, enabling multiple individuals to manage and access the same wallet.
3. Users are provided with a **selection of suggested/predefined wallets** to choose from.
4. They have the option to customize their wallet e.g. by changing its name, placing tags.

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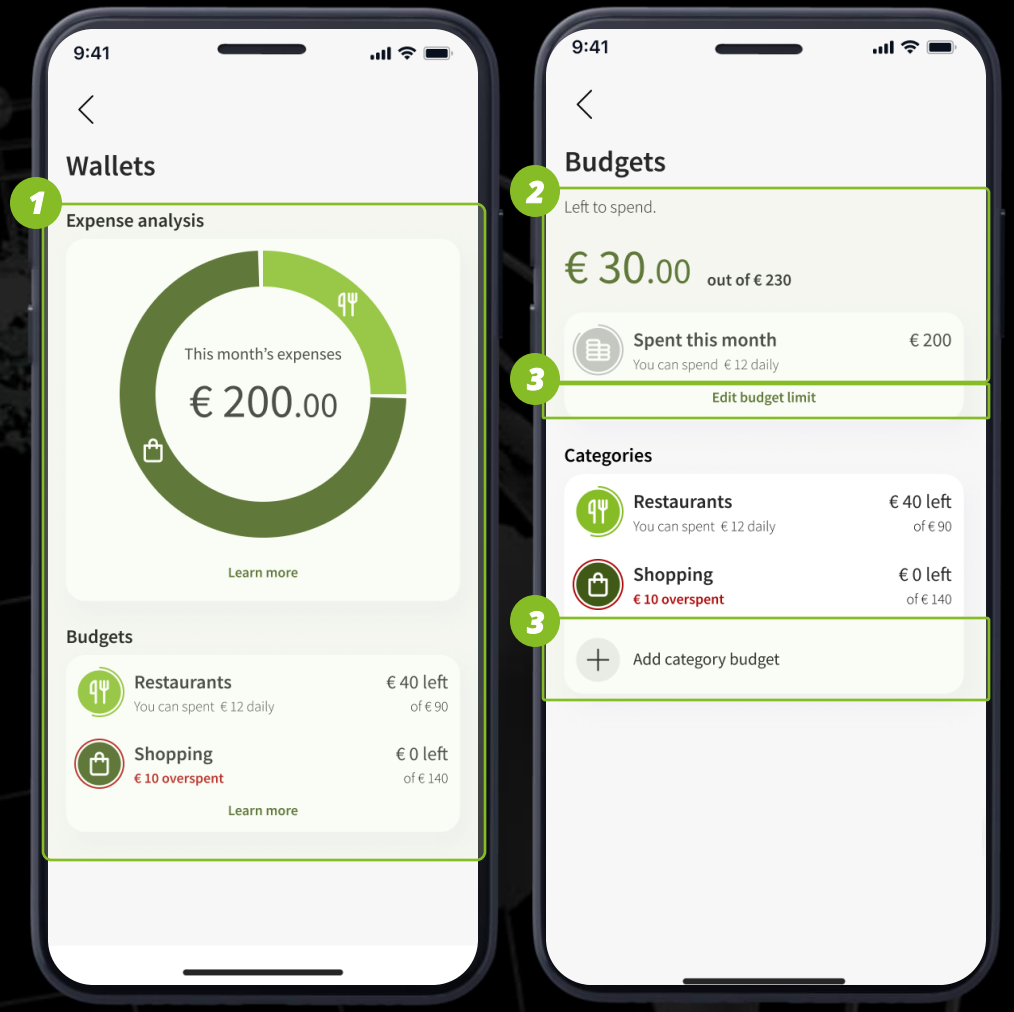
Set a budget, analyze and categorize expenses



OBTAINING A BETTER UNDERSTANDING OF EXPENSES THROUGH ANALYSIS CAN INSPIRE A DEEPER DESIRE TO MANAGE ONE'S FINANCES

DESCRIPTION

By **setting weekly, monthly or annual limits on specific expense categories, users can take control of their spendings**. This feature proves invaluable for effective budget planning.

1. Users can see their personal analytics screen and the budget they have allocated.
2. In the actual month view users have a detailed overview of their budget in given month and getting information about the level of utilization of their budgets.
3. They can create new budgets and of course edit the existing ones.

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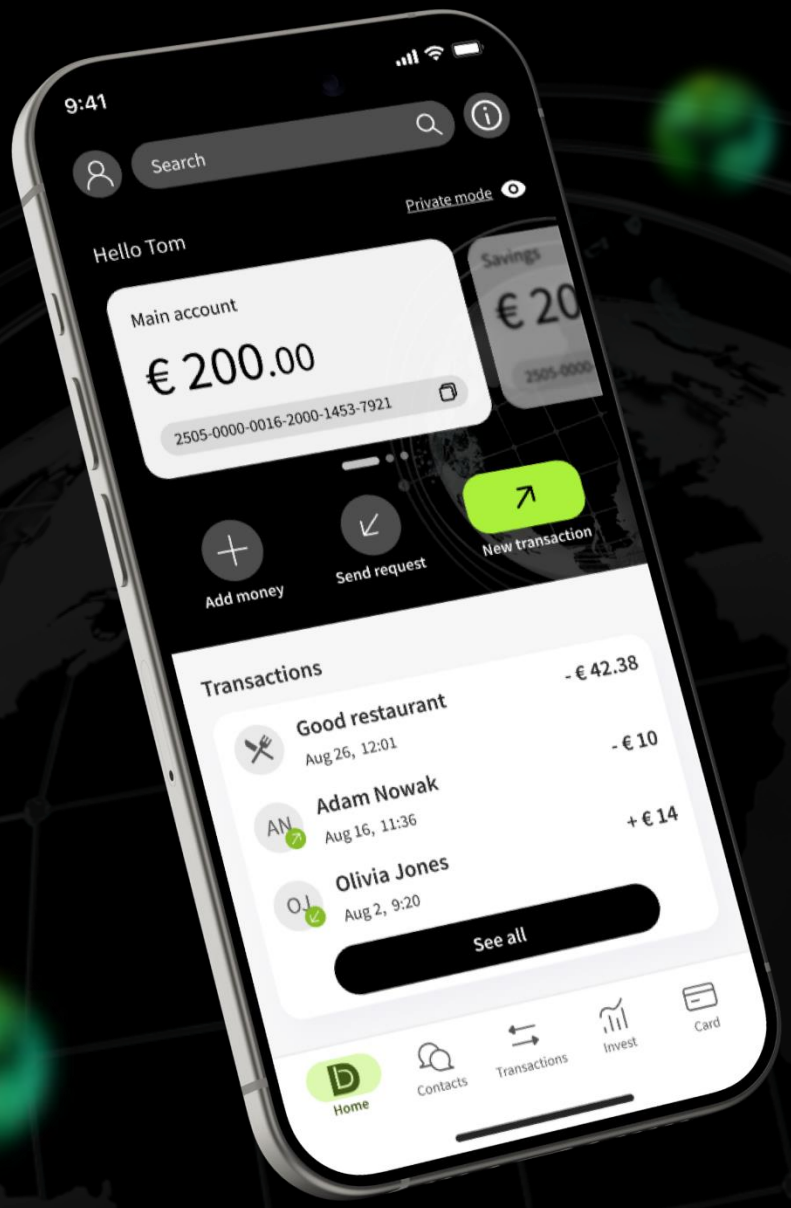

05 SEEKING FAMILIAR EXPERIENCES

In recent years, the banking sector has seen a growing influence of global consumer experiences. Banking apps are being increasingly redesigned to mirror popular platforms like Spotify, Uber, Amazon, and social media, incorporating features such as tags, notes, comments, likes, emojis or geolocalization.

The idea being to improve ease of use and enhance user experience. Furthermore, accustomed to such interfaces, customer tend to seek services that offer global market access, which for banks translates into currency management and international transfers.

Additionally, concepts popularized by retailers, such as QR codes or "buy now, pay later," are more and more expected in banking services, reflecting the shift toward more flexible payment options. The need to align with modern user habits is making these features indispensable rather than optional.

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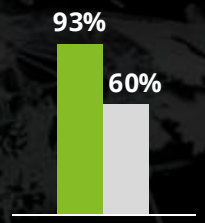
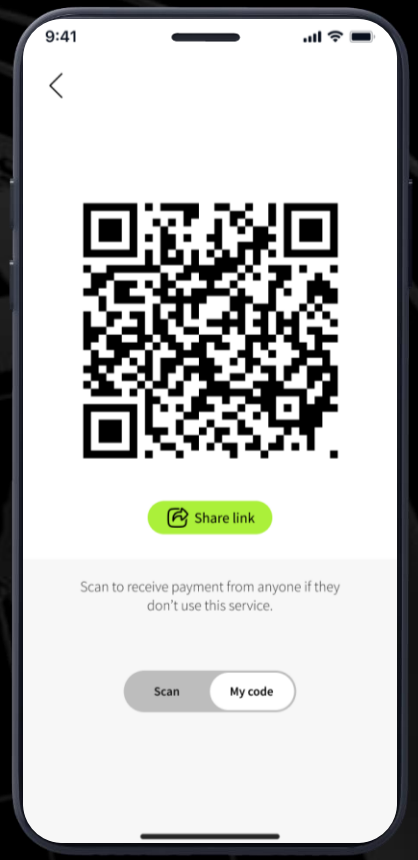
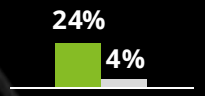
To facilitate the usage and enrich their channels, Digital Champions apply solutions known from other apps

% of banks offering given functionalities[1]

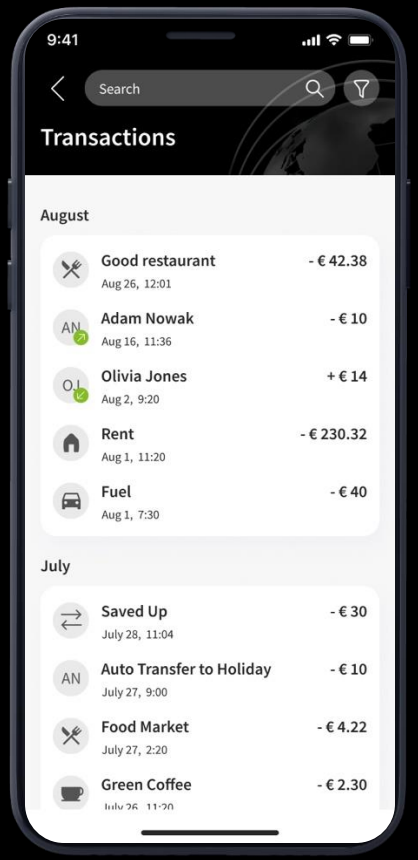


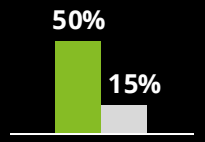
Sending a transfer by scanning a QR code generated by recipient



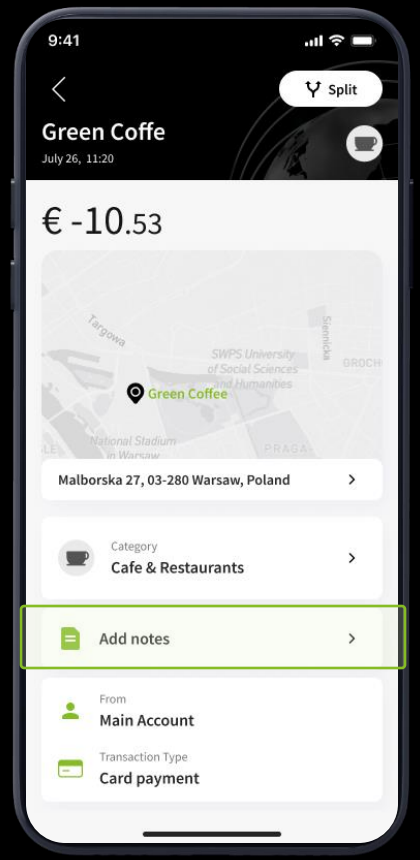


Financial feed, providing information about account operations, similar to feeds present on social media





Adding notes/comments to transactions



Note 1. Data for 30 banks classified as Digital champions and 274 other banks which were covered in 2022 edition

Digital champions **Other banks**

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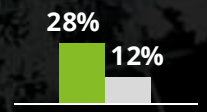
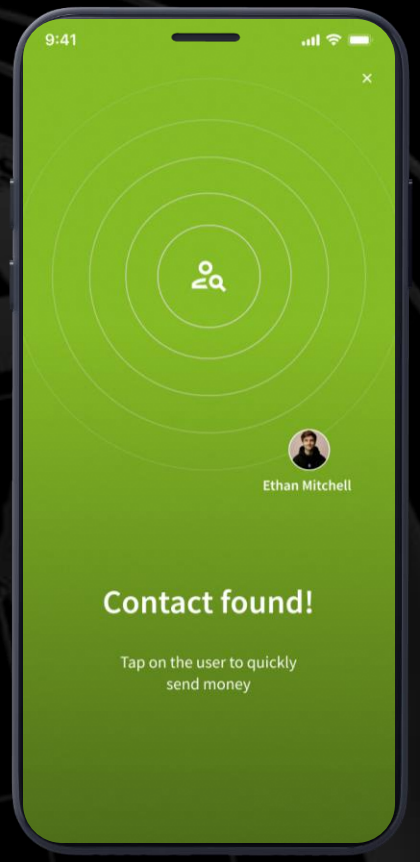
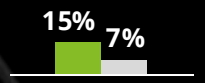
To facilitate the usage and enrich their channels, Digital Champions apply solutions known from other apps

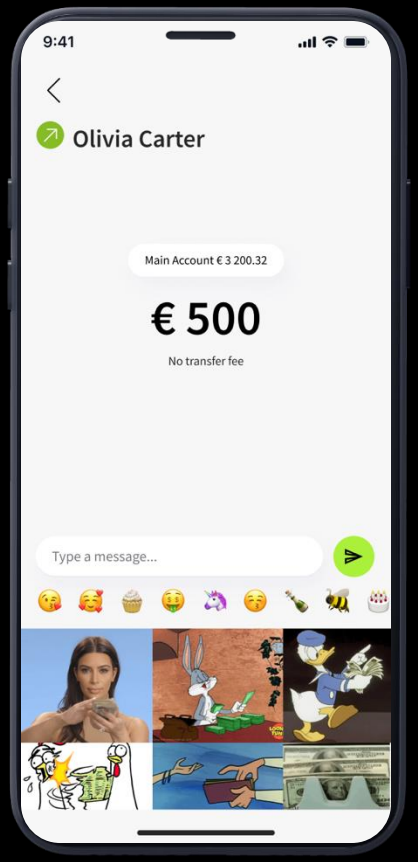


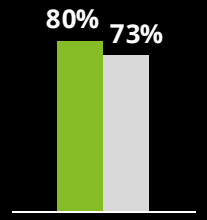
Making payments to people nearby, inspired by Bluetooth and Airdrop



