

clab 2016

XVI CONGRESO LATINOAMERICANO
DE AUTOMATIZACIÓN BANCARIA

LIMA-PERÚ 14-16 SEPTIEMBRE

Transformación Digital y sus desafíos en los negocios de próxima generación

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Servicios Financieros
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IT Friends

By 2020, 90% of Technology spending will be outside of IT

Gartner

LOB Controlled

\$165B

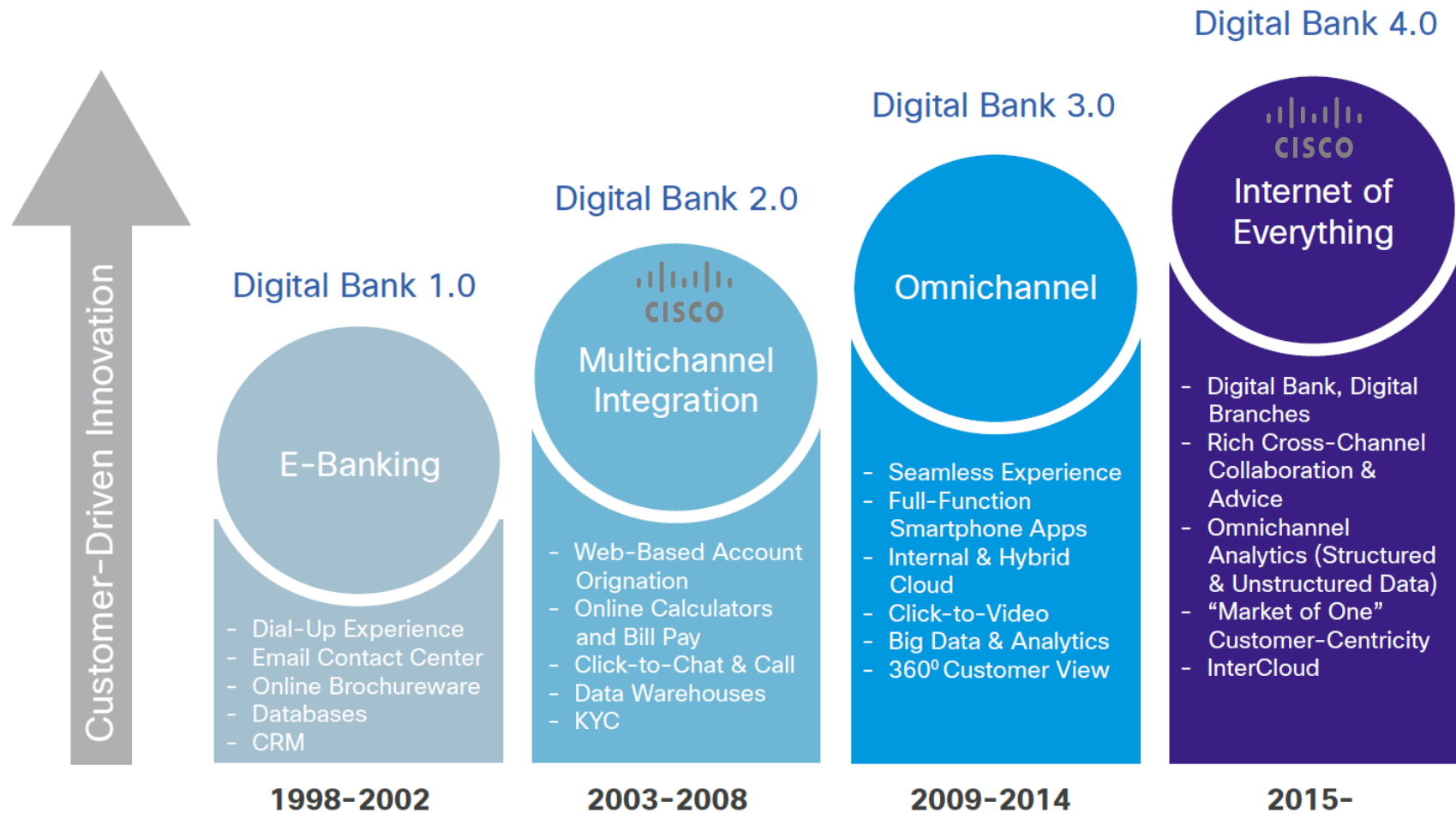
9% Growth

IT Controlled

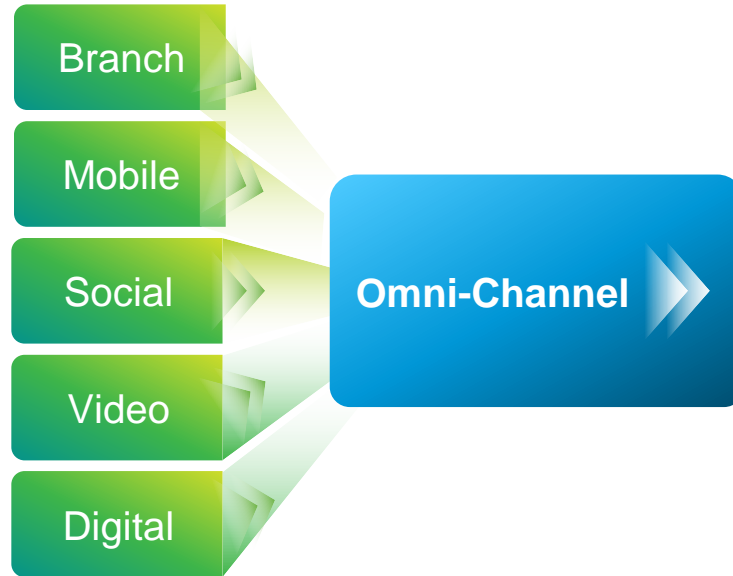
\$170B

0% Growth

Digital Bank Evolution



From Multi-Channel to ... Enabling Omnichannel The Promise



The Customers and Workforce are in Transition Quad-generational to Next Five Years



34% → 17%



42% → 36%



21% → 35%



2% → 12%



Organizations Must Address Each Generation's Needs

“Face to Face” relevance ... Transaction are not making Bank different

“While Customers have embraced multichannel and digital services, they also expect Higher-Value face-to-face interactions”



Digital Transformation Are Impacting Every Market



Digital Disruption Traditional Bank Space

Technology Companies



“Neobancos”

