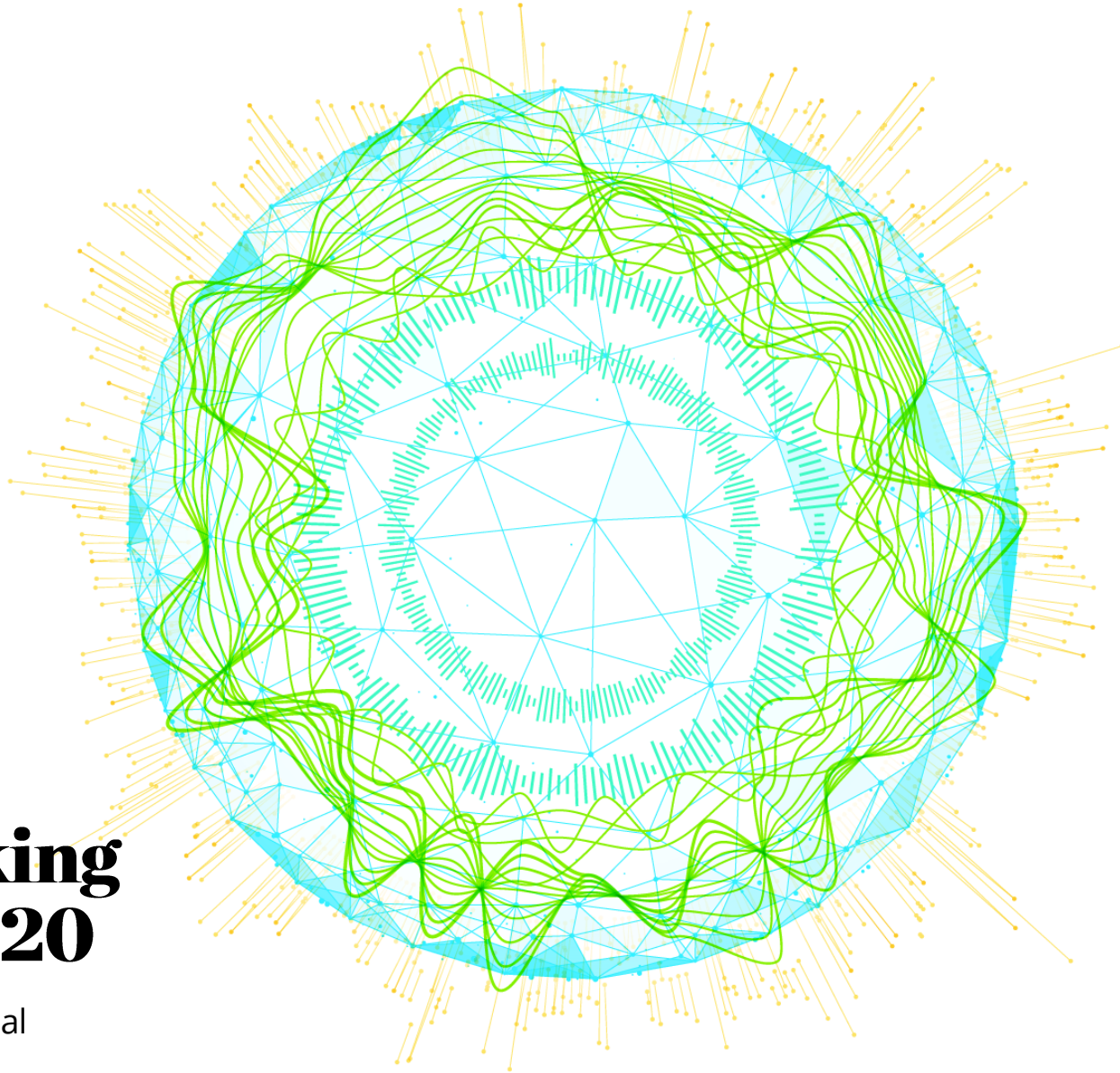


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Digital Banking Maturity 2020