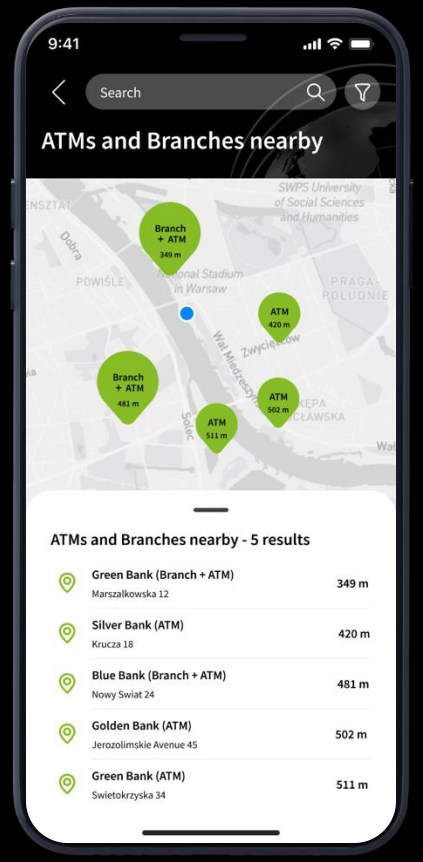


Sending GIFs/emojis with a transfer, imitating communication apps





Using maps to locate an ATM or branch



% of banks offering given functionalities[1]

Digital champions | Other banks

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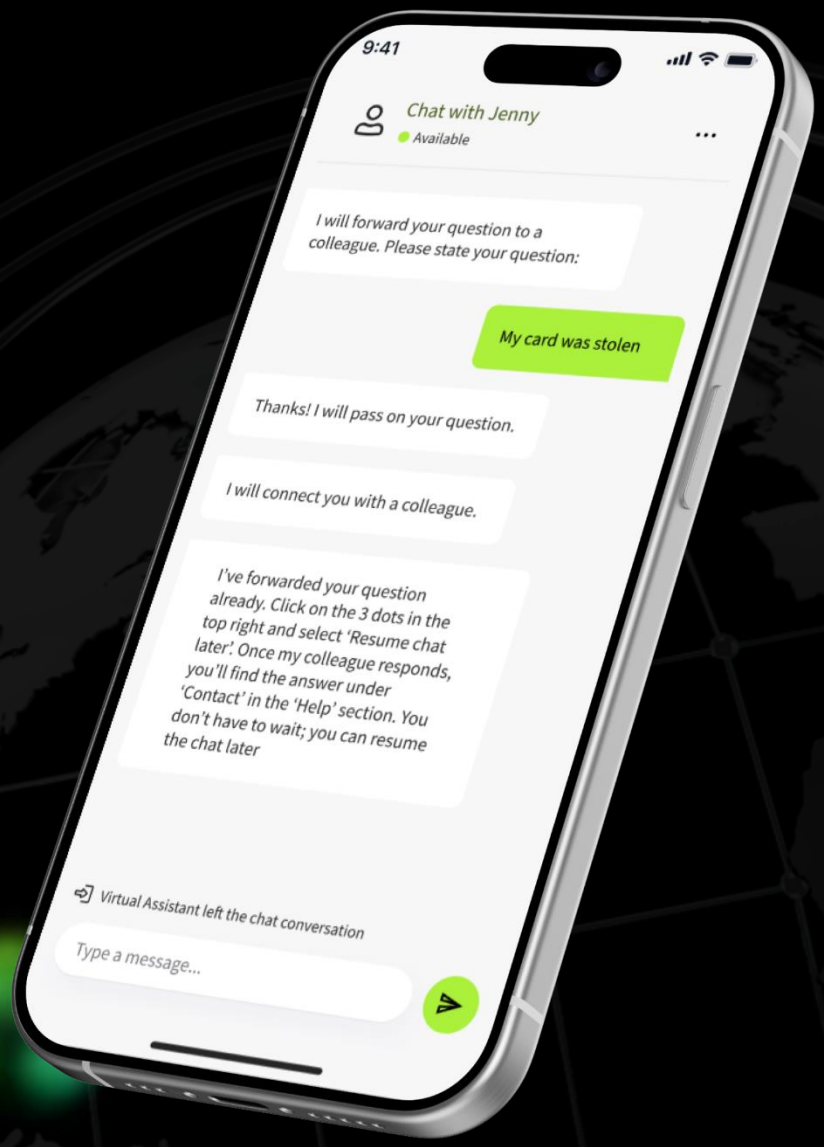

06 HYPERPERSONALIZED COMMUNICATION

There is a noticeable shift in the way banks communicate their offers to customers, with a growing emphasis on personalized content, in-app placements for banners and pop-ups for recommendations or tips and tricks. Banking apps start to adopt a semi-informal tone, addressing users by their names and utilizing communication methods typical of e-commerce and social media platforms. A switch to extend customer accessibility is also visible.

In the near future, AI is expected to play a significant role in advancing this approach, further enhancing personalization by delivering even more customized services and offers. As this trend develops, banks are moving away from generic messaging, focusing on creating a more individualized and user-centric experience.

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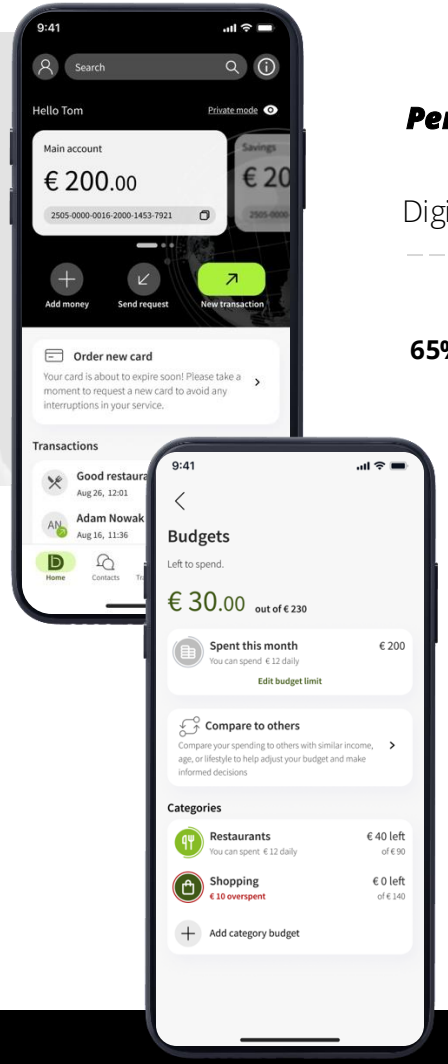
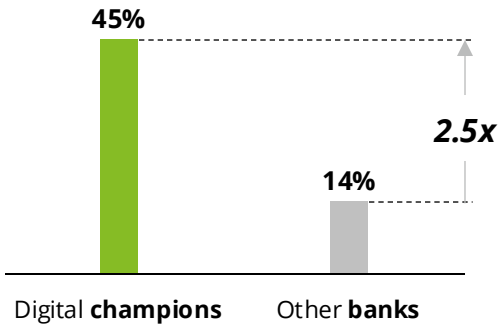
Digital champions use the communication potential of banners and pop-ups to provide personalized content

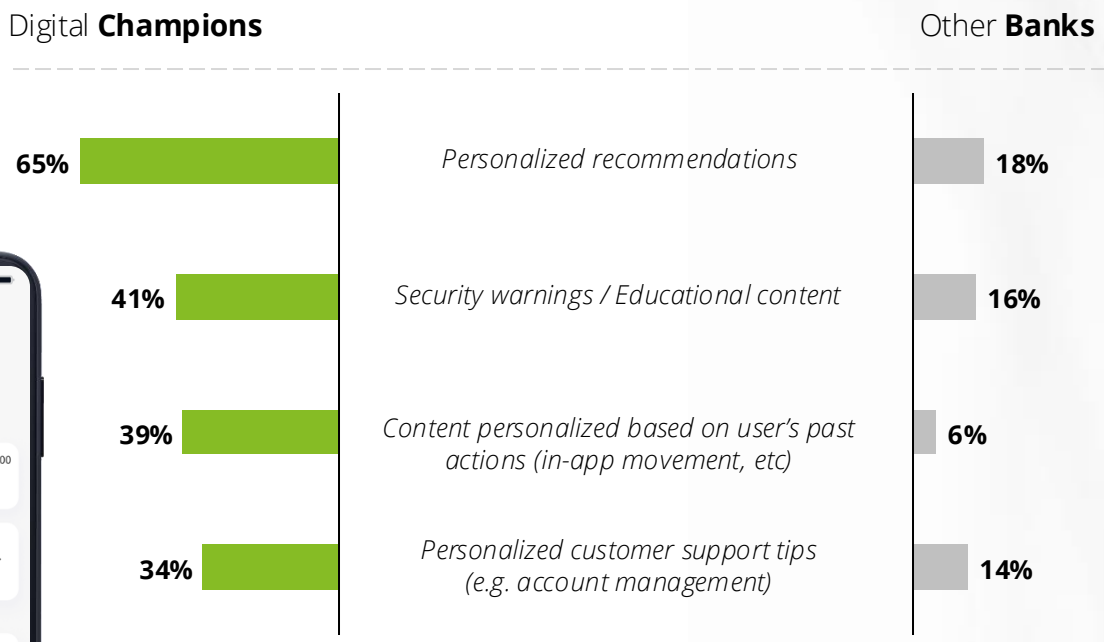
Digital champions offer banners and pop-up messages aimed at **enhancing personal experience** significantly more often than the other banks. Still, the implementation level is relatively low and shows that banks might explore options for enhanced **user behaviour analytic software and functionalities**, which would increase customer's satisfaction levels as well as allow to increase cross-sell opportunities.



% of personalized banners and pop-up messages offered by banks[1]



Personalized content offered on banners and pop-up messages



Note 1. Data for 40 banks classified as Digital champions and 309 other banks which were covered in 2024 edition.

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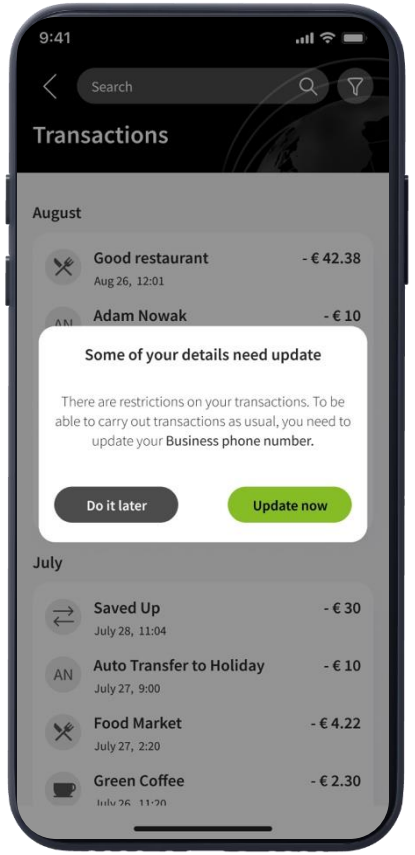
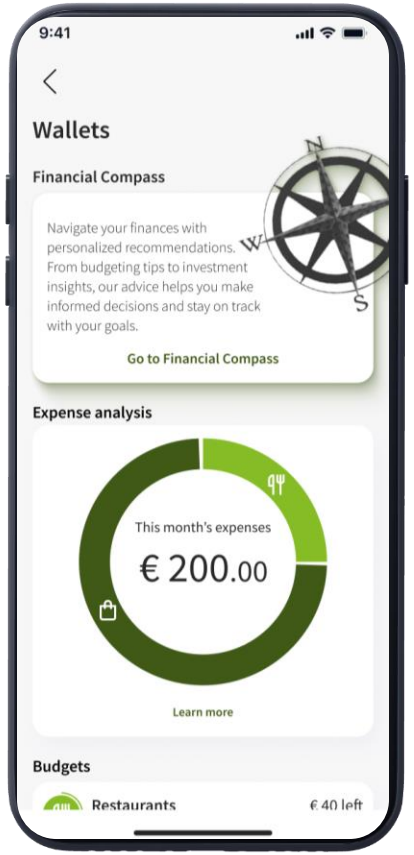
Personalized messages can cover tips on account management, security warnings or recommendations

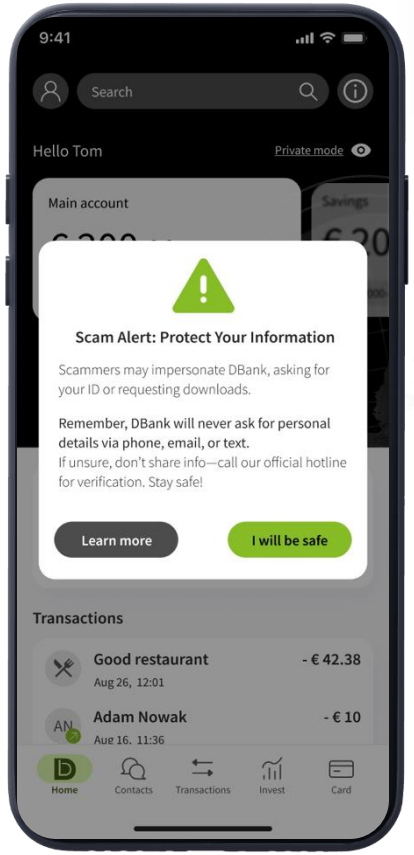
PERSONALIZED CUSTOMER SUPPORT TIPS (E.G. ACCOUNT MANAGEMENT)



