Smart Banking

Tomorrow’s innovations, made possible today.

How new technologies can help banks attract and retain customers, engage employees and increase revenue.
The financial revolution has arrived

Using state-of-the-art Microsoft systems, our Smart Banking vision represents the future of retail banking, a vision based on more flexible, collaborative, mobile and engaging experiences. Investing in tomorrow’s technologies today isn’t just a future-proofing exercise, however: banks that adopt new technologies will be well-placed to attract and retain customers today by accelerating ahead of their competitors and by positioning themselves as forward-thinking pioneers. In addition to customer retention, banks that ready themselves for the brave new financial world of tomorrow stand to benefit from simpler cross-selling, more productive and satisfied staff members, and ultimately a more intelligent approach to tackling the challenges of big data.

A snapshot of tomorrow

Mobile is everything. Combining real-world insights with online data, location- or context-based services have the potential to offer customers an experience so much richer than simple location-based apps. Many banks currently only use real-world information to, for example, establish a customer’s location abroad when confirming a card transaction. By intelligently harnessing the potential of new technology, they’ll soon be able to do so much more, all thanks to the power of mobile.

Aggregated real-world and digital data effectively lets banks know who their customers are, where they are, and what they are doing. This in turn means that banks can offer more relevant, better targeted, and ultimately more appealing products and services to customers.

The future today

Banking is changing. With enterprise technology evolving at breathtaking speed and consumer technology now ever-present in the workplace, fresh challenges and opportunities arrive for banks seemingly on a daily basis. Processes are becoming more flexible, the workplace is becoming more mobile and collaborative, and interactions with customers are becoming more engaging and dynamic. It’s part of what we call Work Redesigned.

For customers, this means more contact points with their banks than ever before. For banks, this means near-infinite knowledge about their customer base, and the ability to offer a customized experience, finely tailored to the individual. And all the while, the opportunity presented by big data grows with each passing day. In short, there’s never been a more exciting time for banks than right now.

Business spending on mobile efforts will reach $1.3 trillion globally by 2015.

Forrester report – The Mobile Banking Imperative, November 12, 2012
Getting real

With over 60 years of combined finance and technology experience, Accenture, Avanade and Microsoft can give you the tools to stay one step ahead of the competition. Enhanced by cutting-edge technologies such as Windows 8, Kinect for Windows and Azure, we’re developing exciting new multi-channel banking experiences for customers:

On the move

Mobile technologies have already begun rewriting the retail banking rulebook. But we’ve only seen the start of this process. Windows 8 Home Banking, when used on a Windows 8 tablet or phone, provides an instant dashboard view of a customer’s accounts, allowing them to securely deposit or transfer funds and make payments. Those banks seeking to differentiate themselves can also harness the power of Windows 8 to create innovative mobile apps to attract and retain customers.

ATM upgrade

The ATM of the future has arrived. By deploying Kinect observation technology at ATMs, Smart Banking can offer increased customer experience analytics; providing banks with a richer, more complete view of their customers. The customer also benefits from improved security and fraud protection, as well as intelligently cross-sold services such as suitable financial products or local entertainment, all delivered by this next-generation ATM.

Customer service evolved

Smart Banking means a more intelligent approach to customer service. Take the Virtual Greeter for example: a service that gives customers access to multiple products from an in-branch kiosk or from a mobile device. The Virtual Greeter can arrange a meeting with a financial advisor, deliver tailored financial solutions or locate the nearest bank branch to enhance and enrich the customer experience.

From 2008 to 2012, global smartphone sales exploded from approximately 140 million to more than 660 million.

Forrester report – The Mobile Banking Imperative, November 12, 2012

Location, location, location

How do bank branches survive in an age defined by online and mobile banking? They become more location- or context-aware. Imagine a future where the customer is automatically served property information by a bank that’s able to harness all of its customer intelligence and deliver contextually appropriate advice and options direct to a mobile device or ATM. That future is closer than you think.

The social salesperson

Moving in-branch, services such as Front Office & Advisor Desktop allow bank employees to search for customer details, add reminders, and prepare for meetings with the most up-to-date information, all on any device, at any location. The SideBar app for Windows 8 helps to accelerate this process, giving bank employees access to a wealth of advice and guidance, which enables them to instantly cross-sell services as well as provide useful resources to enhance the customer experience. Finally, features such as Windows 8 Sales Assistant & Social Computing help to enable supercharged collaboration and internal communication, both of which help to increase productivity, reduce internal emails, improve customer experience and ultimately drive sales.
Smart Banking: welcome to the future of retail banking.

Let’s talk...

For over a decade, Accenture, Avanade and Microsoft have been teaming to deliver business technology solutions and managed services that connect insight, innovation and expertise to help customers realize results.

✉️ SolutionsShowcase@Microsoft@avanade.com

🌐 www.avanade.com/redefiningsmartbanking

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