4th edition of the biggest global
digital benchmarking



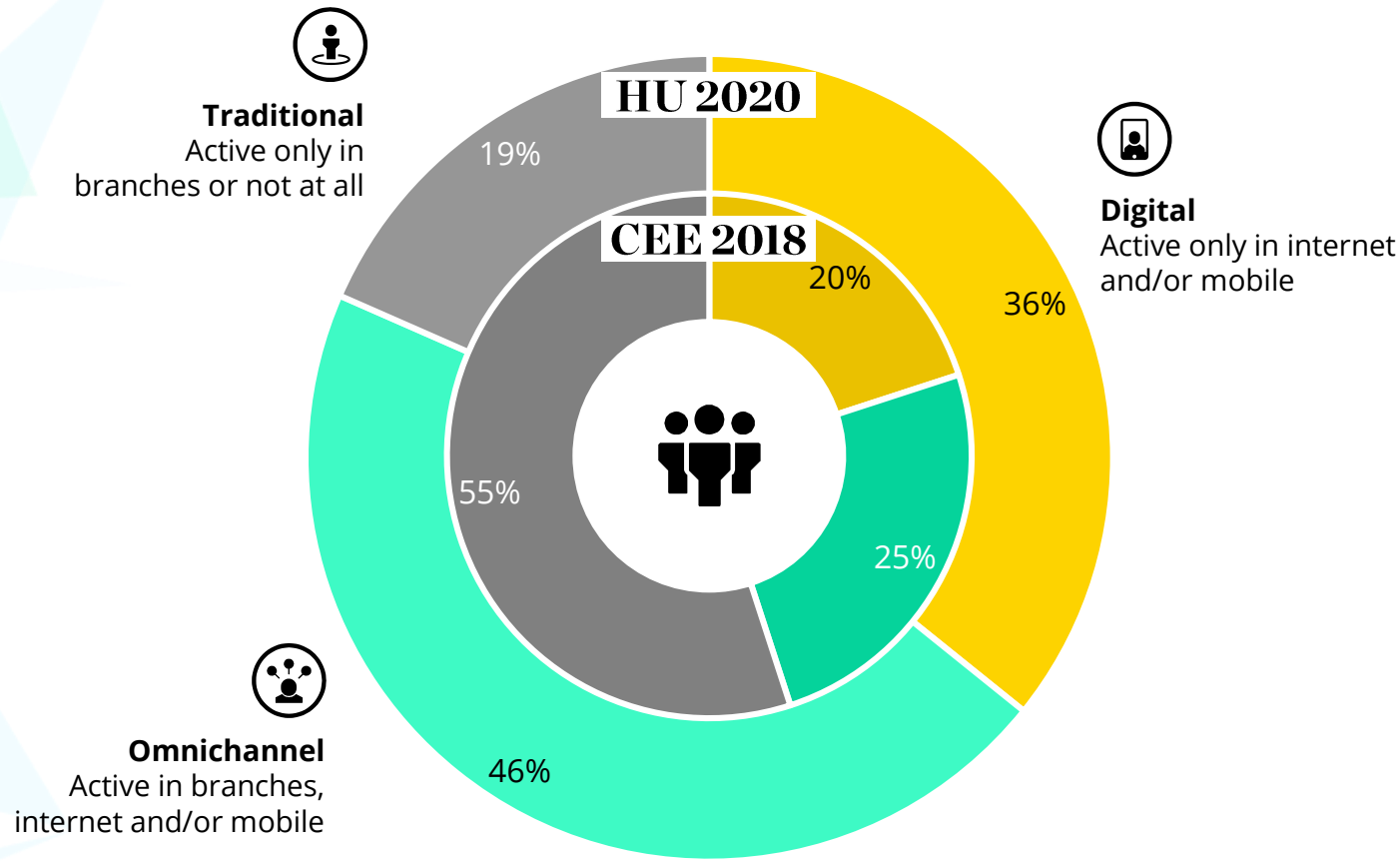
Digital
Banking
MATURITY

Global economic shocks tend to accelerate existing trends...

