

The digital race

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

is forecast to grow by 54%

digital banking

By 2024,

rely, at least partially, on legacy programming and technology architectures² There is no return to the previous status quo. The future bank will

Services organizations still

of Financial

be a tech company, a cloud data and Al-based platform"3 Dr Edeltraud Leibrock, Managing Partner, Group VP, Financial Services (DACH), Publicis Sapient

Yet



accessible data on a bespoke Digital Experience Platform (DXP). From here, unify data across all touchpoints in

Over / O of CX leaders struggle to design projects that increase customer loyalty and achieve results

Drive better decisions with meaningful,

both the digital and physical worlds

STEP 3 **Automate, Personalize and Optimize** entire customer journeys with Al 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 people"

COO for Technology, Operations and Firm

Resilience, Morgan Stanley⁶

Peter Akwaboah, Global Head of Transformation/

Integrate the principles of digital transformation (agility, streamlined



opportunity for embedded

finance... [which] will reach

trillion by 2030⁷

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

future they must: Know the competitive landscape

Transform both people and culture

by investing in talent and skills

Build distribution networks

Be agile. Move and innovate

and a partner ecosystem

at speed and at scale

Publicis Sapient enables Financial

Services organizations to embrace

digital. To prepare for a digital-first

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

WHY SITECORE?

by bespoke, nimble applications.

Y PUBLICIS SAPIENT?¹⁰

years of

innovation

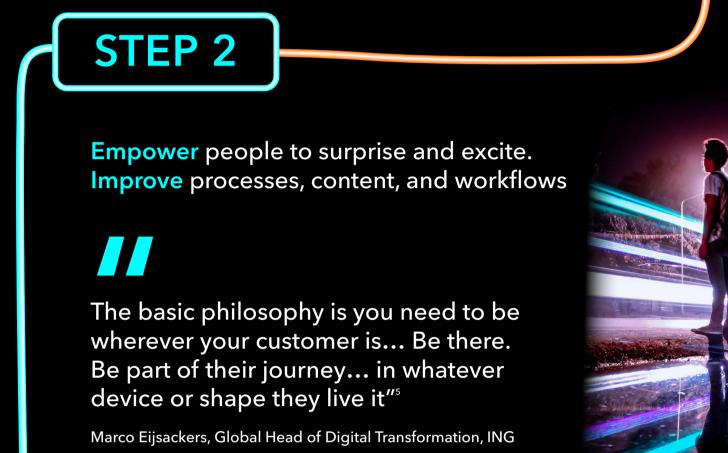
digital

Financial

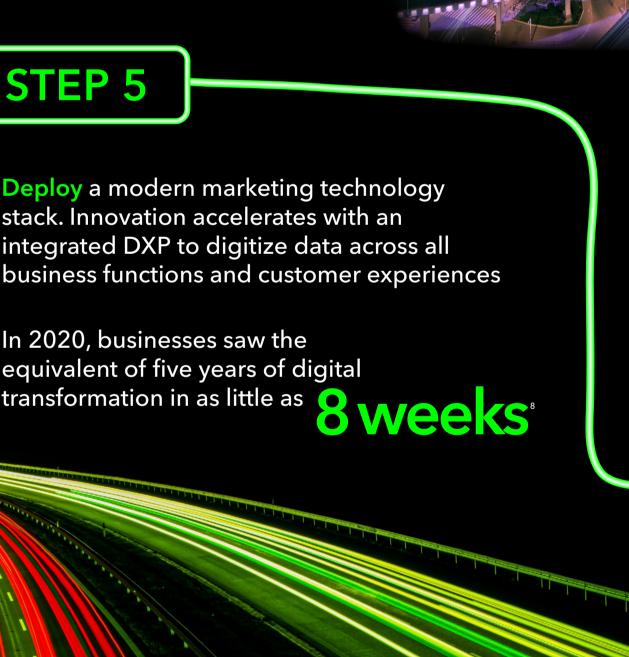
worldwide

100+ Services clients

sapient



STEP 4



Financial Services organizations need to delight their consumers. To differentiate from industry disruptors. To create remarkable customer experiences.

yearly retention brands use rate among our Sitecore to power customer base their experiences

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

SITECORE° +