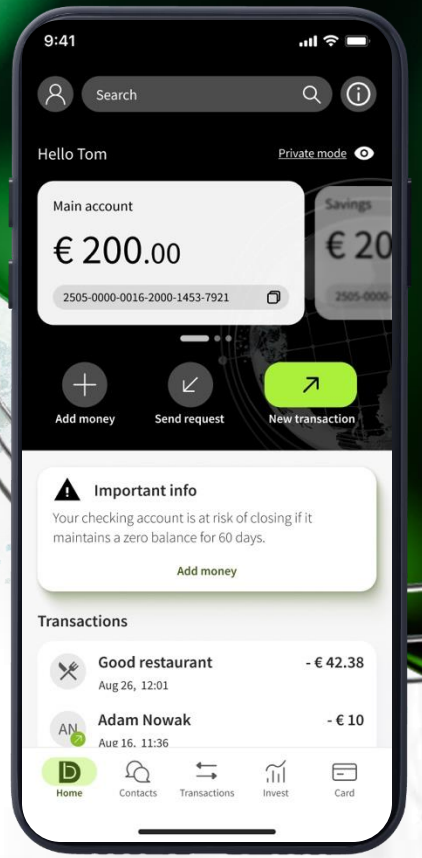
PERSONALIZED RECOMMENDATIONS



SECURITY WARNINGS / EDUCATIONAL CONTENT



PERSONALIZED BASED ON USER'S PAST ACTIONS



Note 1. Example notifications based on real-life cases from studied banks

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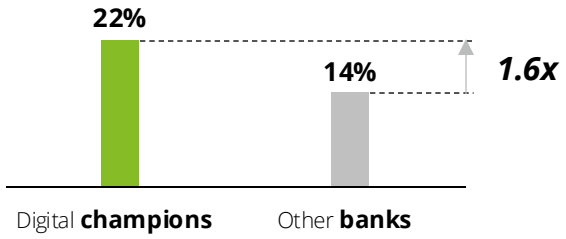
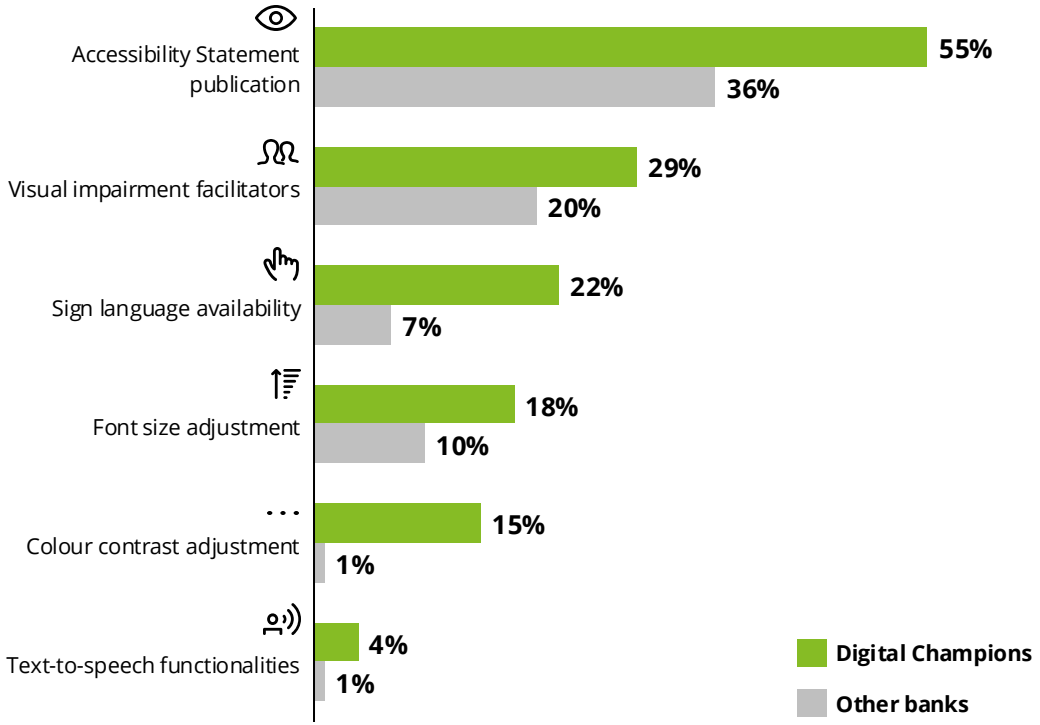
Digital champions offer some functionalities supporting accessibility, but there is still much room for improvement

Digital Champions offer features designed to aid individuals with impairment **1.6 times more frequently than other banks**. However, the overall level of **implementation remains low**, with accessibility still being an area where banks could do better. Significant improvements not only would **ensure compliance with the** current and upcoming **regulations but** would also help banks **meet the diverse needs of both the existing and potential customers**.

% accessibility-related functionalities offered by banks[1]



% of accessibility functionalities offered by banks[1]



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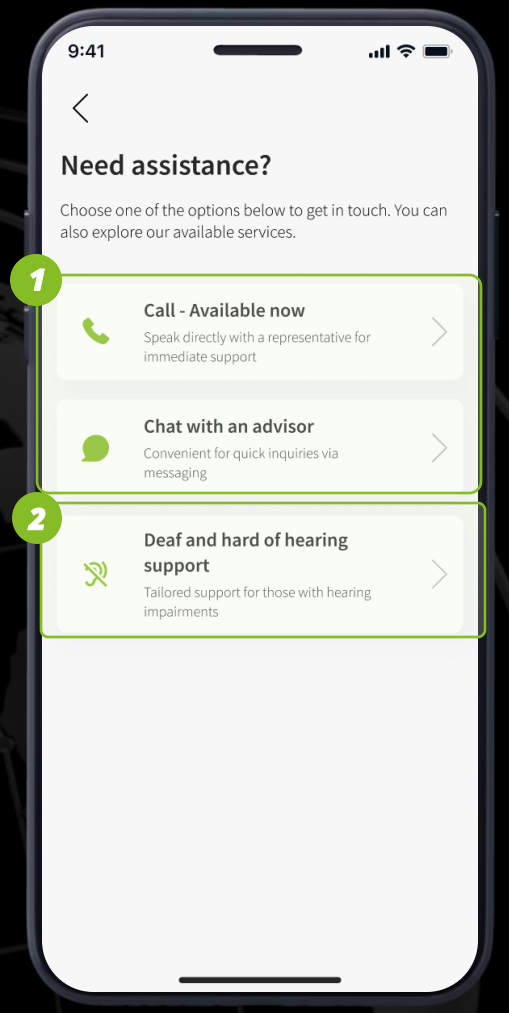
Inclusive Banking Support



A LEADING EUROPEAN BANK OFFERS USERS EXPANDED SUPPORT AND CONSULTATION OPTIONS, ADDRESSING THE NEEDS OF PEOPLE WITH DISABILITIES

DESCRIPTION

1 **STANDARD SUPPORT OPTION**
Customers can contact the bank through phone or chat to receive quick and qualified assistance from advisors.

2 **SUPPORT FOR PEOPLE WITH HEARING IMPAIRMENTS**
In addition to standard options, a European traditional bank offers **specialized services for people with hearing impairments**. Through a partnership, users can access **support in sign language via a dedicated platform**.

This innovative feature helps create an inclusive banking environment, ensuring that customers with disabilities have equal access to services.

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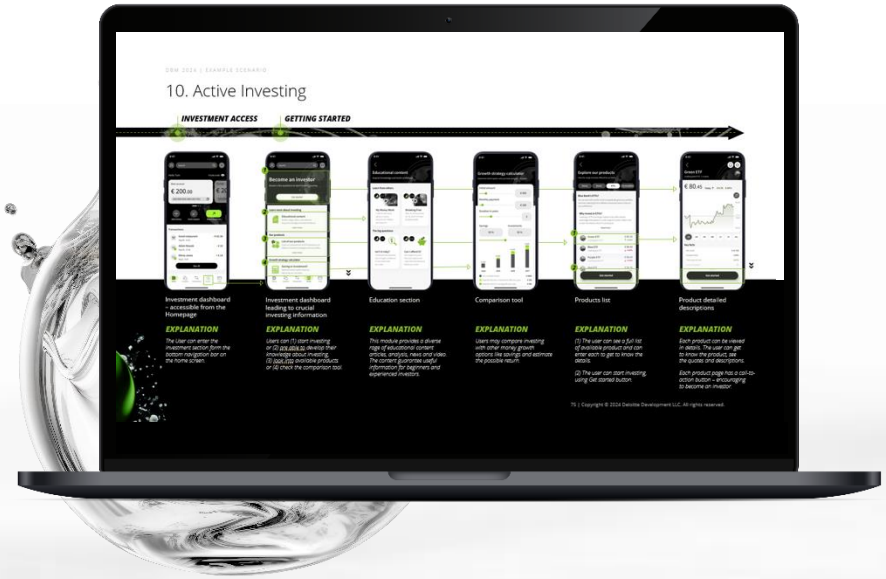
03 UX STUDY

We have mapped key user scenarios from 12 top UX global players, identifying best practices and optimal user flows

KEY DIGITAL BANKING USER FLOWS, ANALYZED AND REFINED

End-to-end **user scenario** analysis of **12 top UX banks** in different markets was conducted to define optimal experiences and understand context. Best practices were identified for 14 key scenarios (with each step of the customer Journey represented) and refined to create hypothetical optimal user-friendly flows.



ALL DO'S & DON'TS IN ONE PLACE

User flows are accompanied by a **playbook** covering **key aspects** to be considered when designing optimal experiences: best practices to implement, bad practices to avoid and all the tips & tricks deemed useful for supporting users throughout their journeys.

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We have analysed 14 scenarios covering key aspects of day-to-day banking

We have selected ***14*** **scenarios representative of the mobile digital banking experience**. They cover key interaction patterns and many of the most important moments of the user journey in the context of day-to-day banking.

The research process also involved examining **out-of-the-box, user-oriented features** that stood out in our comparative analysis of different banking apps and contributed to exceptional user experience.

Based on the insights coming from the analysis of 12 top UX banks, **optimal user flows have been hypothesized** or each of the scenario. An example of the first scenario is presented further as **mock-up screens**.

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UX insights/highlights

In addition to qualitative approach, a compact quantitative evaluation of the applications was conducted and covered the following parameters: Satisfaction, Easiness of Usage, Navigation, Accessibility, Customization, Complexity, System Consistency, Error Rate, Visual Appeal, Support, Uniqueness and NPS score.

5 out of 12 tested banks **were neobanks (fintechs)**

4 out of 5 **neobanks were rated as the best among the tested sample,** taking the first 4 positions. **3 top rated parameters got 10/10 on the NPS scale**

4 out of 7 **traditional banks offered** users a **fully digital approach to banking**

A COMPREHENSIVE REVIEW OF ALL TESTED APPLICATIONS REVEALED THAT :

- **Satisfaction, Easiness of usage, Navigation** – were consistently rated as the top-performing elements, each scoring above 4 on a 5-point scale. These areas are **well-supported by the bank**, contributing significantly to a positive user experience.
- However, **Accessibility, Customization, Complexity** received the lowest performance ratings, each scoring below 3. **These aspects are critical and need to be to address** as they directly impact user engagement, inclusivity, and the ability to tailor the application to individual needs. Improvements in these areas will enhance overall usability and ensure the application meets diverse user expectations.

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EXAMPLE SCENARIO

WALK-THROUGH

An example of the scenario – Active Investing

#10

ACTIVE INVESTING

Highlights and key areas of focus

In the following section, we present **one of 14** scenarios covered in our analysis – **Active investing**.

This scenario highlights the increasing trend towards ~~of~~ active investing. Consumers today are gradually seeking ways to diversify their income streams or find supplementary sources of income, particularly through managing their investment portfolios directly via smartphones.

Incorporation of an active investing module into a bank app provides users with convenient access to real-time investment management, enabling them to diversify their income and make informed decisions on the go. It offers a seamless, low-cost entry into investing by combining personalized insights, educational resources, and comprehensive financial tools in one trusted platform. Such a module enhances financial growth opportunities, improves user engagement and long-term financial planning.

14 KEY SCENARIOS WE FOCUSED ON:

1. Opening a current account
2. Onboarding in the app
3. Logging in to the app
4. Making a domestic payment/transfer
5. Checking account balance & transaction history
6. Tracking expenses
7. Contacting the customer support
8. Applying for a personal loan *(e.g. cash loan)*
9. Managing your payment card
10. **Active investing**
11. Opening an insurance product
12. Beyond banking (third-parties services)
13. Other relevant user-oriented solutions and features
14. Closing a current account

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Internal or external? Which environment works best for investment purposes?

Of the 12 banks evaluated, **8 offered active investment services** to their clients.

5 Banks provided internal environment;
Active investing was **available from the bank app**

2 Banks provided external environment;
Active investing was **reachable from the bank app but provided by an external provider**

1 Bank offered Active investing; however, this option was **not accessible via an application or web platform**

As customer interest in active investing continues to grow, it is crucial for banks to offer services covering this area. Clients can easily find alternative platforms and dedicated apps. Banks categorized as **Challengers are more inclined to expand their offerings to include active investing services.**

BEFORE ENABLING USERS TO START ACTIVE INVESTING IT IS ESSENTIAL TO DECIDE HOW TO PROVIDE THE SERVICE IN THE APPLICATION.

1. Keeping user in an internal environment **ensures better safety options**. Keeping active investing in a bank app can additionally speed up the registration process and guarantee **consistency of both navigation and language that the user is used to**.

2. Nevertheless, when it comes to active investing it might be reasonable to **cooperate with an external partner, enjoying market recognition and having dedicated investing tools**. That might be a short cut and a quicker way to offer an active investing module to banks' clients **without the need for creating the whole trade environment from scratch**.

The choice of the approach should be considered based on bank strategy and plans.