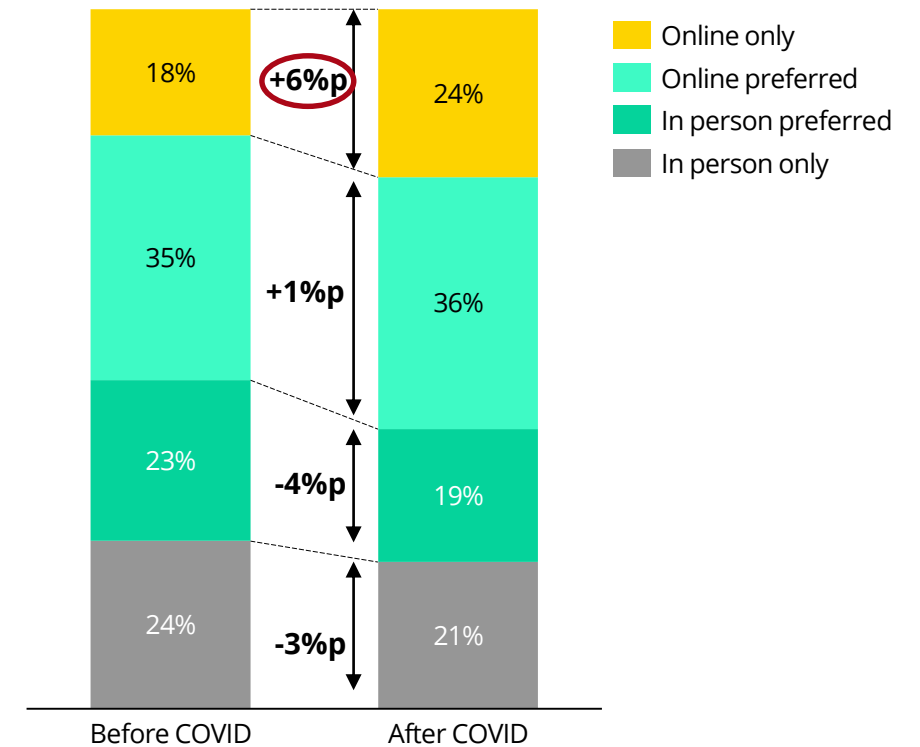


...and Covid has brought down barriers to customer digitalization

Customer activity in banking channels in 2018 (CEE) and 2020 (HU)

