

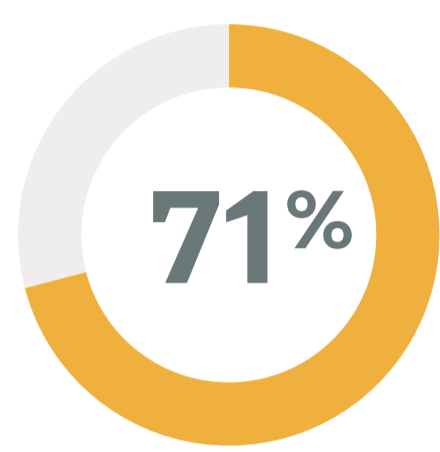
# Retail Banking 2.0

Navigating trends and strategic solutions



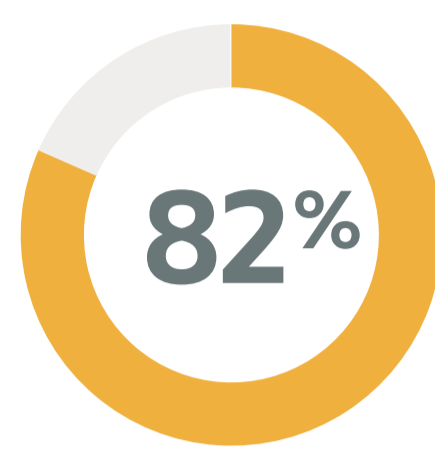
## The evolution of retail banking

### Personalization takes center stage



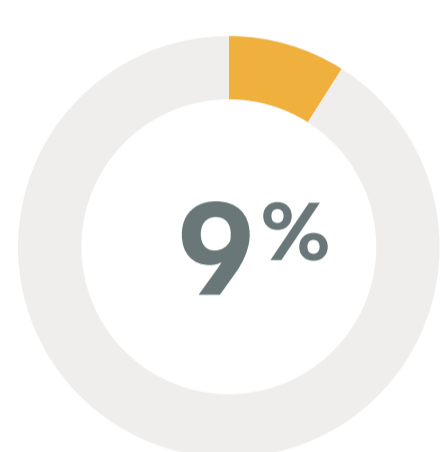
71% of affluent customers desire wealth management services from their retail banks

### Driving operational efficiency



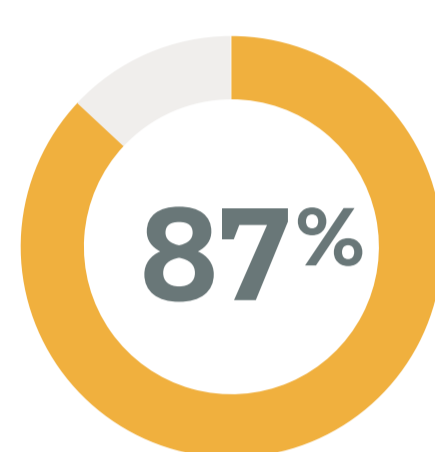
82% of contact center employees' time is spent on operational and support tasks

### Elevating customer engagement



Only 9% of a bank's customer onboarding team's time is allocated to customer interaction

### Embracing open banking and decentralized finance



87% of US consumers use open banking to link their financial accounts to third parties

Bridging the cloud adoption gap: Over **50%** of banks have not moved their core operations to the cloud. This number hovers around **20-30%** for large banks

## Navigating the future: the path banks need to take

To thrive in this dynamic landscape, banks must focus on two key themes: product innovation and customer experience.



### Theme 1: Product innovation

- Diversify product portfolios to meet evolving customers' needs and foster loyalty.
- Integrate third-party solutions to expand the bank's ecosystem and hollow out the core.



### Theme 2: Customer experience

- Employ data-driven and AI strategies to offer hyper-personalized solutions for individual customers.
- Introduce incentive programs that reward desirable customer behaviors.
- Embrace digital transformation to streamline operations and enhance customer interactions.

## Why Oracle?

- Oracle Revenue Management and Billing (ORMB), a SaaS-based platform, empowers banks to thrive through product innovation and superior customer experience.
  - Implement flexible pricing strategies to stay competitive.
  - Adapt cloud-based scalability for seamless growth.
  - Leverage APIs to deliver personalized offerings across various channels.
  - Remove complexity and eliminate manual processes.
  - Configure offerings to align with market trends and customer needs.
  - Support both bank-owned and third-party products.

Why Oracle?

[Get started](#)