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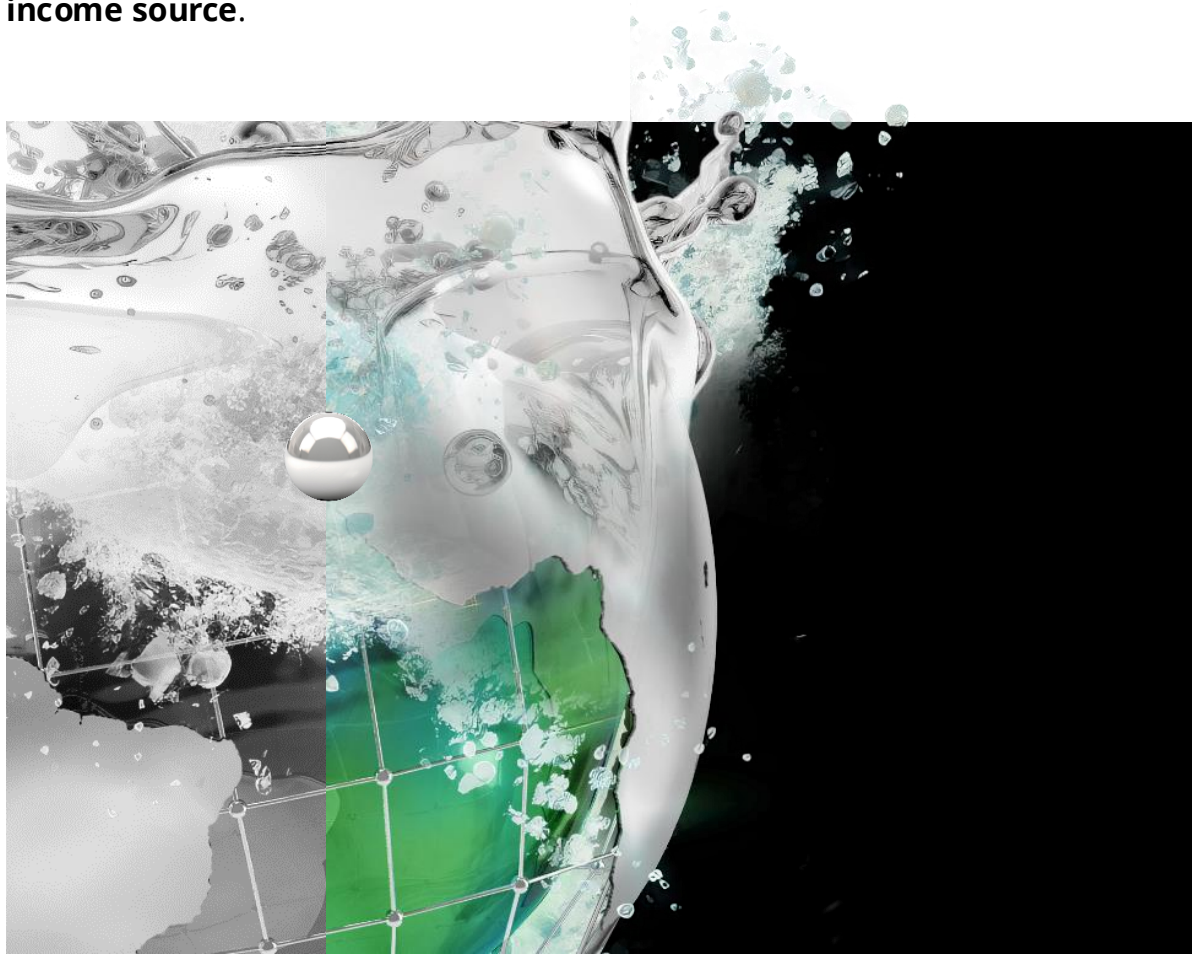
Action titles in whole section to be added

THE "ACTIVE INVESTING" SCENARIO

Active investing models in mobile bank accounts have **gained popularity as more consumers seek to manage their investments directly from their phones**. **Investing** is becoming more and **more popular as a saving option, additional source of income or a way to diversify income source**.



SUBSTEPS

10.1 ***INVESTMENT ACCESS***
Trading environment and investment model

10.2 ***GETTING STARTED***
Educate and drive action

10.3 ***BECOMING AN INVESTOR***
Registration, information and recommendations

10.4 ***INVESTING***
Trading, management, consulting

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10. Active Investing

THE "ACTIVE INVESTING" SCENARIO

This scenario outlines the **online investing process, emphasizing each stage of the customer journey**, from gaining knowledge and registration to active participation in investing.

BEST PRACTICES

- Learning resources (blogs, articles, videos, calculators)
- Different level of services for experienced investors and beginners
- Creating investor profile for future portfolio recommendations and knowledge development
- Real time updates – market performance, access to market data
- Consulting

THINGS TO CONSIDER

- Navigating (looping) between pages to compare investment products
- Utilizing the app as the initial point of contact to schedule an appointment for active investing (active investing services are not directly available through the app)
- Active investing module accessible exclusively via the web or in an external provider application

COMMON MISTAKES

- Absence of investment processes and features
- Absence of features that help to compare trading products
- Inconsistencies in language across informational materials
- Investing module available in a language different from the one selected by the user

Lowered drop-off rate | *Enhanced customer loyalty & trust* | *Increased security* | *Customer engagement & retention* | *Enhanced brand perception* | *Improved User Experience (UX)*

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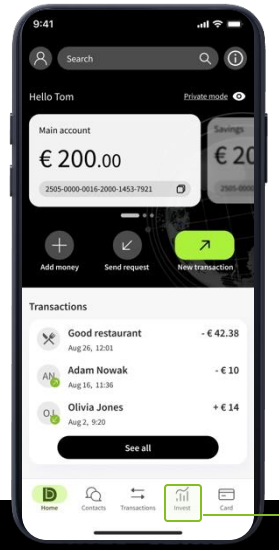
10. Active Investing

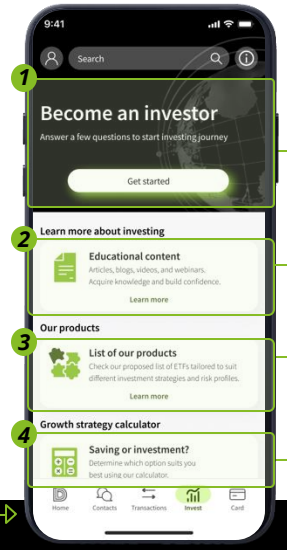
INVESTMENT ACCESS ***GETTING STARTED***



Investment dashboard – accessible from the Homepage

EXPLANATION

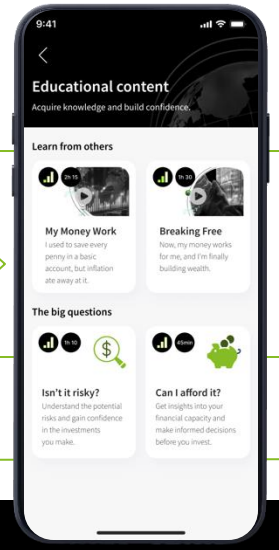
User can enter the investment section from the bottom navigation bar on the home screen.



Investment Insights Dashboard

EXPLANATION

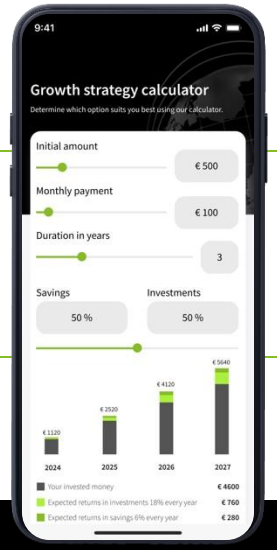
Users can (1) start investing or (2) broaden their investment knowledge (3) look into available products or (4) use the comparison tool.



Education section

EXPLANATION

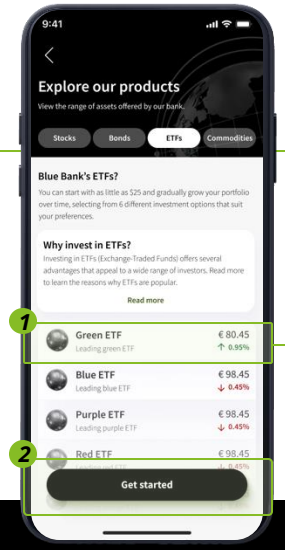
This module provides a diverse rage of educational content such as articles, analyses, news and videos. The selection of materials is a source of useful information, both for beginners and experienced investors.



Comparison tool

EXPLANATION

Users may compare investing with other money growth options like savings and estimate the possible return.

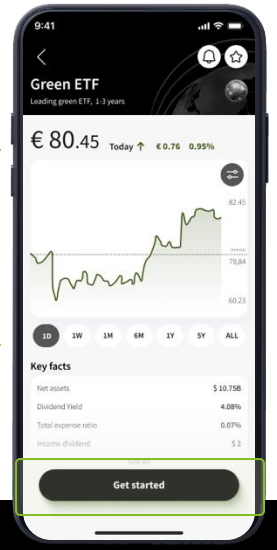


Products list

EXPLANATION

((1) User can see a full list of available products and enter each of them to obtain more details.

(2) User can start investing by clicking on the „Get started" button.



Detailed description of products

EXPLANATION

User can check the details of all the available products see the quotes and individual descriptions.

Each product page has a call-to-action button which makes it easier to become an investor.

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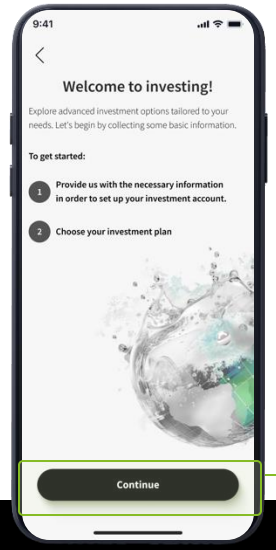
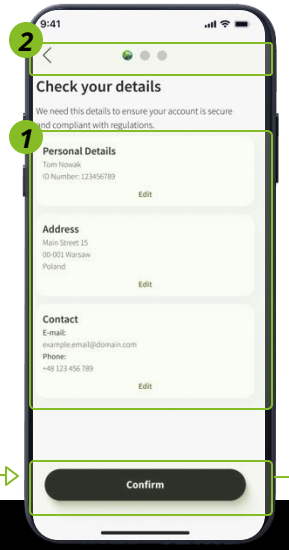
10. Active Investing

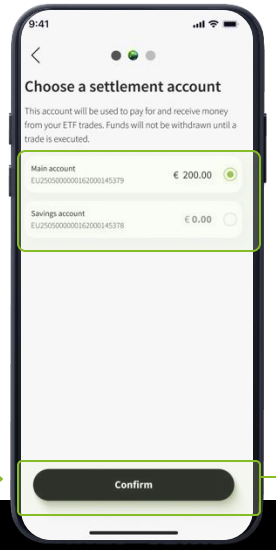
BECOMING AN INVESTOR – ACCOUNT REGISTRATION



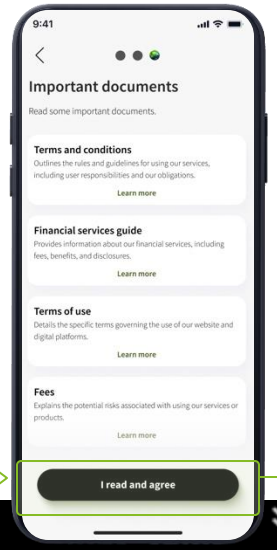
Welcome to investing



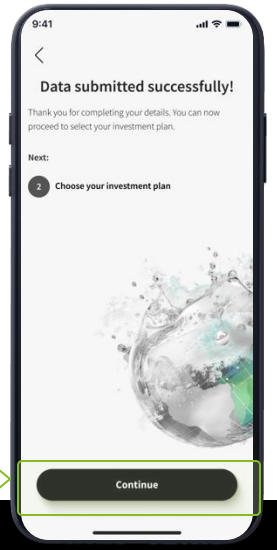
Data input check



Settlement account selection



Important documents and information



Success screen

EXPLANATION

User is provided with an overview of the investment process and how to become an investor. The whole procedure involves 2 steps. User has to create an investor account and choose an investment model.

EXPLANATION

(1) User must check the entered data (based on their bank profile) and either confirm or edit them, if necessary.

(2) The process can be tracked on a progress bar.

EXPLANATION

User selects a settlement account and confirms the choice.

EXPLANATION

User can access and review important information and documents concerning investment risk, fees, terms and conditions.

EXPLANATION

Once all the necessary data have been furnished, user can proceed with opening an investment account.

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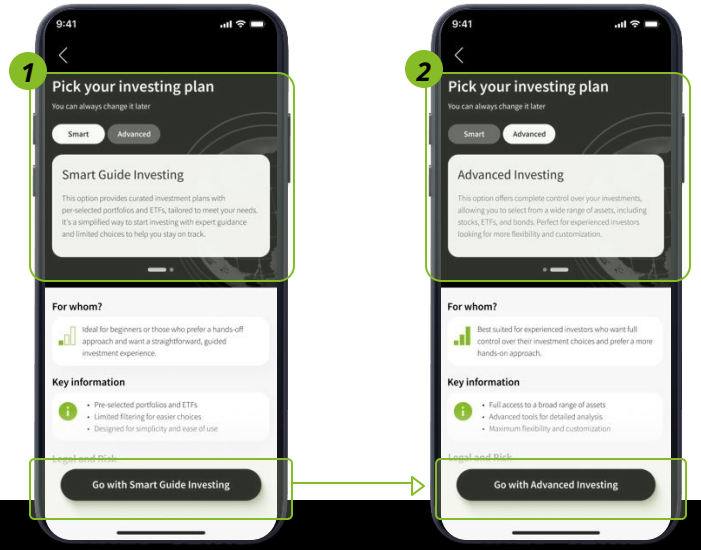
10. Active Investing

BECOMING AN INVESTOR – INVESTMENT MODEL SELECTION



Choosing the investing plan

EXPLANATION

User chooses between 2 investment models:
(1) Smart Guided – with a limited portfolio, bank recommendations and more automatic solutions (an easy option for those who start investing or do not have time to engage in trading) and
(2) Advanced Investing – which provides access to more sophisticated financial instruments with full management control.

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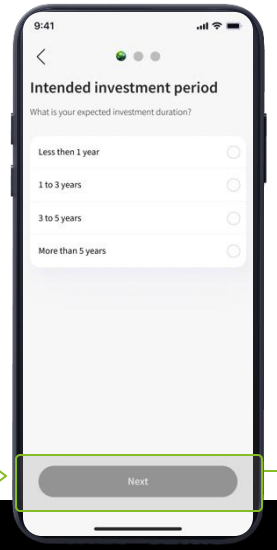
10. Active Investing – Smart Guided

BECOMING AN INVESTOR – CLIENT PROFILE

Profiling the client – Smart Guided (SG)

EXPLANATION

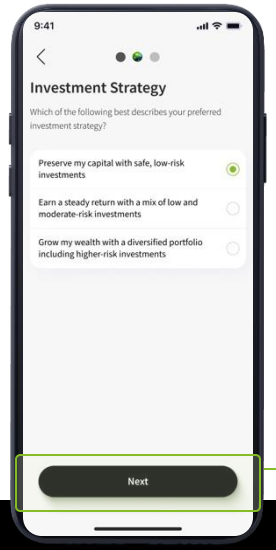
After creating the account and selecting the trading model (SG), user is presented with a welcome screen and can either (1) launch or (2) skip the process of client profiling. Taking the profile test enables users to receive recommendations and gives insight into their trading approach.



