

Humanizing Digital-First Banking

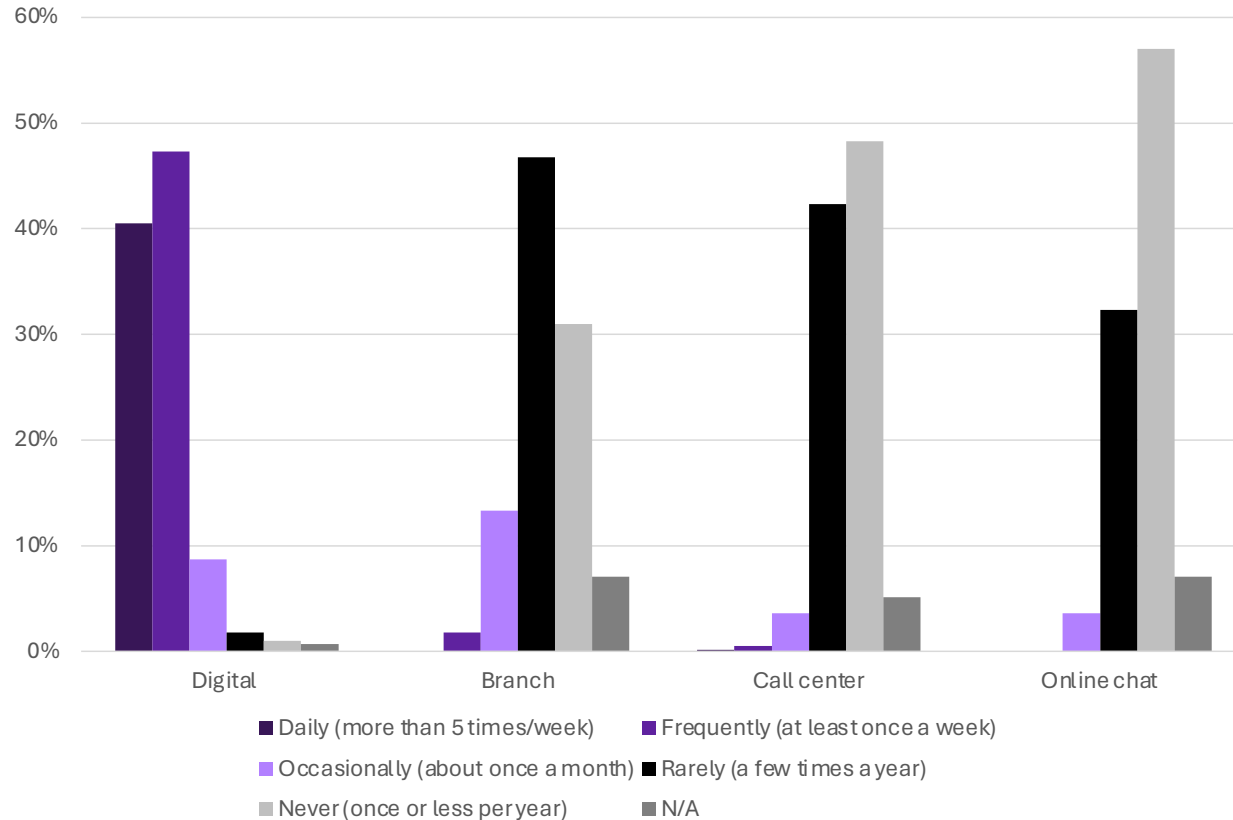
Eric Brandt | NCR Voyix
Liz Wolverton | Synovus

