

The Banking evolution from 1.0 to 4.0

BANKING

1.0



Centered around physical bank branches

- Long queues
- One-on-one interactions
- Limited capacity to serve customers

Mixing branches and ATMs

- Expanded coverage for banks
- Less waiting time for customers
- Personal touch absent in ATMs



BANKING

2.0

BANKING

3.0



Rise of internet banking

- Creation of online banking services
- Increasing capacity to fulfill basic banking needs via the internet

The emergence of digitized, experiential banking

- 24/7, omnichannel banking with minimal CX friction
- Adoption of new-age technologies to capitalize on customer data deluge
- Pressure to digitize banking experience and enable digital adoption
- Customer centricity replacing product-focused approaches



BANKING

4.0

Ready to understand your customers?
Connect with us today.

REQUEST A MEETING