Investment horizon

EXPLANATION

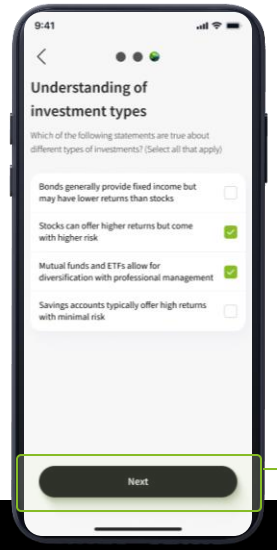
User selects the estimated investment period.



Investment goal and strategy

EXPLANATION

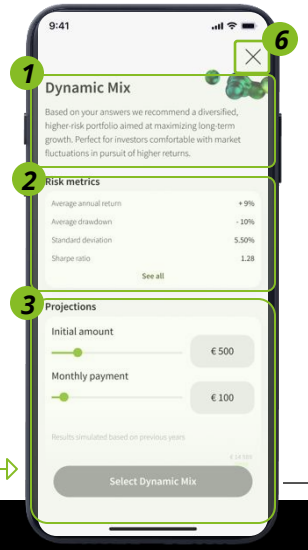
User indicates their investment goal.



Investment knowledge question

EXPLANATION

User's level of investment knowledge is put to test.



Profiling result – profile description

Profiling result – simulation and recommended investment distribution

EXPLANATION

User obtains information about their (1) profiling result, (2) risk metrics, (3) projections and (4) investment distribution, describing the recommended investment plan.

User can check the details and (5) start trading by choosing the proposed plan (6) or skip the result (the "x" button) and decide on joining the plan later.

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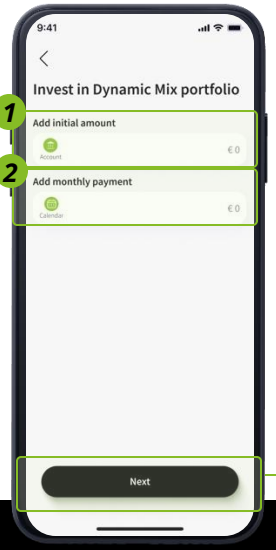
10. Active Investing – Smart Guided

CHOOSING PORTFOLIO

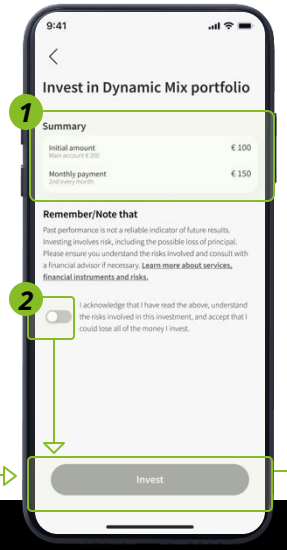
PORTFOLIO OVERVIEW AND MANAGEMENT



Selecting initial and monthly payment amount

EXPLANATION

Once the decision to invest is made, user (1) is asked to set the amount of money they wish to invest. (2) and additionally, can determine the amount of regular monthly payments.

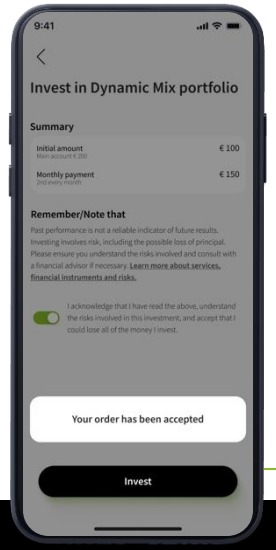


Confirmation screen and regulatory information about investments risks

EXPLANATION

1) User reviews the order. The confirmation is doublechecked.

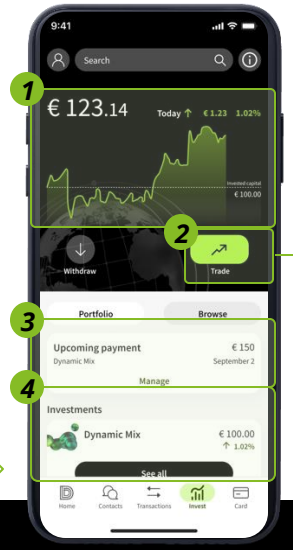
(2) User receives extra information about investing risks and rules. To proceed, user must confirm to have read the risk notification.



Order confirmation

EXPLANATION

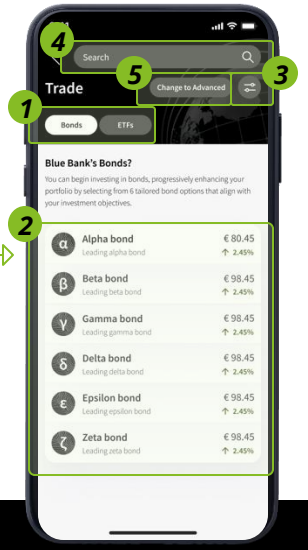
User gets an order confirmation.



Investor profile – **Portfolio** (AFTER FEW DAYS)

EXPLANATION

On the investment homepage user can (1) track their trading or (2) decide to buy more financial instruments available within a chosen investment model. Additionally, the Portfolio tab redirects user to (3) the upcoming payments; (4) the details of current investments.



Trade – available investment products

EXPLANATION

User can (1) select a given type of a financial instrument; (2) check current quotes; (3) apply filters (e.g. popular, recently viewed); (4) use search option. (5) If needed, user can change or upgrade their investing plan to Advanced Investing.

Investor profile – **Browse**

EXPLANATION

(1) In the "Browse" section, user can find more recommendations and suggestions for financial instruments.

User can contact an advisor from the level of the investor profile (2).

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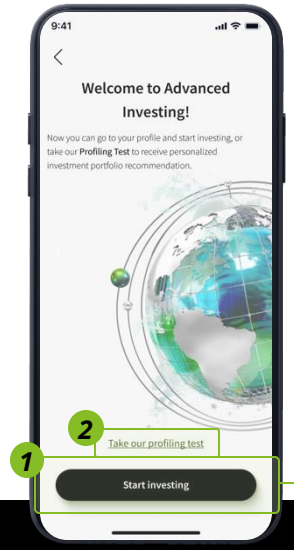
10. Active Investing – Advanced Investing

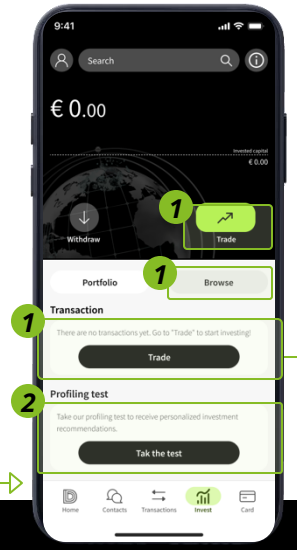
INVESTMENT SELECTING FIRST INVESTMENT PRODUCT – TRADING



Welcome to investing

EXPLANATION

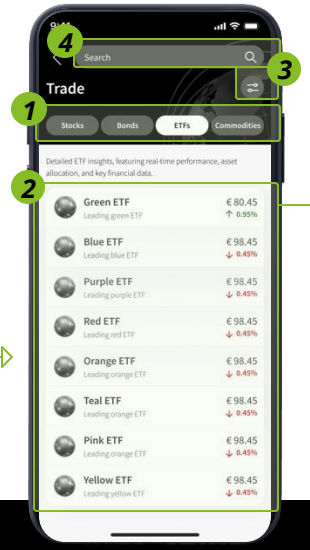
(1) After creating the account and selecting the Advanced Investing trading model. User is presented with a welcome screen and can start trading.
(2) Optionally the user can take a profiling test.



Investor profile – main page, before purchase

EXPLANATION

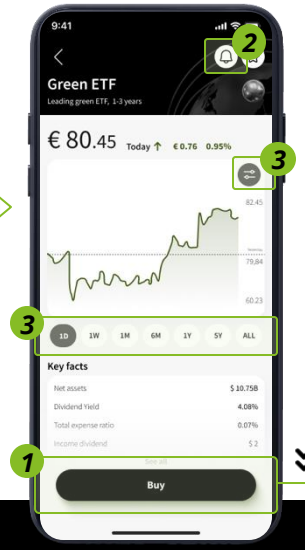
User can see the investment homepage with a complete overview of their future investments. (1) User can start trading or (2) go back and take the profiling test.
The profile will be updated once user buys an investment product.



Trade list – product portfolio

EXPLANATION

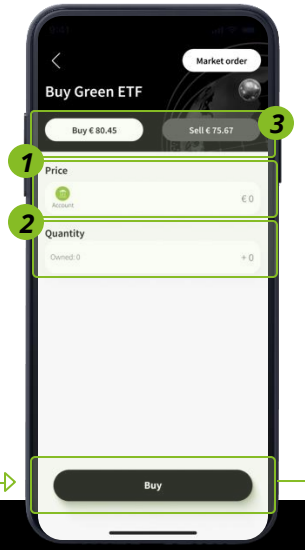
User can (1) select a given type of a financial instrument; (2) see a full list of available products with current quotes and can enter every single one for more details; (3) apply filters; (4) use the search option.



Instrument Overview – Buy

EXPLANATION

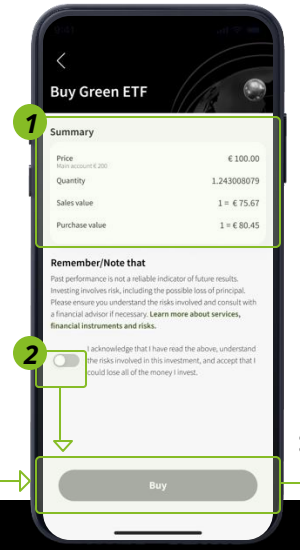
(1) From the product overview, user can choose to invest or (2) set a price alert for a selected product. The product overview provides detailed insights, including quotes, descriptions, and risks. Users can customize data presentation by applying filters and adjusting the time frame.



Setting price for limit order

EXPLANATION

(1) User enters the amount of money they wish to invest or (2) the number of shares they would like to buy. Additionally, user can see the buying and selling price of a chosen product



Confirmation screen and regulatory information about investments risks

EXPLANATION

(1) User reviews the order. The confirmation is doublechecked.

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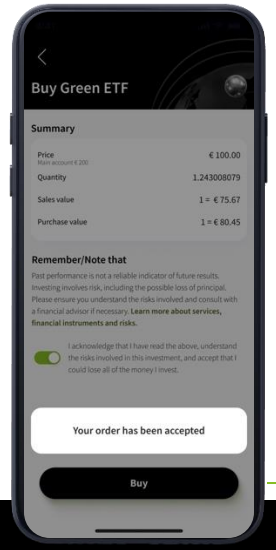
10. Active Investing – Advanced Investing

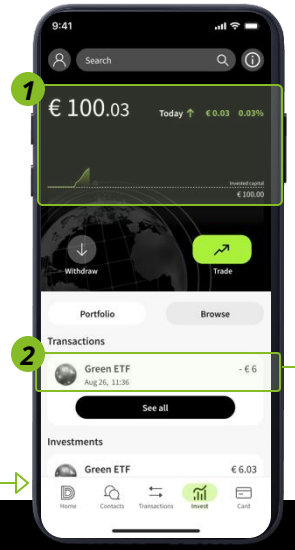
INVESTMENT PRODUCTS OVERVIEW AND MANAGEMENT



Order confirmation

EXPLANATION

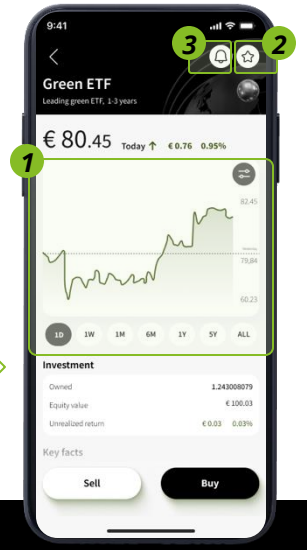
User gets an order confirmation.



Investor profile
– **Portfolio**
(AFTER ONE DAY)

EXPLANATION

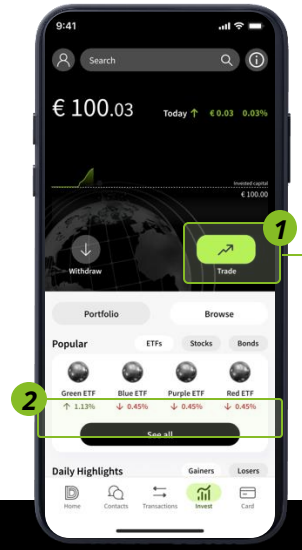
(1) User can see the updated information about their purchase on the profile screen. (2) In the "Portfolio" section user can see their current investment products and access the details, if necessary.



Overview of the selected stock

EXPLANATION

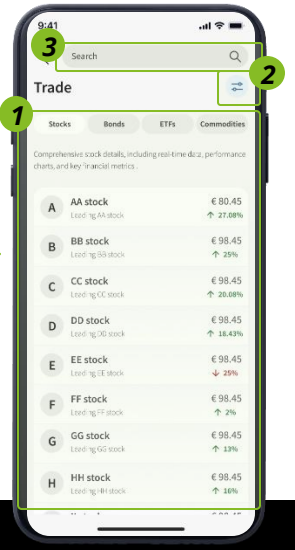
(1) User can view current quotes, access product details, and customize data display by applying filters or adjusting the time frame. (2) They can also add products to a Watchlist for monitoring or (3) set price notifications when an instrument reaches a specified value.



Investor profile
– **Browse**

EXPLANATION

User can purchase more products using (1) the "Trade" or "See all" button in the "Browse" section. If they select the "Trade" button, they will get access to the whole list of financial instruments. In the second case they will be redirected to a list corresponding to the applied filter (way of presentation), e.g. "Popular ".



Financial investment product list

EXPLANATION

User can (1) select a given type of a financial instrument and check current quotes of the selected category. (2) The list can be modified by applying filters (e.g. popular, recently viewed) and (3) the advanced search can be easily accessed.

Investor profile
– main page

EXPLANATION

User can see the investment homepage with real-time data being displayed, their value depending on the current market and purchase changes. User can contact an advisor from the level of the investor profile (1).

