

The background of the slide is a semi-transparent image of a pilot in a futuristic cockpit. The pilot is seen from behind, looking out over a cityscape. The cockpit is filled with various instruments and screens. Overlaid on this image are several colorful, wavy, abstract shapes in shades of red, orange, yellow, green, and blue, creating a dynamic and modern aesthetic.

# FINANCIAL ADVISORY ROLE OF A FUTURE DIGITAL BANK

**By Santanu Dutta**

# AGENDA

In search of a unified view

Expectation of millennial

Digital masters perform better

Technology stack

Use case 1 – Financial Cockpit

Other Use cases – Utility bill, Fuel spend

Benefits

Q & A

# WHERE IS MY UNIFIED VIEW?

How do I get a unified view of my financial relationship?

How am I doing with respect to my peers?

How am I today with respect to my personal financial KPI?

Digital Customer Experience



## Financial Relationships

### Bank Accounts

### Credit Cards

### Loan Accounts

- Mortgage
- Car
- Personal Loan
- Office Loans

### Investments

- Stocks
- Mutual Funds
- Bonds
- Golds
- Other vehicles

### Insurance

- Life
- Health
- Home
- Car

### Retiral Saving

# EXPECTATION – SURVEY RESULTS

Casandra Report - Why Millennials Are Losing Interest in Banks

6 in 10 Ys

think big banks aren't designed to serve their generation



They have money, they just aren't sure what to do with it

74% say it's normal to have financial debt

58% say a retirement plan is something they'll wait to do

51% are not actively planning for their financial future

1



*"Going to the bank feels like going to the post office or the DMV."*

— Emily, 26

Ys are turned off by banks' overall failure to appeal to them

58%

of young adults today would opt to borrow money from friends or family over a traditional institution

2/3

of Ys believe that it's hard to know where to learn about what financial services they might need

2

Banks are failing to cater to 3 generational traits:

Ys' desire for instant gratification



Ys' expectation for thoughtful personalization



Ys' pursuit of digital education resources



3

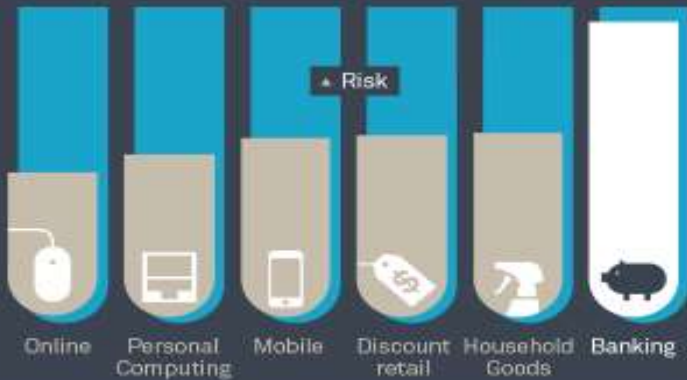
# EXPECTATION – SURVEY RESULTS

## THE MILLENNIAL DISRUPTION INDEX

1

3 years  
15 categories  
200+ interviews  
10,000+ respondents

Banking is at the **highest**  
risk of disruption.



## Millennial Disruption Index - MDI

2



53%

don't think their bank offers anything different than other banks.

3



71%

would rather go to the dentist than listen to what banks are saying.

4



1 in 3 are open to switching banks in the next 90 days.

"I don't see the **difference** between my bank and all the others."

5



6



68%

say that in 5 years, the way we access our money will be totally different.

7



70%

say that in 5 years, the way we pay for things will be totally different.

8



33%

believe they won't need a bank at all.

# EXPECTATION – WHAT IS THE ASK?

Breaking away from product paradigm and offer services

Contextual and Personalized offering

Financial advisory – not mortgage but a partner in making my home

Digital with branch presence for experiences

Human connect

Digital Transformation

Mind set change

# DIGITAL MASTERS PERFORM BETTER

Source: MIT/Sloan "How digital leaders outperform their peers in every industry"

Digital Capability

## FASHIONISTAS

Revenue: +6%  
Profitability: -11%  
Market Value: -12%

## DIGITAL MASTERS

Revenue: +9%  
Profitability: +26%  
Market Value: +12%

Revenue: -4%  
Profitability: -11%  
Market Value: -7%

## BEGINNER

+9%  
Revenue  
Creation

+12%  
Market  
Valuation

+26%  
Profitability

Revenue: -10%  
Profitability: +9%  
Market Value: +7%

## CONSERVATIVE

Leadership Capability

# TECH STACK

How do I get a unified view of my financial relationship?