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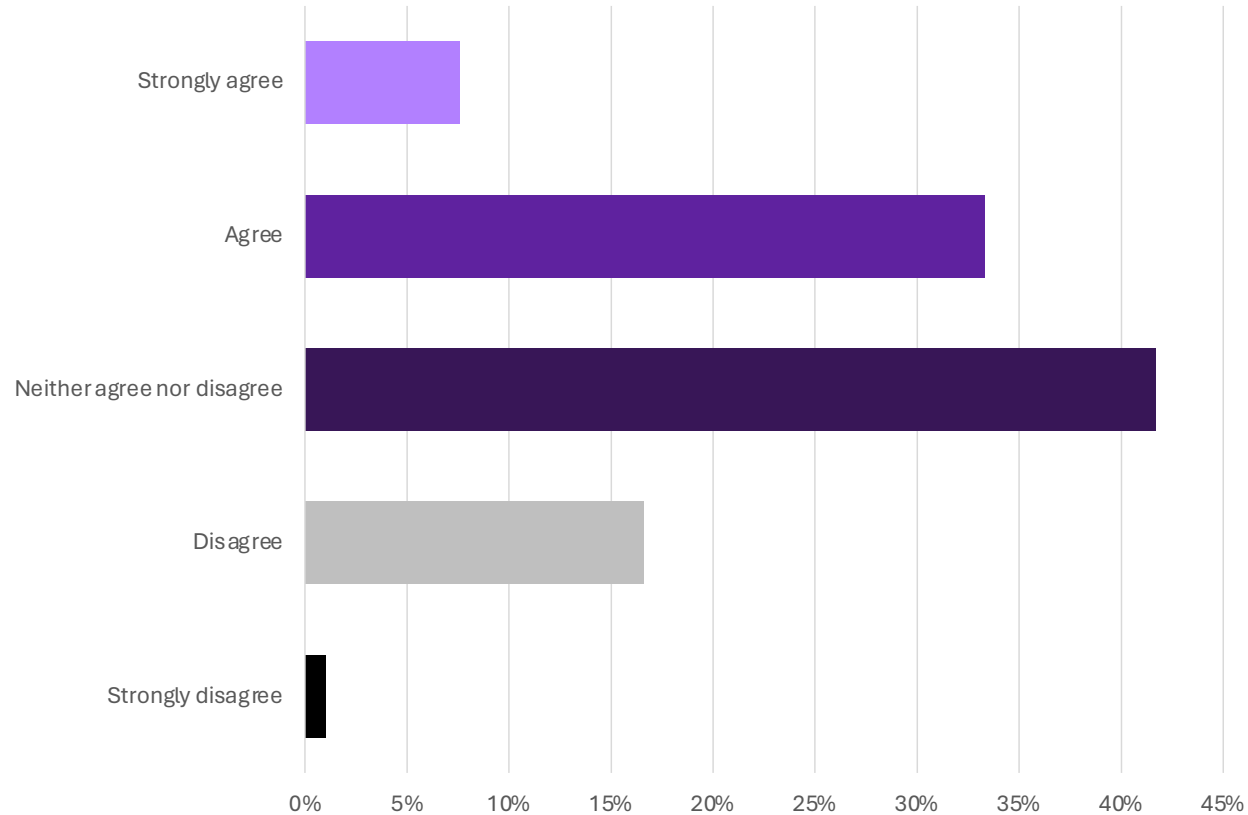


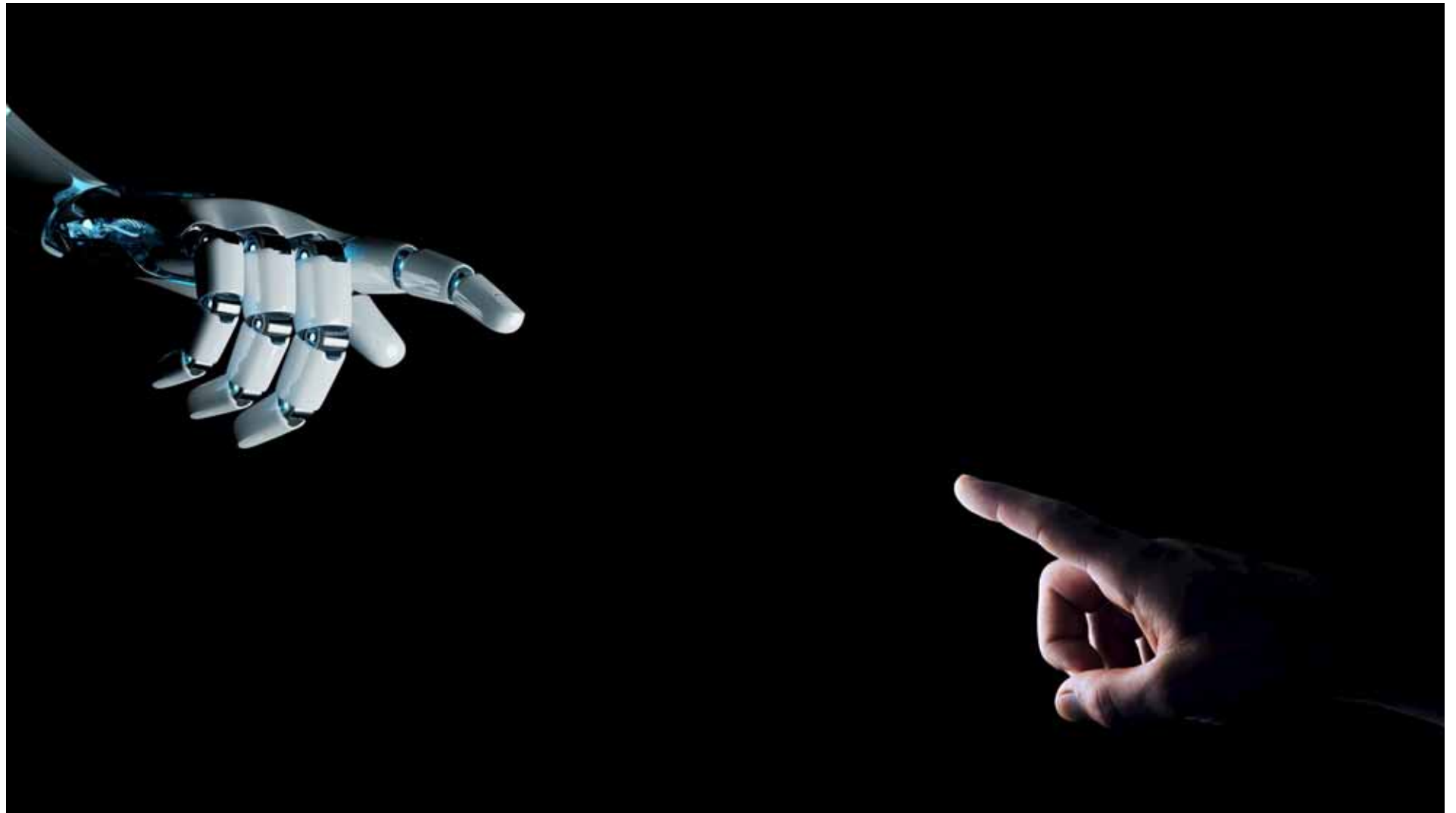
How often do you engage with your primary financial institution via the following channels?