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EXAMPLE SCENARIO

BEST PRACTICES

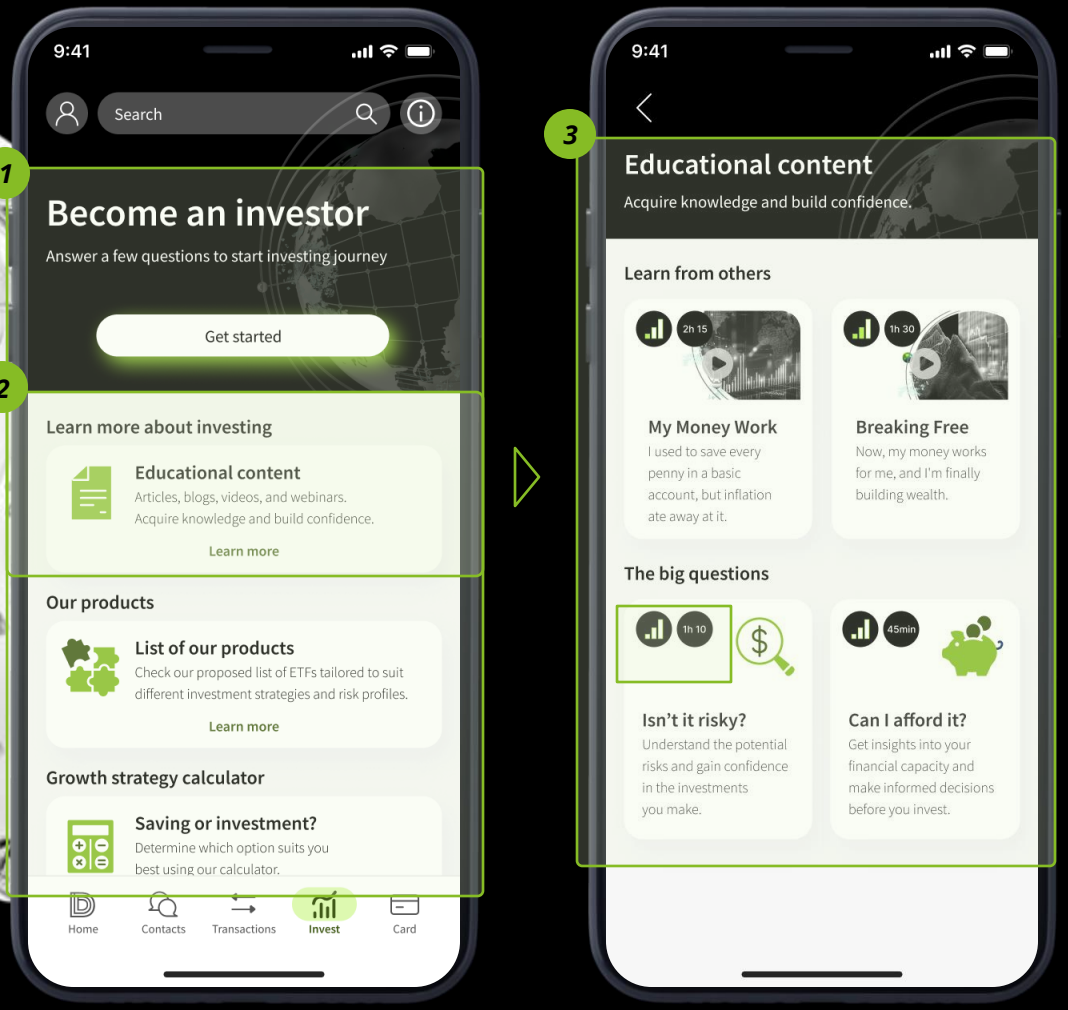
Take Care of Information and Education

DESCRIPTION

1. **Lead the users** through the process of becoming an investor. **Offer an onboarding-like process or a guided walkthrough experience to assist** users in getting the necessary information, familiarizing them with the platform, its offerings and potential investment models.

2. Make a **variety of educational resources available**, such as articles, blogs, videos, and webinars. These materials should be designed to help **users acquire knowledge, build confidence,** and feel well-informed from the outset.

3. **Differentiate the content based on the user's level of investment experience** to ensure relevance and engagement.



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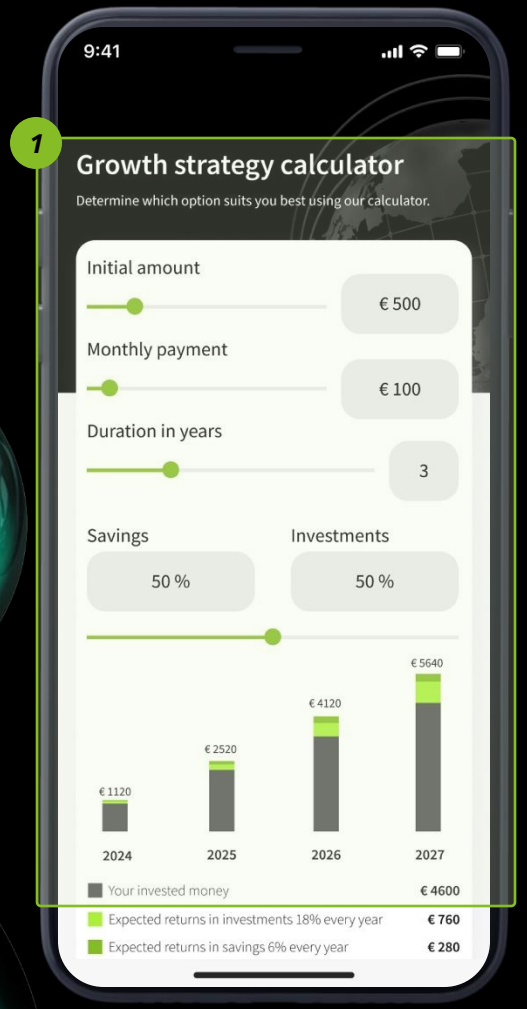
Ensure Easy Comparison and Estimations

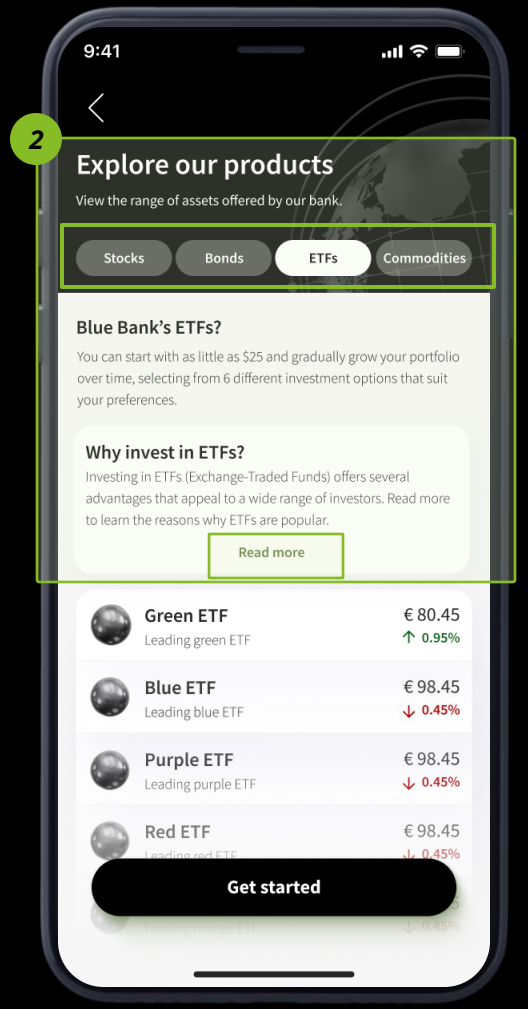
DESCRIPTION

1. In addition to educational information, **provide a comparison tool that would allow users to estimate their return on investment** and show them other money growth options like savings. Ensure that users make informed decisions. To do so, **highlight the most important comparison indicators,** such as the minimum trade amount, potential returns, and the required investment experience.

2. The primary investment goal is to generate **income or grow wealth. Apart form a simple comparison tool,** ensure that **descriptions of investment products are comprehensive**, clearly explaining the nature of all financial instruments.

   - It is crucial to provide users with the possibility of **easily switching between products** for comparison purposes.
   - Additionally, **provide detailed information on regulatory aspects, associated risks, fees, and tax implications**.





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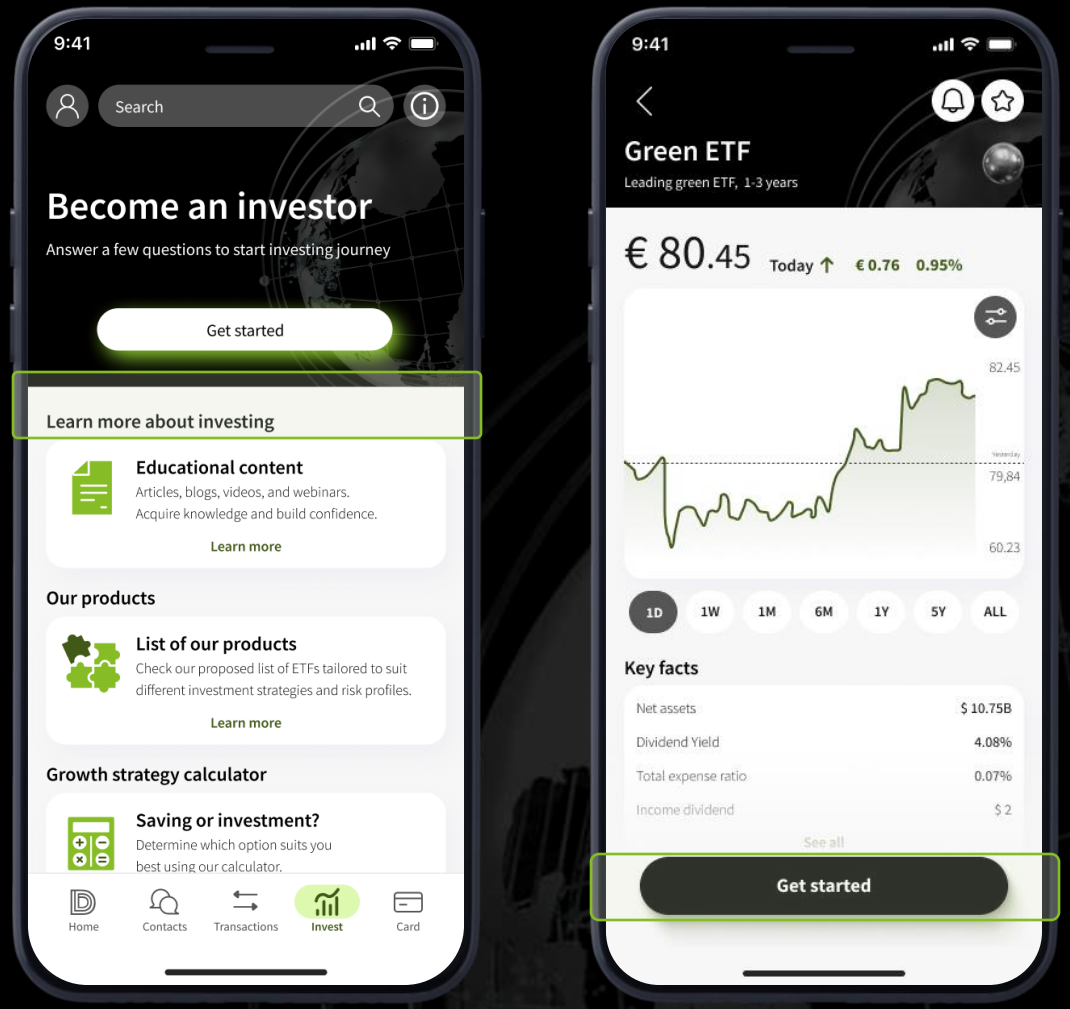
Call to Action

DESCRIPTION

1. While giving users time and space to familiarize them with investing, the platform, and its offerings, **ensure clear visibility of call-to-action propositions throughout the process**. Let users set off on a journey to become an investor, allow them to adjust their accounts, select investment models, and receive tailored product suggestions.

   - The idea behind this approach is to build users' trust and confidence in the investment process. It g**ives time to gain knowledge and leads to informed decision-making.** Users are guided through the entire process, are shown how to take the next steps and open an investing account.



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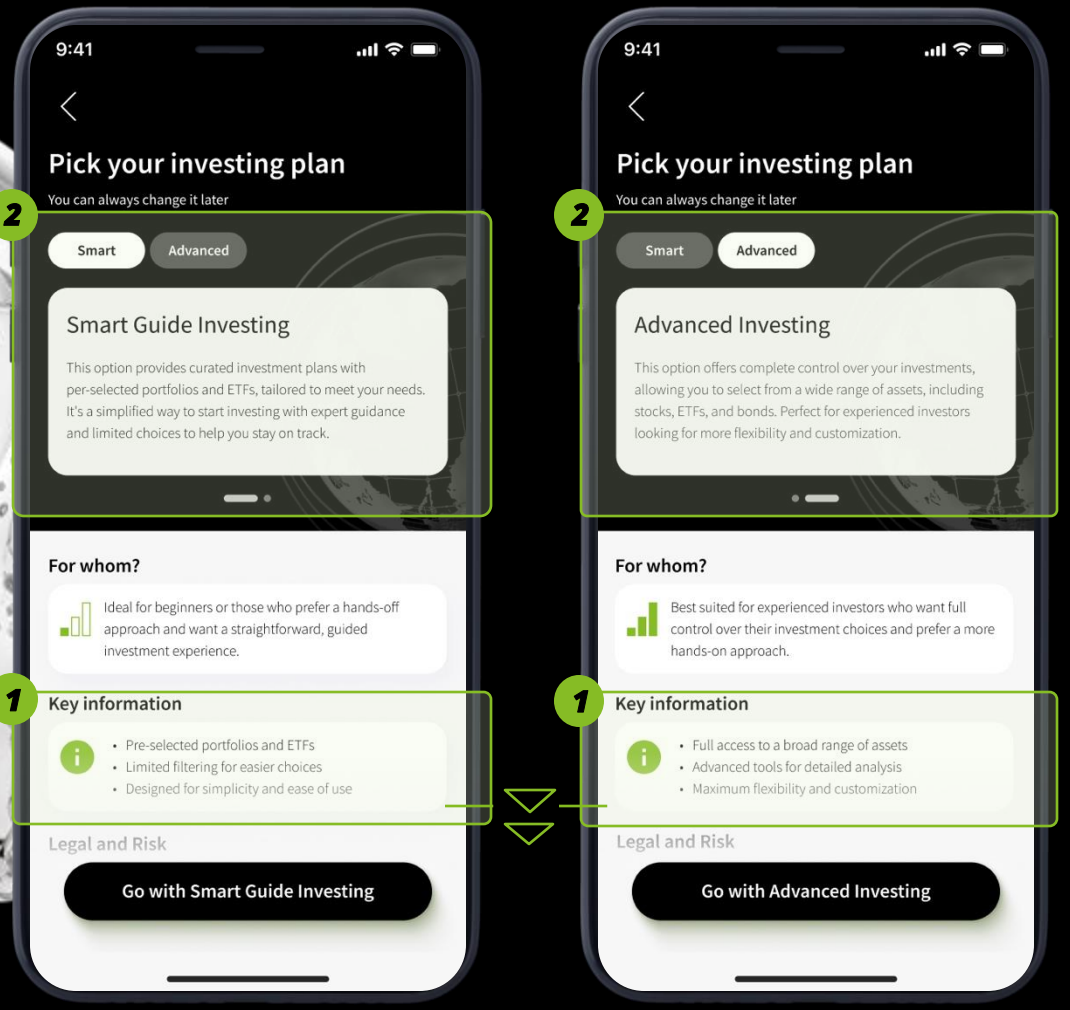
Provide Investments Models

DESCRIPTION

1. There **are two fundamental approaches to adjusting investment models in tested banks**.
   - **The first approach pertains to the complexity of investment products and trading options.** A bank may provide a solution that focuses on less complex investment products, such as bonds and ETFs. However, this approach offers a limited product portfolio. The second model enables access to more sophisticated financial instruments and facilitates broader collaboration between the client and the bank.
   - **The second approach is focused on investment management.** Bank can offer a managed approach that requires minimal investor involvement, limited to setting the preferences, as the bank handles most of the trading activities. In contrast, autonomous investing grants full management control to the user.

