

02 *Expand relationship*

Banks are focusing on expanding customer relationships, which led to ~3 pp increase in the DBM score, with a focus on the following areas:

Beyond banking:
Indian banks are focusing on enhancing their services beyond traditional banking, as indicated by a rise in the DBM score increase of ~1 pp, compared to a global average growth of 0.1 pp. The Digital Champion banks have successfully expanded their service offerings. They now provide special discounts and promotions, facilitate the purchase of gift cards, and offer personalised non-financial benefits. This allows them to effectively use the services of their banking partners.

Ecosystem and Account Aggregation (AA):
This emerging area for Indian banks accounts for ~0.5 pp increase, compared to a global average growth of 3 pp. This growth indicates a shift among Digital Champion banks. This includes features such as aggregated bank account views and hyper-personalisation.