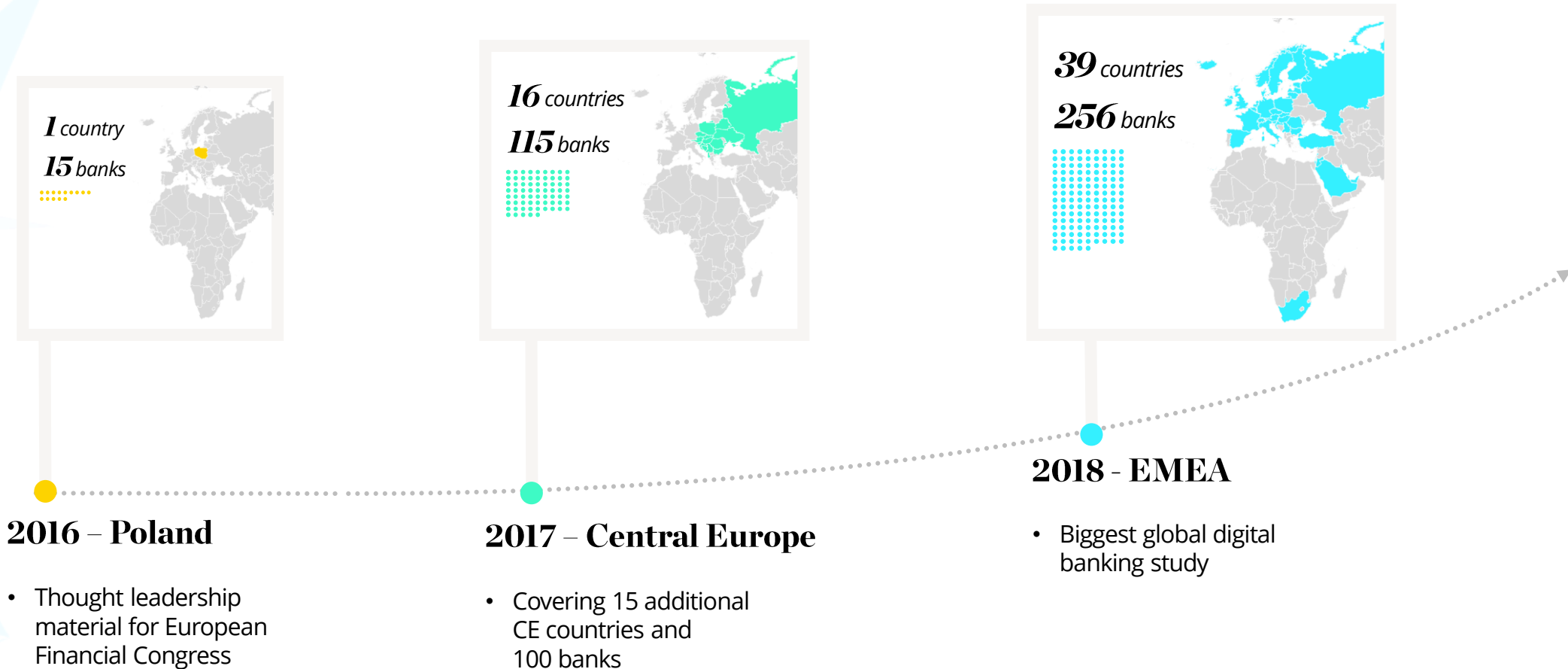


Channel usage before and after COVID when purchasing a banking product (HU)



Source: Customer survey conducted in May 2020 on a representative sample of 1,000 people in Hungary to assess the consumption preferences of the population after the coronavirus, CEE PSD2 Voice of the Customer survey by Deloitte, 2018

From one country to 39 in just 2 years, we have become pioneers in assessing banks' appetite, it is time to launch 4th edition



Digital Banking Maturity is the biggest global digital benchmarking study

DBMaturity 2018 was the 3rd edition of global accelerator which delivered a comprehensive outside-in **assessment** of retail banks' **digital channels** and helped to **inform discussion about the future developments**.



Benchmarked markets can be divided into 4 groups in terms of digital banking maturity

