

# Time to Rewrite Your Customer Insight and Profitability Playbook

## TODAY'S FINANCIAL SERVICES ORGANIZATIONS FACE MULTIPLE THREATS TO PROFITABILITY:



Skyrocketing regulatory costs



Declining product differentiation



Rise of non-traditional players



High cost of acquiring profitable customers

## CUSTOMERS EMBRACE NEW OPTIONS...

### Non-Traditional Players

**29.4%**

Banking customers using FinTech products/services

**42.6%**

Tech-savvy banking customers using FinTech products/services

**52.4%**

Customers engaging with 3 or more FinTechs

**57.8%**

North American customers reporting positive experience with FinTech

Source: World Retail Banking Report 2017, CapGemini and EFMA.

## AND, THEY INCREASINGLY SPREAD THEIR BUSINESS AROUND.

Hidden defection abounds – battering bottom line profitability – as customers purchase new, more lucrative products, such as credit cards, insurance, and investments, from competing banks or fintechs.

### Primary Bank



**64%**

of all purchases

### Competitors



**56%**

of purchases

Customers also demand immediate, highly personalized experiences and services.

Source: Customer Loyalty in Retail Banking: Global Edition 2016, Bain & Company, <http://www.bain.com/publications/articles/customer-loyalty-in-retail-banking-2016.aspx>

## RATES STILL TRUMP ALL, HOWEVER.



**69%**

say rates matter most when opening a bank account



**76%**

say rate of return is most important when it comes to loans

Source: New Digital Demand in Retail Banking Report, 2018, [https://www.oracle.com/webfolder/s/delivery\\_production/docs/FY16h1/doc19/Copy%20of%20Digital-Demand-Report-2018.pdf](https://www.oracle.com/webfolder/s/delivery_production/docs/FY16h1/doc19/Copy%20of%20Digital-Demand-Report-2018.pdf)

## WINNING STRATEGY FOR TODAY'S COMPLEX FINANCIAL SERVICES GAME FIELD:

**1**

Accurately identify and stratify the most profitable customers... and those with greatest potential

**2**

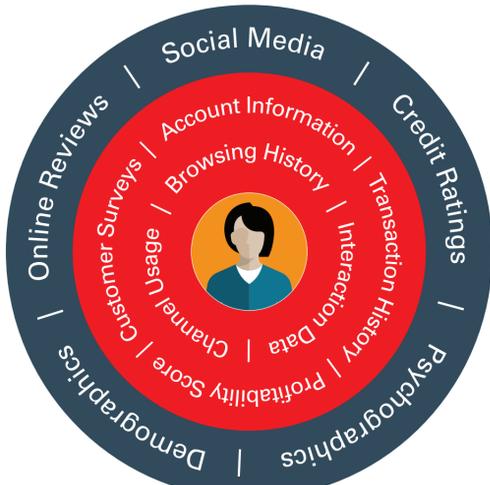
Deliver highly competitive, personalized and dynamic products, services, and channel experiences

**3**

Satisfy customer demand for instant gratification

## EXTREME CUSTOMER INSIGHT IS THE FOUNDATION FOR SUCCESS.

Concentric 360-degree views are the new clutch play.



## DATA ABOUNDS, BUT DISPARATE LEGACY TECHNOLOGY STANDS BETWEEN BANKS AND CUSTOMER PROFITABILITY GOALS.

Today's playbook for optimizing profitability must encompass customer insight systems and a data infrastructure that includes:



**Secure, single platform** for enterprise-wide customer insight



**Unified, open data model** that integrates varied structured and unstructured data from internal and third-party systems



**Flexibility to configure the solution and scalability** as the amount and types of data sources multiply rapidly



**Deep, native, and flexible integration** between enterprise resource planning; risk management; governance, risk, compliance; and enterprise performance management systems



**Advanced, pre-seeded analytical models** that support more meaningful engagement and highly personalized offers that expand relationships and reduce attrition



**Predictive analytics, incorporating machine learning**, to derive insight from huge volumes of structured and unstructured data



**Ease of use** to deliver near real-time insight to the fingertips of line-of-business users

## GET STARTED TODAY



Ready to move your customer insight and profitability game to a new level? Get started today with Oracle Customer Insight for Financial Services solutions.

To learn more, visit [oracle.com/risktech](http://oracle.com/risktech)

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