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# ***Digital Banking Maturity 2024***

*Australian Perspective*



## **THE AUSTRALIAN OPPORTUNITY**

Banks around the world continue to make significant investments in digital banking, building new and differentiated services for their customers. Where Australia was once a global leader in digital banking and continues to develop innovative capabilities, the latest report shows that there are now opportunities to learn from global peers.

Australian banks have a particular strength in supporting customers through efficient digital onboarding and day to day banking in digital channels, with a breadth of self-service capabilities available.

## **KEY FOCUS AREAS FOR AUSTRALIAN BANKS**

Global digital banking champions are going beyond transactional self-service capabilities, focusing on expanding and deepening customer relationships with a cross-channel view.

### **THE KEY FOCUS AREAS FOR AUSTRALIAN BANKS ARE:**

1. Driving hyper personalisation to meet more customer needs, servicing and retention, enabled by AI and a united view of customer across all channels
2. Beyond banking initiatives to broaden customer relationships, including open banking and marketplace partnerships
3. Excellence in cross channel servicing, including AI enabled call centre capability

# Three key questions digital leaders should be asking

- 1** How might we build a deeper understanding of our customers to meet more of their needs?
- 2** How do we embrace AI in cross channel servicing for improved customer experience and operational efficiency?
- 3** What partners and ecosystems can we engage to provide new and enhanced services for customers?



# Will you drive the change or be driven by it?

If you want to learn more, please get in touch with our **team** and ask about a dedicated workshop.

## **FEEL FREE TO REACH US FOR MORE INFORMATION:**



**MEREDITH WHEELHOUSE**

Partner

[mwheelhouse@deloitte.com.au](mailto:mwheelhouse@deloitte.com.au)



**CHRISTIE PERCIVAL**

Partner

[cpercival@deloitte.com.au](mailto:cpercival@deloitte.com.au)



[dbmaturity@deloitte.com](mailto:dbmaturity@deloitte.com)



[Website](#)







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