Digital champions



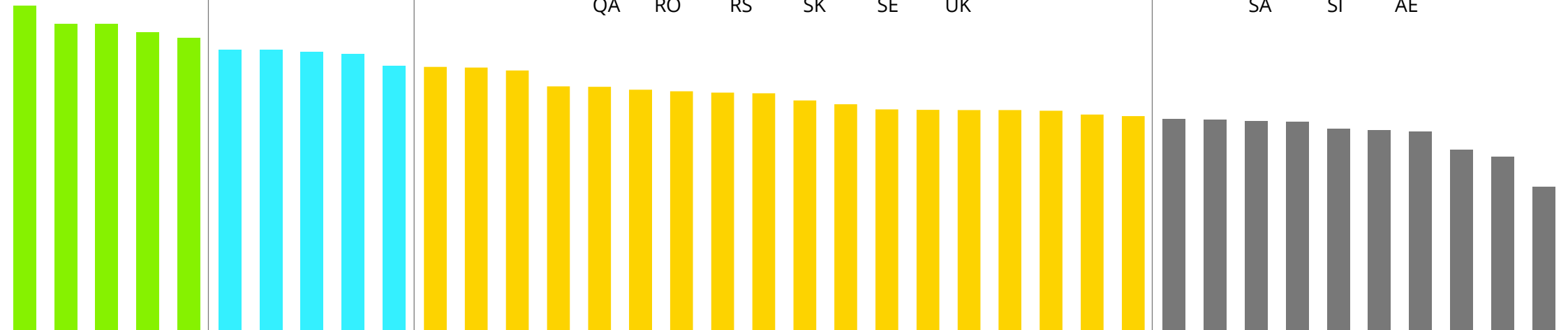
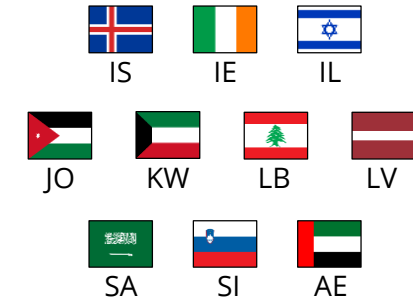
Digital smart followers



Digital adopters



Digital latecomers



Note:

To achieve comparable data, country averages are based on the results of the top 5 biggest banks in given market in terms of assets.

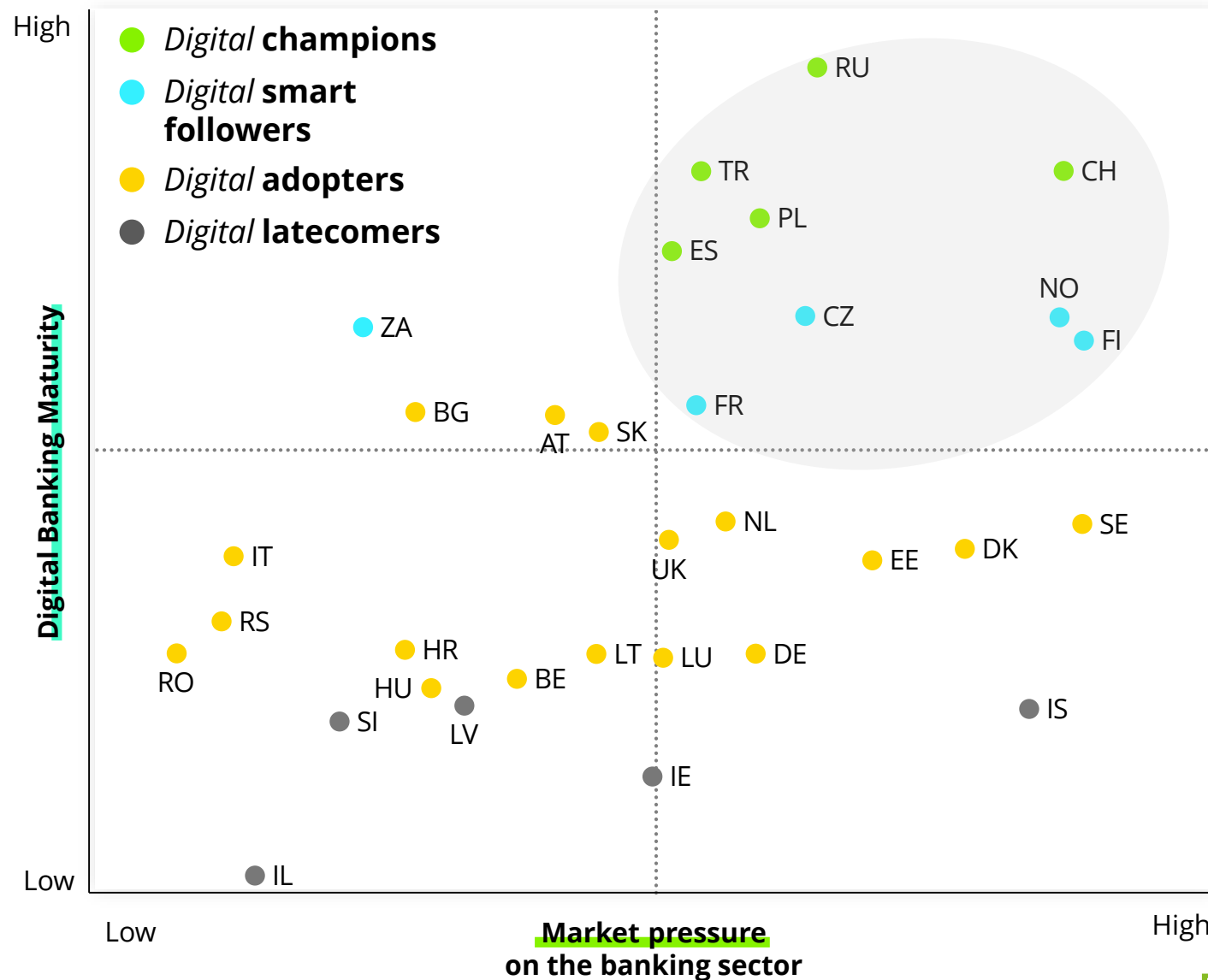
Countries within the 4 categories are in alphabetical order – the position of the flag within the group does not imply the score against other countries from the same group.