Mobile or online banking specialization. Not authorized to operate as bank



Payment Companies



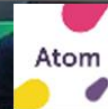
Minor commerce

Gives financial services



Digital Banks exclusively

Have authorization to operate has bank



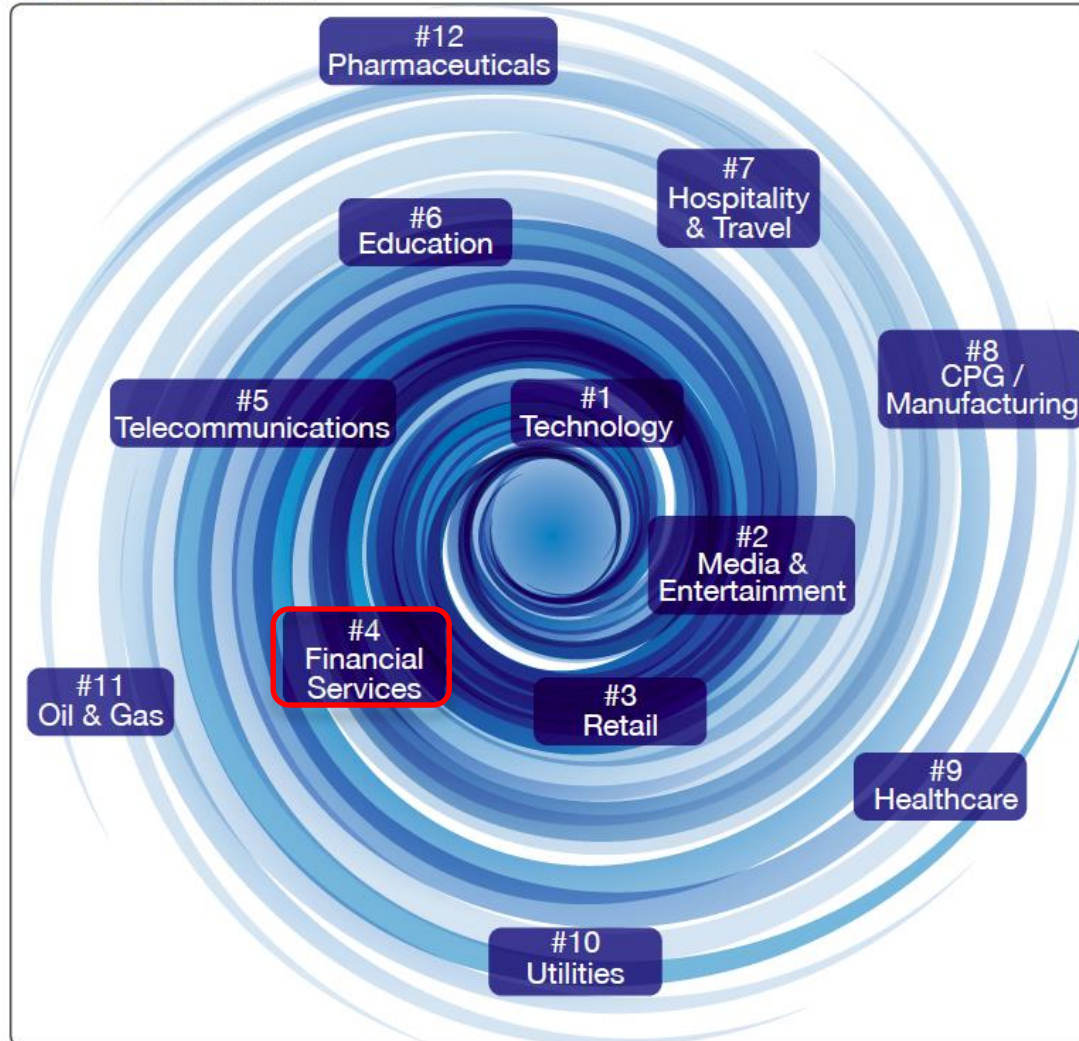