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Digital Customer Experience

Under the bonnet – Tech Stack



....

Analytics Platform

Demographic Financial Data

Open Banking API  
Connect Platform

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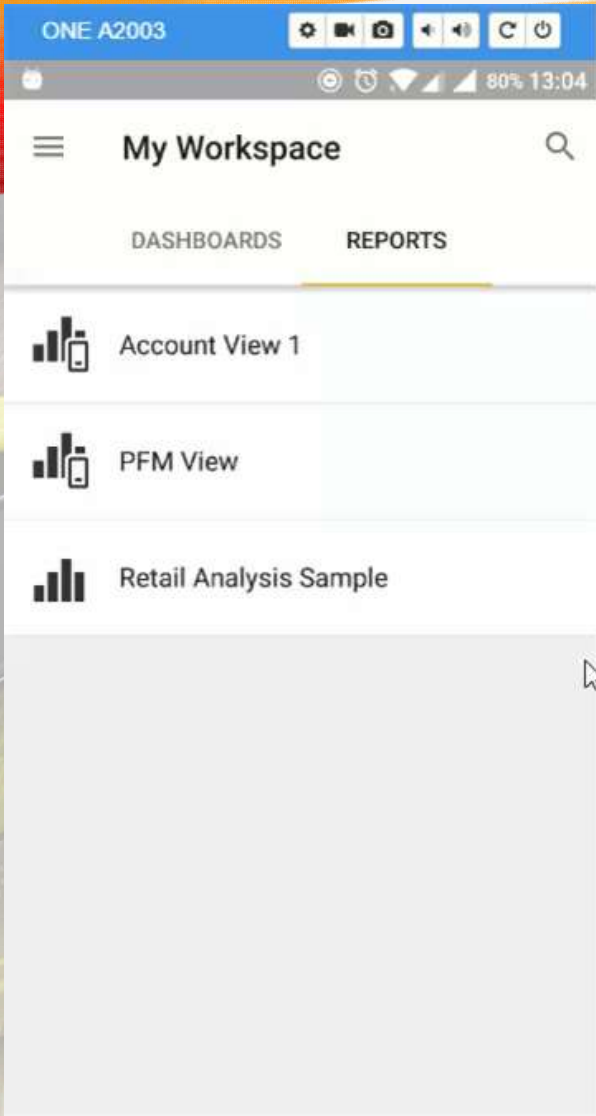
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# USE CASE 1 : FINANCIAL COCKPIT



# OTHER USE CASES

## Utility Bill Payment

- *Traditionally bank plays the role of payment platform here....*
- *Or provides a couple of reminders for payments*
- **Ask is provide a deep analysis by putting a analytical engine**
- **To make your customer aware if there is an abnormality in bill**
- **Proactively notify the customer and indulge in NLP chat with secured payment option in chat platform itself....**
- **May lead to energy saving consumer durable selling**

## Fuel expense analysis to Car buying

- *Traditionally bank focus on auto loan selling*
- **Ask is provide fuel spend analysis by putting analytics engine**
- **Suggest option to minimize such expense for customer**
- **May lead to new fuel efficient car selling and hence car loan option**

# HAPPY MILLENNIALS & HAPPY BANK

## Millennial

A mobile app

Personalized

Contextual

Makes me **happy** ....

I will bank with you

## Bank

**Attrition** highest in millennials -  
**addressed**

Breaking product paradigm to  
service offering – **a new journey**  
**begins with your customer**

A world of **cross selling** opens up

Makes bank **happy** ....

I will invest in you



**Q & A**

**Thank you  
Santanu Dutta**

**[duttasantanu@yahoo.com](mailto:duttasantanu@yahoo.com)**

**[www.linkedin.com/in/santanudutta](http://www.linkedin.com/in/santanudutta)**