Market pressure from customers and competitors created *Digital champions*

Market pressure on the banking sector

Analysis of results revealed that market pressure is a key driver of Digital Banking Maturity:

- **Customer pressure** – expectations regarding level of service which should be available in digital channels
- **Competitor pressure** – digital “arms race” ignited by a number of banks which decided to leverage their digital channels as key competitive advantage



Initial results provide insight into the fastest growing areas of digital functionalities along the customer journey

Selected high-growth areas of digital functionalities along the customer journey

% of digital functionalities covered by banks which participated in 2018 and 2020 edition¹

2018 adoption 2020 adoption²

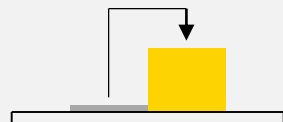
Progress in open banking is still **not visible to many end consumers** but **rising adoption is evident**

Need for remote customer authentication has **increased usage of digital methods** such as e-signature or taking picture of ID card

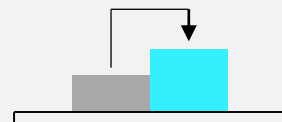
API exposure is obligatory but banks are also **exploring partnership opportunities**

PFM functionalities are gaining importance, particularly in mobile banking channels

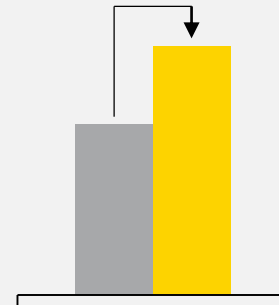
Transition of **features for active investing** to digital channels, such as stock trading or price information, **enables customer self-service**



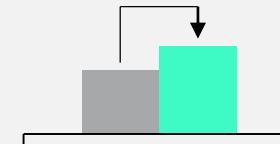
Third-party banking aggregation



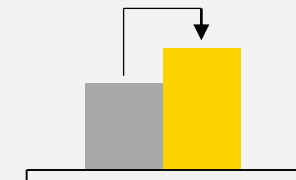
Remote ID&V methods



Ecosystem development



Personal finance management



Investment services

- Sample of 57 out of 248 banks. Official results per CJ section in 2018 may vary. Results for 2018 and 2020 based on the same set of questions. Number of questions in each category: Third-party banking aggregation (4), Remote ID&V methods (12), Ecosystem development (9), Personal finance management (56), Investment services (95)
- Based on initial results as of 27/05/2020. Final results may vary.



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Let's make it happen.



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