

The digital race

Financial services: From standing start to pole position in digital CX

By 2024, digital banking is forecast to grow by **54%**¹

Yet **91%** of Financial Services organizations still rely, at least partially, on legacy programming and technology architectures²

//

There is no return to the previous status quo. The future bank will be a tech company, a cloud data and AI-based platform³

Dr Edeltraud Leibrock, Managing Partner, Group VP, Financial Services (DACH), Publicis Sapient

It's time to transform your digital offering and set the industry standard for customer experience.

Sitecore and Publicis Sapient navigate the digital race in five consultative steps:

STEP 1

Drive better decisions with meaningful, accessible data on a bespoke Digital Experience Platform (DXP). From here, **unify** data across all touchpoints in both the digital and physical worlds

Over **70%** of CX leaders struggle to design projects that increase customer loyalty and achieve results⁴

STEP 2

Empower people to surprise and excite. **Improve** processes, content, and workflows

//

The basic philosophy is you need to be wherever your customer is... Be there. Be part of their journey... in whatever device or shape they live it⁵

Marco Eijssackers, Global Head of Digital Transformation, ING

STEP 3

Automate, Personalize and Optimize entire customer journeys with AI and machine learning (ML) to meet, and then anticipate, demand

//

We definitely operate in a dynamic environment that changes by the minute... We cannot be complacent. It is too late when you have not invested in your underlying infrastructure and people⁶

Peter Akwaboah, Global Head of Transformation/ COO for Technology, Operations and Firm Resilience, Morgan Stanley⁶

STEP 4

Integrate the principles of digital transformation (agility, streamlined content, workflows etc.) within organizational culture, just as finance becomes embedded for customers

There's a **\$3.6** trillion market opportunity for embedded finance... [which] will reach **\$7.2** trillion by 2030⁷

STEP 5

Deploy a modern marketing technology stack. Innovation accelerates with an integrated DXP to digitize data across all business functions and customer experiences

In 2020, businesses saw the equivalent of five years of digital transformation in as little as **8 weeks**⁸

Publicis Sapient enables Financial Services organizations to embrace digital. To prepare for a digital-first future they must:

- 1 Know the competitive landscape
- 2 Transform both people and culture by investing in talent and skills
- 3 Build distribution networks and a partner ecosystem
- 4 Be agile. Move and innovate at speed and at scale

Financial Services organizations need to delight their consumers. To differentiate from industry disruptors. To create remarkable customer experiences. It's time to get set for digital.

Publicis Sapient helps you find and integrate your Sitecore solution, empowering you to create remarkable customer experiences, while Sitecore's composable DXP enables you to shift your strategy, supported by bespoke, nimble applications.

WHY SITECORE?⁹

5,200 brands use Sitecore to power their experiences

94% yearly retention rate among our customer base

WHY PUBLICIS SAPIENT?¹⁰

30+ years of digital innovation

100+ Financial Services clients worldwide

Find out more: Download the **Chart a new digital course eGuide**