Athorized Investment Services



FINTECH

Industry that will experience the most Digital Disruption from now next five years

Digital Disruption by Industry



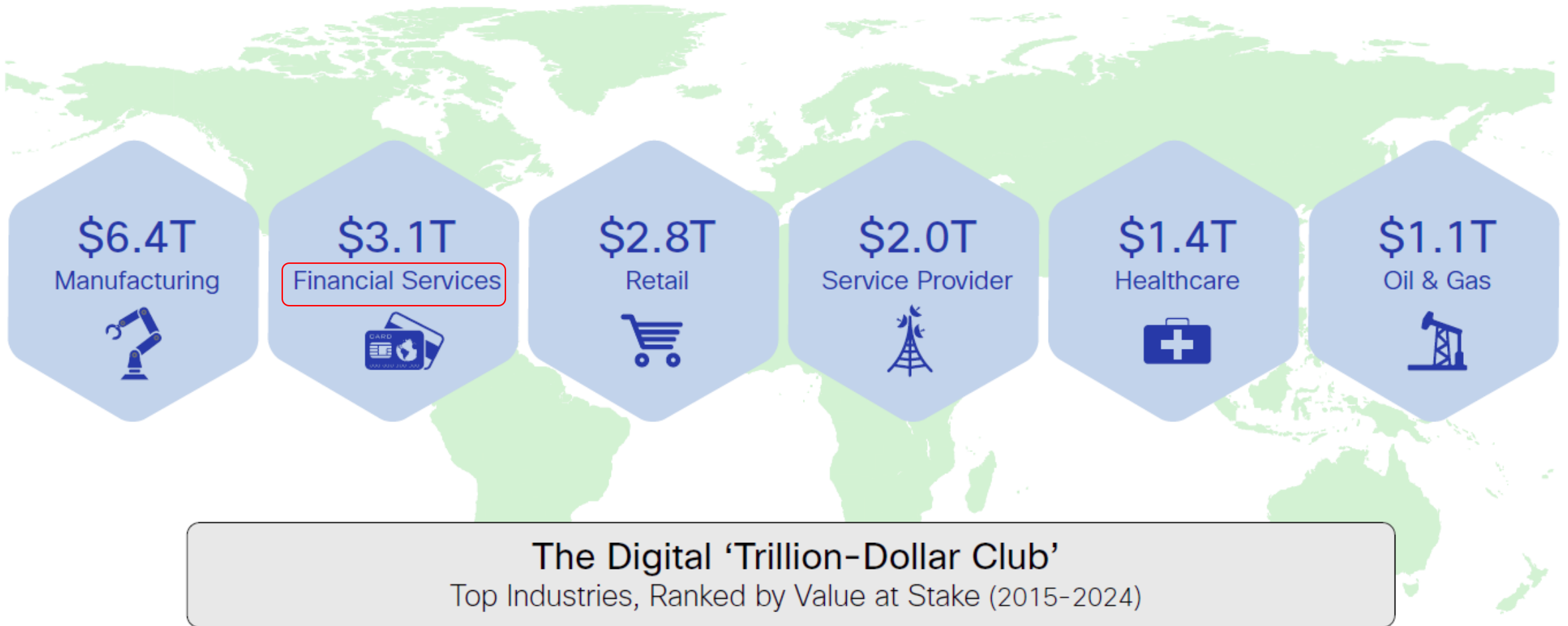
Source: Global Center for Digital Business Transformation, 2015