2. It is worth **integrating the two approaches by creating a guided offering for beginner** clients and a separate one for **more experienced and independent clients**. A **proper and well-designed active investing solution should offer comprehensive approach** that addresses the diverse needs of a broad range of users.



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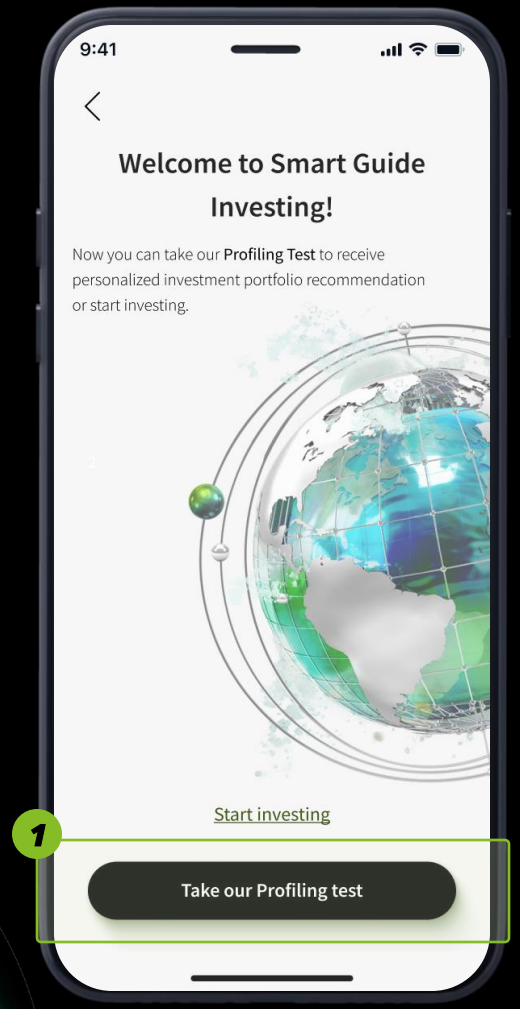
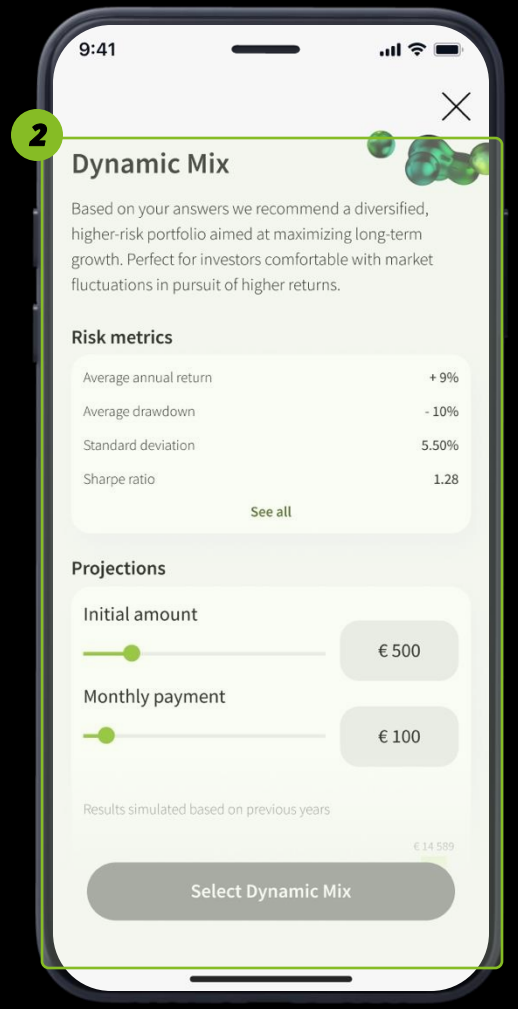
Develop User's Skills & Knowledge – Create a Profile

DESCRIPTION

1. Create and develop an **investor profile to assist clients** in making informed investment decisions. Assess their investment **knowledge, measure their risk tolerance, and understand their expectations and needs**. Remember to aid less experienced investors.

2. Based on information included in the profile, you can **suggest and recommend suitable investment products and provide useful guidance**.





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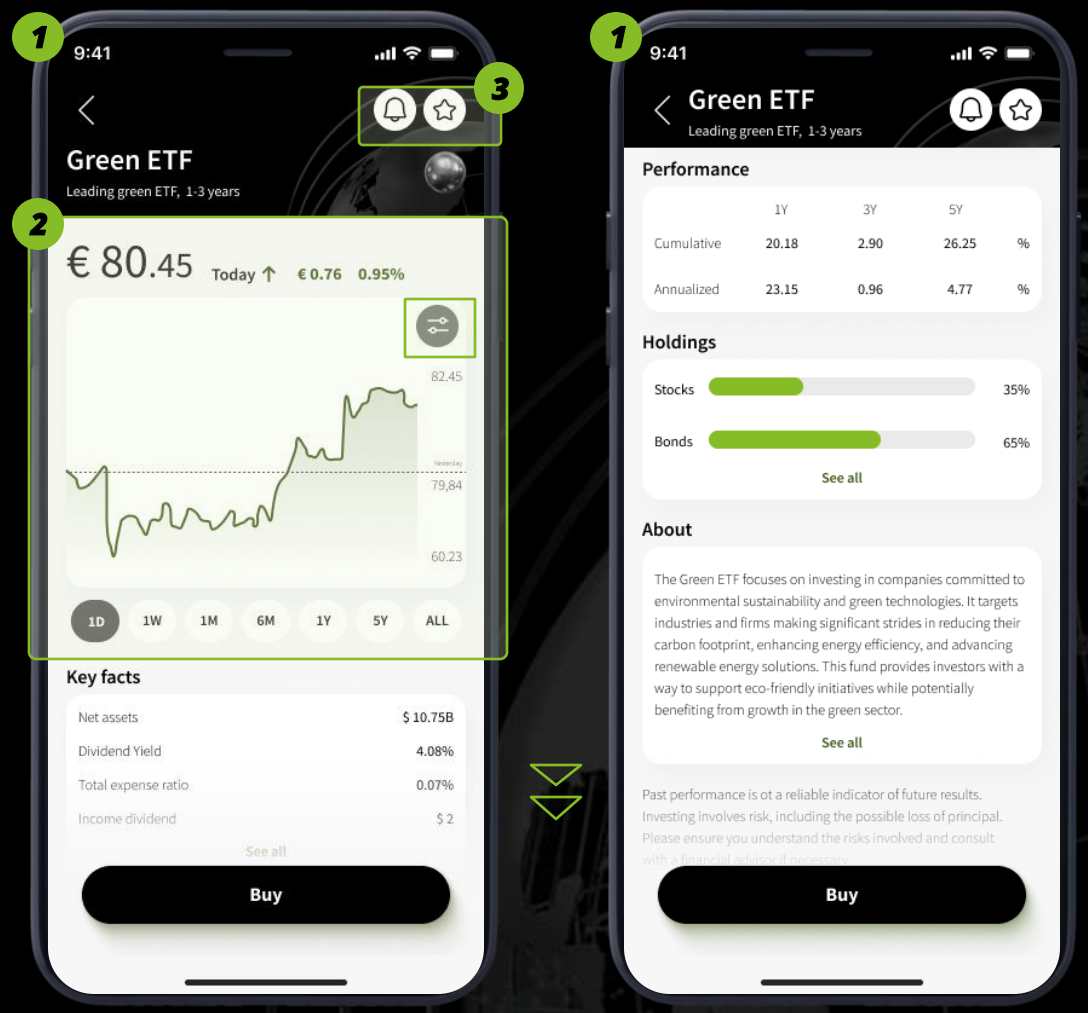
Offer Detailed Trading Descriptions

DESCRIPTION

1. Provide a comprehensive **overview of potential transactions, including analyst ratings, statistical data, instrument descriptions, financial information, and relevant news**.

2. Display all quotes and pricing in real-time, with the **option of applying filters and adjusting timelines for detailed analysis**. Ensure **real-time data updates while accessing the market data**.

3. **Provide extra tracking**. Let user monitor products by adding them to the **Watchlist** or **setting price notifications.**



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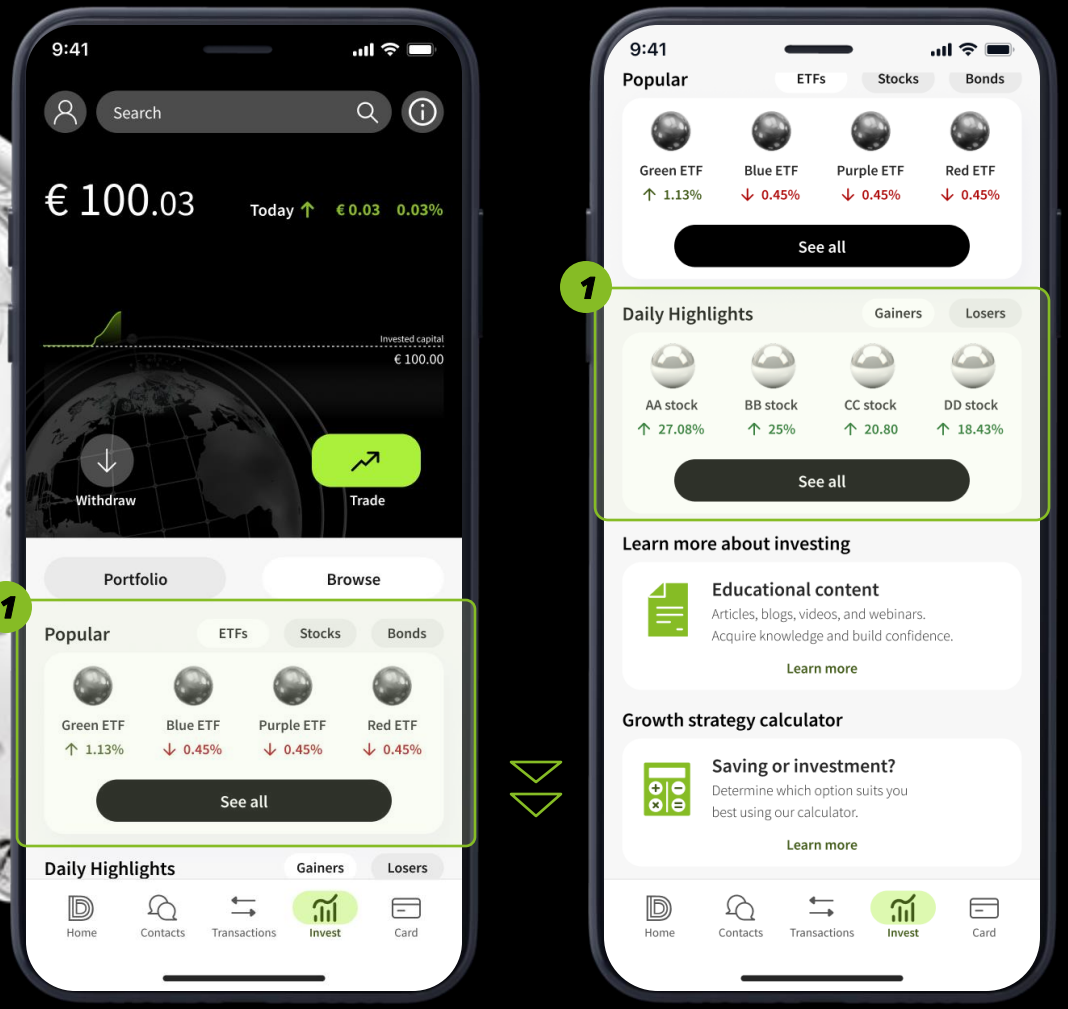
Track Key Market Movers for Better Comparison

DESCRIPTION

1. It is advised to **keep user interested in the market dynamics by tracking daily highlights and latest developments. Being up-to-date will make it easier for investors to compare financial products they consider.**



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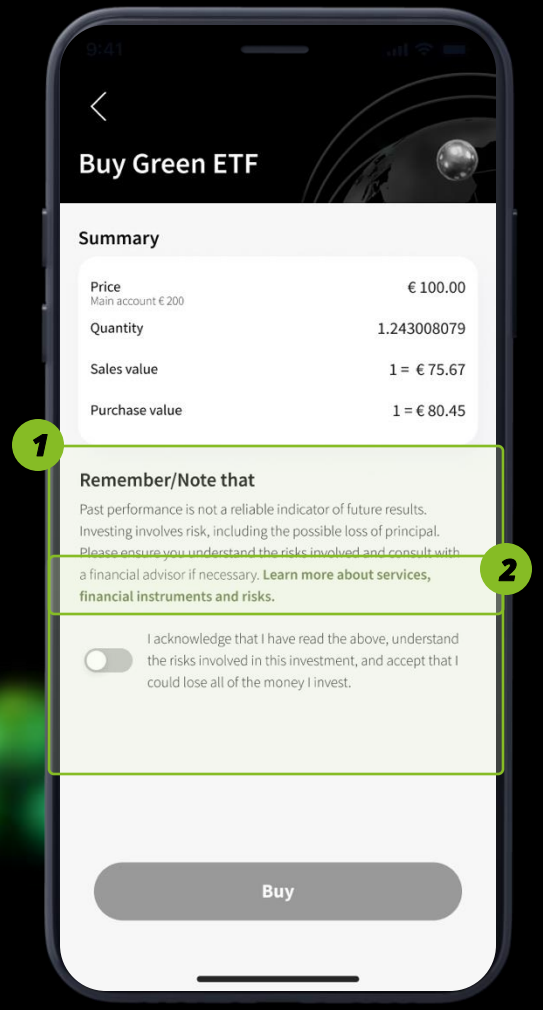
Remember about the Trading Precaution Principle Before the Purchase

DESCRIPTION

1. **Provide clients with additional notice before they purchase financial instruments - expand or let them verify their knowledge**.

