



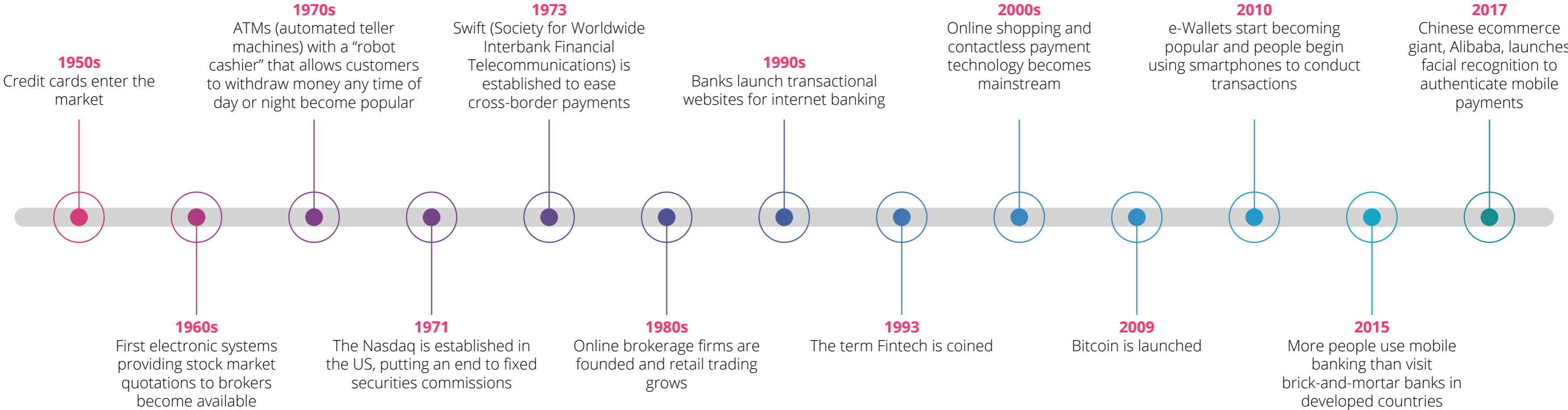
# KEY TECHNOLOGIES BANKING AND FINANCE SECTORS SHOULD ONBOARD IN 2021

The banking and financial services sector has made significant strategic investments in technology and innovation to develop revolutionary offerings and solutions. The global investment in finance-focused technology was a whopping \$137.5 billion in 2019. This is even before the covid-19 pandemic drove consumers scurrying for digital solutions.

# EVOLUTION OF FINANCIAL SERVICES WITH TECHNOLOGICAL ADVANCEMENTS

While the term “fintech” (finance and technology) became a buzzword with the turn of the millennium, the concept behind it is far from new. The financial services industry has long been the flagbearer of tech innovation.

The significance of technology is well understood by the financial services industry. The proliferation of fintech firms and their phenomenal progress so far are testament to technology being the engine of growth in this sector.



# THE NEED FOR INNOVATION

At times, technology is described as “disruptive.” It can be so for companies that remain closed to innovation. For those that invest in remaining relevant and ahead of competition, technology has presented a myriad of opportunities, both small and ground-breaking.

## The Pandemic

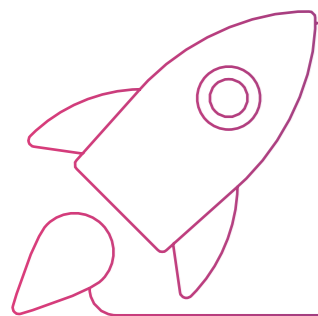
In 2020, the pandemic resulted in the widespread digital transformation of the financial services industry. As “contactless” services became the need of the hour, customers understood they can raise their expectations even further and did so. They began seeking online solutions for the entire range of their financial transactions, from making payments to applying for loans and from getting insurance to trading online.

Customer expectations are now higher, demanding faster, more reliable, and secure solutions and more personalised customer services. This is not a temporary phenomenon, but a long-term shift in customer behaviour. This shift requires companies to reimagine customer experience (CX) not just during the pandemic, but also for the post-covid-19 world.



### Fintech Fact

Despite the pandemic, the global spend on digital transformation (DX) technologies and services is projected to grow by over 10% to \$1.3 trillion.



Are you ready to accelerate your fintech offering in 2021?  
Schedule a call with our financial software services team

Schedule Call

# Prepare for Gen Z

Gen Z, or people born between 1995 and 2010, have entered the workforce. This means they are earning, investing, shopping, and paying bills. This segment comprised around 40% of the workforce in 2020.

This digital native population is always connected, seeks instant gratification, demands relevant interactions, and values personalised services. Gen Z is spearheading the seismic shift to value-added digital solutions in the financial services industry.

## Gen Z Traits!

- Financially focused
- Multi-tasking
- Global outlook
- Want to be heard
- Entrepreneurial
- Prefer texting to voice
- Competitive
- Need for instant information
- Prefer video calling to voice
- Welcome change

## Top Reasons for Financial Services Providers to Invest in Technology



Source: New Global Financial Services Industry survey, Deloitte

# Stiff Competition

The financial services industry is characterised by a highly competitive landscape with little differentiation in offerings. On the one hand, companies face competition from mammoth legacy banks that have been around for decades. On the other, rapidly growing fintech companies (some with digital-only business models) pose a serious threat. This highly competitive landscape required investments in technology to reduce costs, generate additional revenues, increase operational efficiency, improve customer engagement, and manage risk exposure efficiently .



# TECHNOLOGY TRENDS 2021

Financial services companies have depended on technology for decades to boost productivity, stay relevant, and gain a competitive edge. Over time, technology has expanded from the backend systems to the frontend of the most progressive businesses. So, what will the next gen of the banking and financial services sector look like? Here are a few trends that could impact the industry in 2021.



## What Will Impact the Financial Services Industry



Source: New Global Financial Services Industry survey, Deloitte