“Digital disruption will displace nearly 4 of the top 10 incumbents by industry over the next 5 years.”

Global Center for Digital Transformation Study 2015 (IMD and Cisco initiative)

6 Industries will Drive 71% of Digital Value at Stake Across the Private Sector over the Next Decade



Value at Stake (VAS) is the potential bottom-line value that can be created, or that will migrate among private-sector companies and industries, based on their ability to harness the Internet of Everything over the next decade

What append in the Banks ?

Develop Our

Human Resources
Corporate Real Estate
Finance



Employees

Employee Satisfaction
Workplace Optimization
Mobile Workforce
Attracting Talent



Develop Our

CEO & LoBs
Digital Officer
Innovation
Public Relations



Brand

Customer Loyalty
Growth Revenue
Competitive Advantage
Budget to Business Growth



Maximize Our

CIO
IT / Operations
Development



Investments

Decrease Operational Costs
Increase Efficiencies
Enhance Security
Do more with less



What are looking the Banks ?

Growth
Result



Digital
Transformation
Innovation



Flexibility
Speed
High Availability
Security



Customer
Experience



Cost
Reduction
Productivity



What they looking the Customer from the Banks ?



Relevant Channel
Experiences



Personalization



Information
Data Security

Why the Banks needs to Differentiate ?



Product Recommendations

44% chose a bank based on Family/Friend Recommendations



Personalized Financial Advice

69% would provide personal information in exchange for **tailored financial advice**



Knowledgeable Sales Staff

83% of consumers want some type of **support in their online journey**



Omni-Channel Experience

43% of millennial don't feel banks communicate via **preferred channels**



How Do You Differentiate ?