2. Ensure they have all the necessary information about a specific trading process and **encourage careful consideration before making any purchase** (services, financial instruments, risks).



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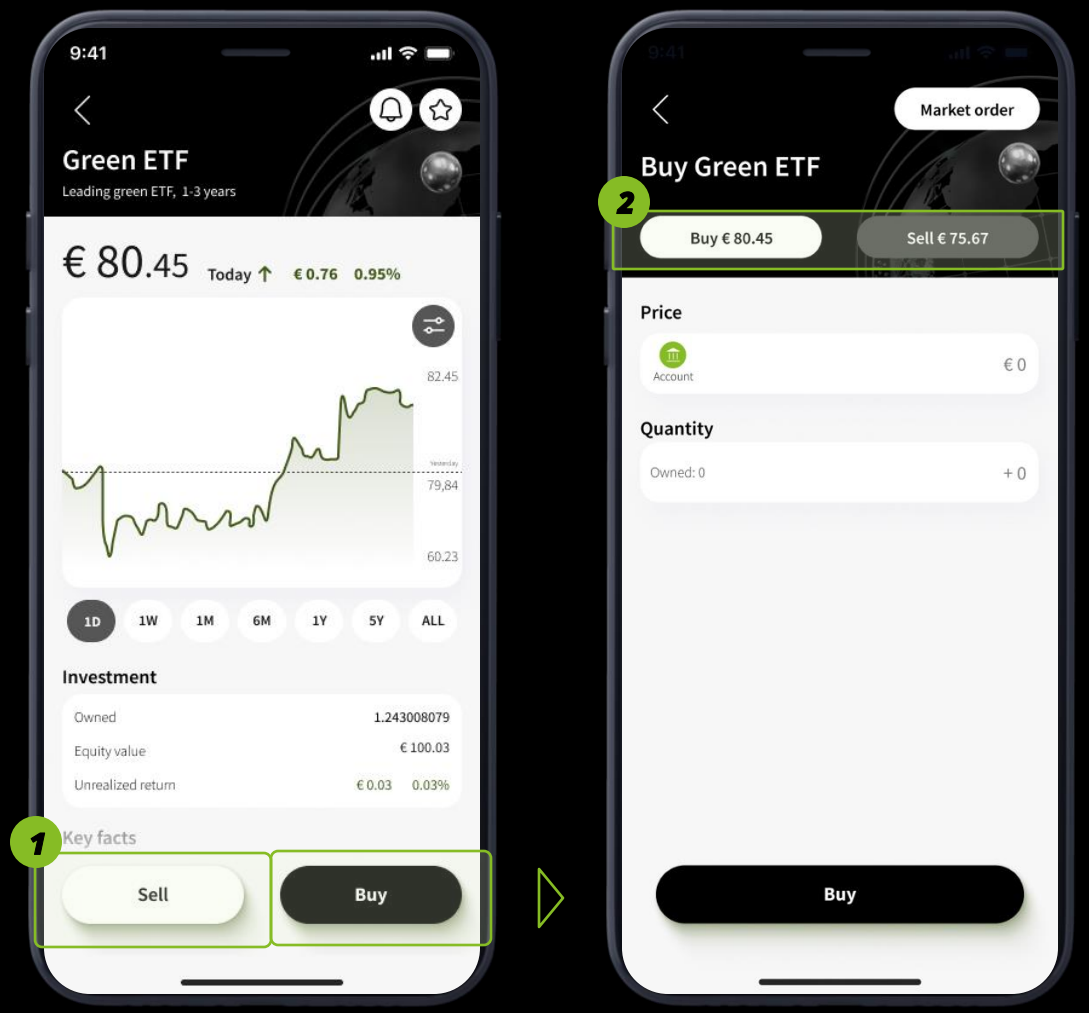
Ensure Easy Investments Management

DESCRIPTION

Ensure that **order details are always easily accessible to user**.

1. Enable easy access to the „buy" and „sell" options in the order details.

2. When selling or repurchasing financial investments, **provide user with accurate pricing details**.



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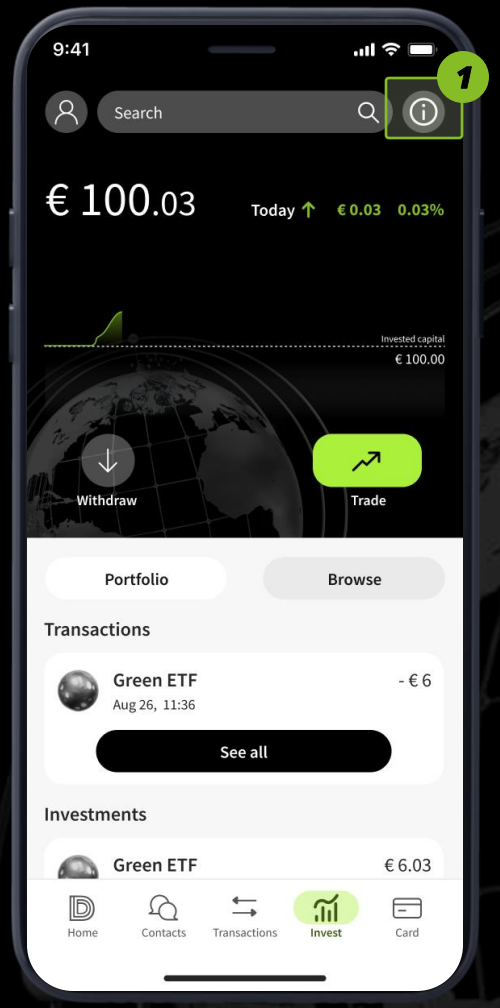
Provide Consulting Advice

DESCRIPTION

1. Remember that **support and consulting advice should be easily accessible throughout the process**.
   - Offer **accessible channels for direct consultation regarding active investing,** such as **chat, chatbots, or direct communication with consultants.**
   - For **more complex investments, e.g. mutual funds, provide comprehensive professional financial services and advice.** Ensure that a team of skilled professionals is available to manage and oversee client's portfolio.



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04 DESCRIPTION OF THE STUDY

Digital Banking Maturity is a global accelerator, helping banks respond to change

Digital Banking Maturity is the **largest global digital banking study**. The outside-in strategy applied, involving the use of a „mystery shopper" tool to assess retail banks' digital channels, provides a comprehensive maturity overview and can facilitate discussion about future developments.

The assessment is carried out by **Deloitte professionals**, providing a unique, **unbiased insight** into digital channels' maturity.

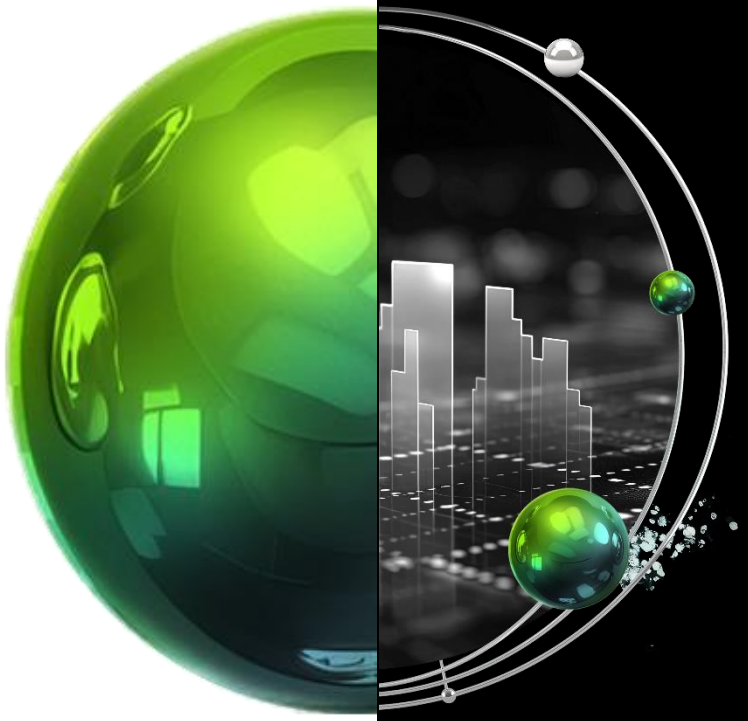
In the 6th edition of the study, Deloitte takes a closer look at banks from **all over the globe** in search of **leading global trends, best practices**, and gaps alike.

349

BANKS ASSESSED

44

MARKETS COVERED



DIGITAL CHANNELS (*public website, internet banking, mobile app*)	**3**
CUSTOMER JOURNEY STEPS	**6**
CUSTOMER JOURNEY SECTIONS	**17**
FUNCTIONALITIES AND FEATURES	**1k+**
CUSTOMERS SURVEYED	**4.3k+**
LOCAL MARKET RESEARCHERS	**194**

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Three components were taken into account to compare digital maturity between banks and identify best practices

FUNCTIONALITIES BENCHMARKING

Analysis of **1005 digital** functionalities through 'mystery shopper' approach on real retail current accounts in each bank.

- Assessment of 6 customer journey steps
- Analysis of digitalization of 17 banking products
- Functionalities library with world's leading practices

CUSTOMER NEEDS RESEARCH

Survey-based research, covering almost **4400 responses** from 32 countries.

- Identification of 18 most important banking activities and preferred channels (branch, the internet, mobile)
- Comparison of customer preferences between channels in terms of most common banking activities

USER EXPERIENCE STUDY

Analysis of general principles and **best practices** of user experience in banking.

- Assessment of 14 selected scenarios reflecting key areas of customer activity at top UX banks from 12 countries
- Identification of best practices and general leading principles in banking apps UX

Functionalities benchmark

An exhaustive overview of banks' digital maturity

UX Best Practices Identification

Guidelines and insights into UX of digital banking channels

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Digital Banking Maturity 2024 covered 349 banks from 44 countries, with 12 banks included in additional UX analysis

Our UX research was conducted by **Deloitte consultants in 12 different countries. We have selected top UX players from all over the world.**

The 2024 questionnaire analyses **1005 functionalities**, tracking the entire customer journey

18 **Information gathering**

Availability of information

56 **Account opening**

Opening process

63 **Customer onboarding**

Channels accessibility
Guidance for new users

494 **Day-to-day banking**

Account & product management
Authorization
Card management
Customer support
Personal finance management
Transfers and payments

360 **Expand relationship**

Bancassurance
Beyond Banking
Ecosystem and account aggregation
Investment services
Product x-sell (basic)[1]
Product x-sell (complementary)[2]

14 **End relationship**

Account closing

Note 1. Product x-sell (basic) includes debit card, credit card, overdraft, cash loan
Note 2. Product x-sell (complementary) includes car loan, mortgage, currency account, saving account, term deposit

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Banking channel usage and preferences were assessed based on a customer survey covering nearly 4400 responses

A total of **4395 answers** provided insights into customer preferences on 18 activities mapped with customer journey steps in 3 banking channels.

All activities were linked to 1005 functionalities assessed within the study to identify the current demand pattern.

How often *do you perform the following banking activities?*

18 ***ACTIVITIES***

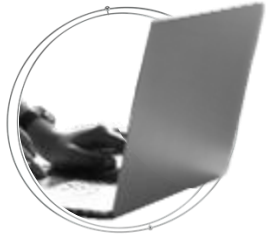
EXAMPLES:

- Checking current **balance** or **transaction history**
- **Opening** an account and/or debit card
- Leveraging **services from third-parties**
- **Applying** for a personal loan
- Active **investing**
- Looking for **customer support**
- **Managing** your account
- Making **payments/transfers**

Which of the *channels is/would be your preferred choice for each of the following banking activities?*

3 ***CHANNELS***

Mobile banking



Internet banking

Branch

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Best UX practices were identified through deep-dive research conducted among selected players

01

SELECTION OF SCOPE

First, a **multinational team of UX experts** and managers selected **12 top UX banks** from **12 different countries**.

14 scenarios were selected for a deep-dive analysis **covering core areas of customer activity** within banking apps.

02

REVIEW OF LOCAL SOLUTIONS

Local UX experts and researchers went through the selected user scenarios, identifying the **best user-oriented solutions**, **general principles** that characterize good UX, as well as **areas for improvement** in each bank.

03

ASSESSMENT

Results collected from individual banks and countries were assessed to identify solutions, approaches and features as well as to derive **key trends**, **areas of focus** and **overarching rules** shaping the UX of banking apps.

04

SYNTHESIS

Based on the results of our analysis, the team has developed a **playbook with best practices and guidelines for banking app UX**, as well as created flows with a hypothesis for the **optimal solution for each analysed scenario.**

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05

CONTACTS

Will you drive the change or be driven by it?

If you want to learn more, please get in touch with our **team** or your **local representatives** and ask about a dedicated workshop.

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ACKNOWLEDGMENTS

The Deloitte Digital Banking Maturity leadership and authors wish to thank to the Project Team, Country Managers, Local Researchers and other Deloitte, Monitor Deloitte and Deloitte Digital professionals from all over the world for enabling/doing the mystery shopping and driving all related activities.

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