Companies

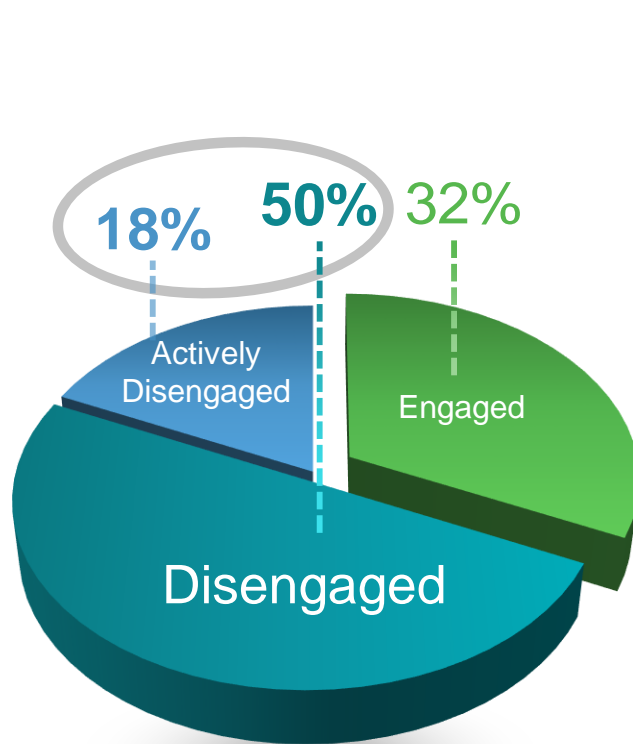
89%

Of companies will compete based on customer experience

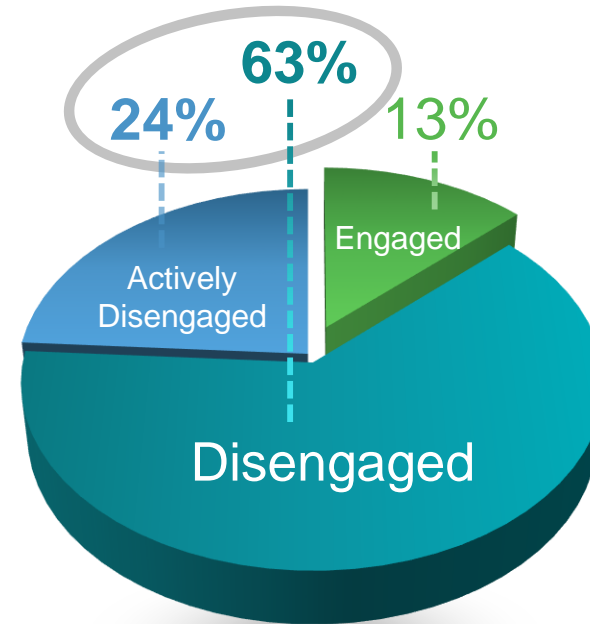
New Competitive Battlefield

Customer Experience is the New Competitive Battlefield for Differentiation

Today's Workforce is Not Engaged



US Employees



Worldwide Employees

(Across 142 Countries)

68% - 87% Disengaged

Workplace Trends & Customer Insights

Costs of Real State and occupancy utilization



Typical workstations are unoccupied 60% of the day



Sustainable Energy efficient Workspace



25% of meetings are “no-shows”



Transition to Flexible Workspace



40% of employees spend > 30 min/day trying to block meeting rooms



Why Enhance Service and Branch Experience ?



Still several
Banking Products
need the Branch



+40%

Of consumers
switched bank due
to negative bank
experience*



What are the Big Trends in the Branch ?

Advisory/ Video Digital Signage



- ▶ Clients engage with Digital Signage **50% more than static ads**

-Intel field trials

Mobile Applications

- ▶ **+38%** of Corporations continue investing to develop or replace applications to be web base -Computer World
- ▶ **18%** of companies use Mobile Video Applications for Training -eLearning Industry



Guest WiFi



- ▶ Branch Guest WiFi causes **39%** of customers to increase the duration of their stay.
- ▶ Offering guest WiFi increases traffic for **56%** of branch locations

-IHL Group

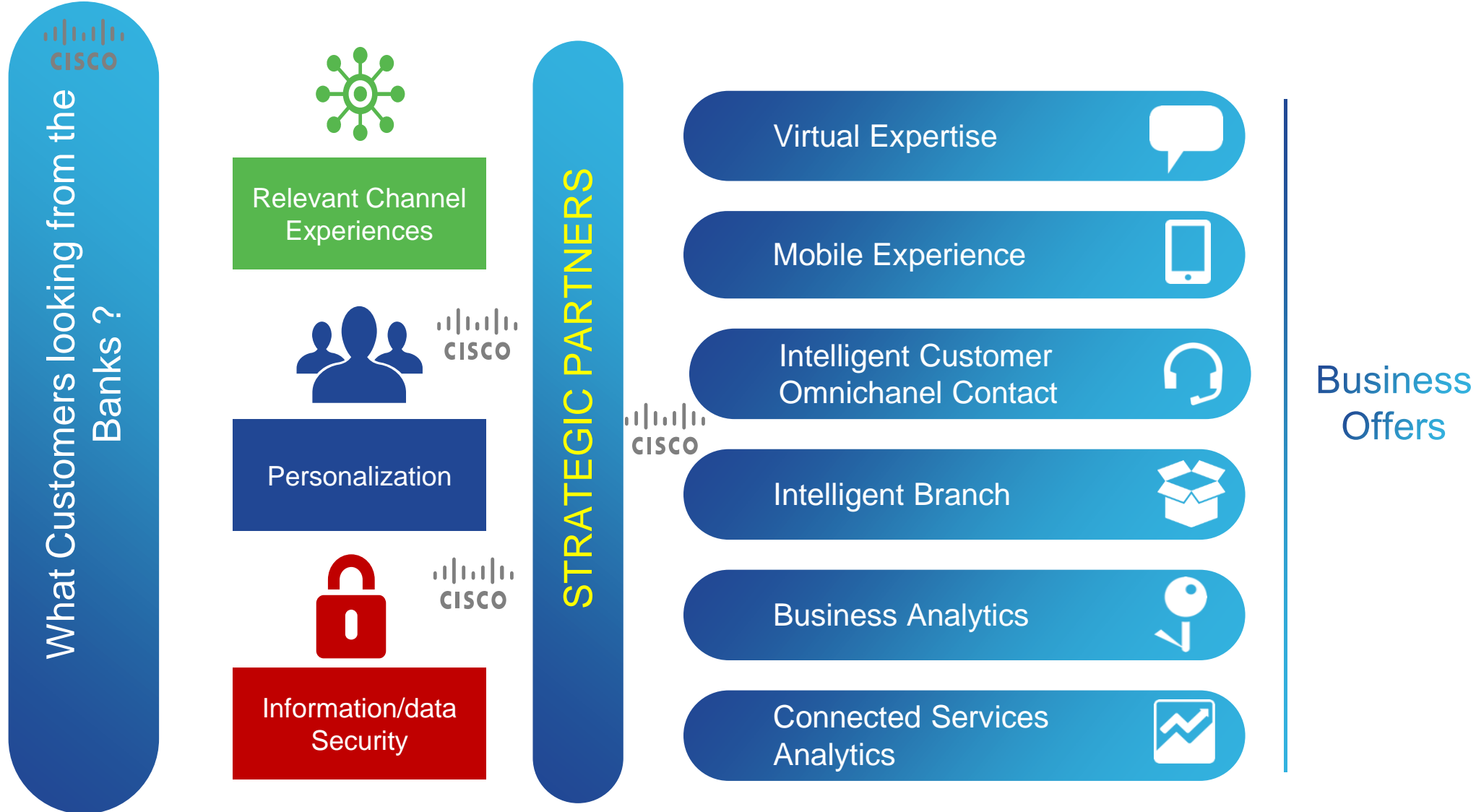
Self-Service



- ▶ **95%** of all branches transactions will be through self-service and digital channels within 5 years.



Attending Customers Needs



Digital Bank enable Real Customer Experience



Business Solution: Remote Expert Branch



Customer



Insurance



Cash Management



Mortgage



Fraud and Customer Service



Wealth Management and Investment Services



Commercial and Small Business Banking



Bank Executive Expert

Improved Customer Experience

Bank as part of Regional Bank in Latam

Challenge

- Go to market, Coverage and Increase Sales in Investment Services

Digital Transformation

- Cisco Remote Expert Branch Solution for Investment Product
- Integrated with Bank systems

Business Outcomes

- **Increase Services & Advisory** for Investment Services in Branches
- **Reduce Sales Costs**
- **Increase Sales** in Investment Product in most Branches
- **Improve Client Net Satisfaction & Branch Employees satisfaction**



“Using new Digital Channel we’re approaching specialized banking product to our customers with excellent result in product advice, sales and customer satisfaction”

Investment Responsible
Retail Banking Division
from Bank

Summary

Key Factors Are Driving the Digital Transformation in Financial Services

Workforce
and
Workspace
Strategies

Digitalization
Innovation

Business
Growth

Customer
Experience

Cyber
Security

Inclusion
&
Education

Fintech &
Ecosystems

Omni-Channel
Strategy

Technology
Infrastructure

Generations

Where Are You on Your Digital Journey ?



Empower Workforce
Efficiency and **Operation**

Increased Productivity
Better Retention

Enabler



Personalization
Customer Experience

Increased Loyalty
Greater Insight

Disruptive



Transform Processes
and **Business Models**

Innovations
Faster Time to Market

Disruptive

ENABLE

DIFFERENTIATE

DEFINE



“Are You Ready to Next Generation Business ?”

THERE'S
NEVER BEEN
A BETTER
TIME

to worry less and innovate more



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