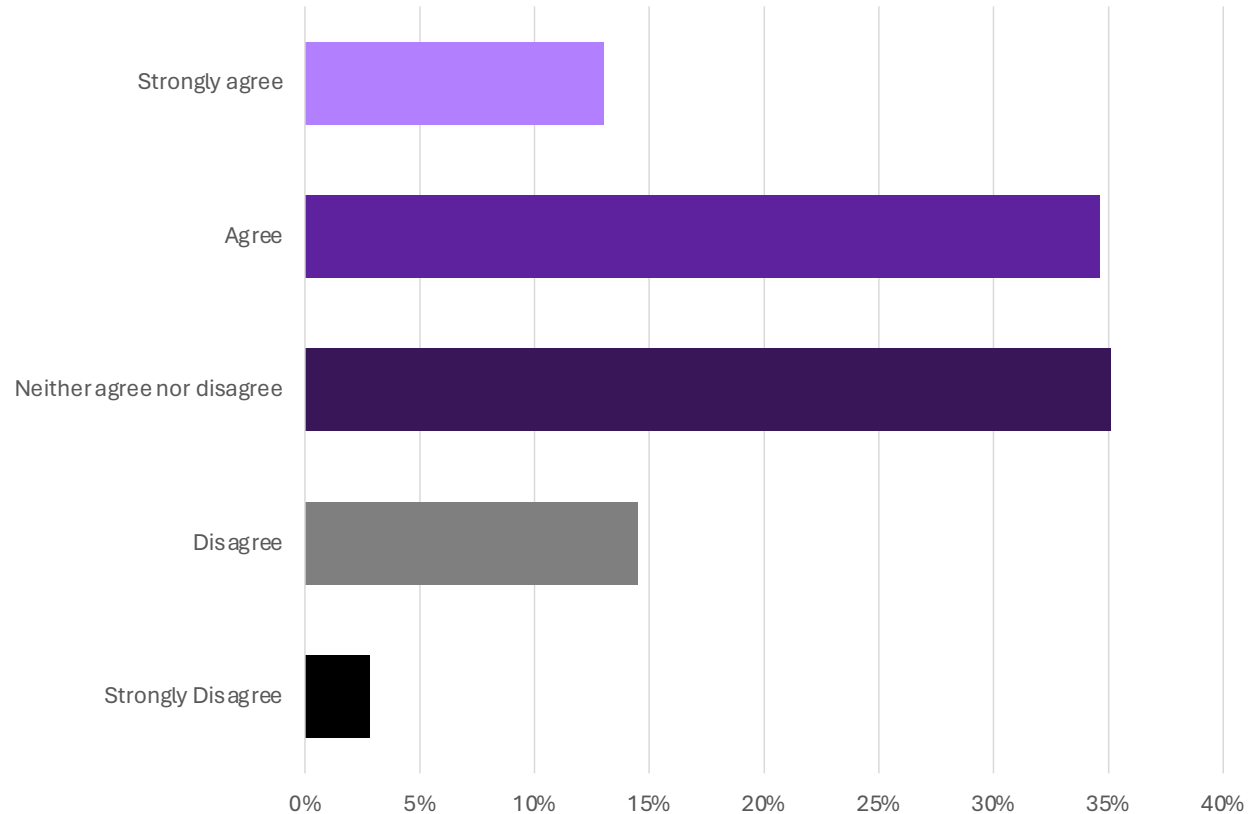


My financial institution has effectively integrated human elements into its digital services



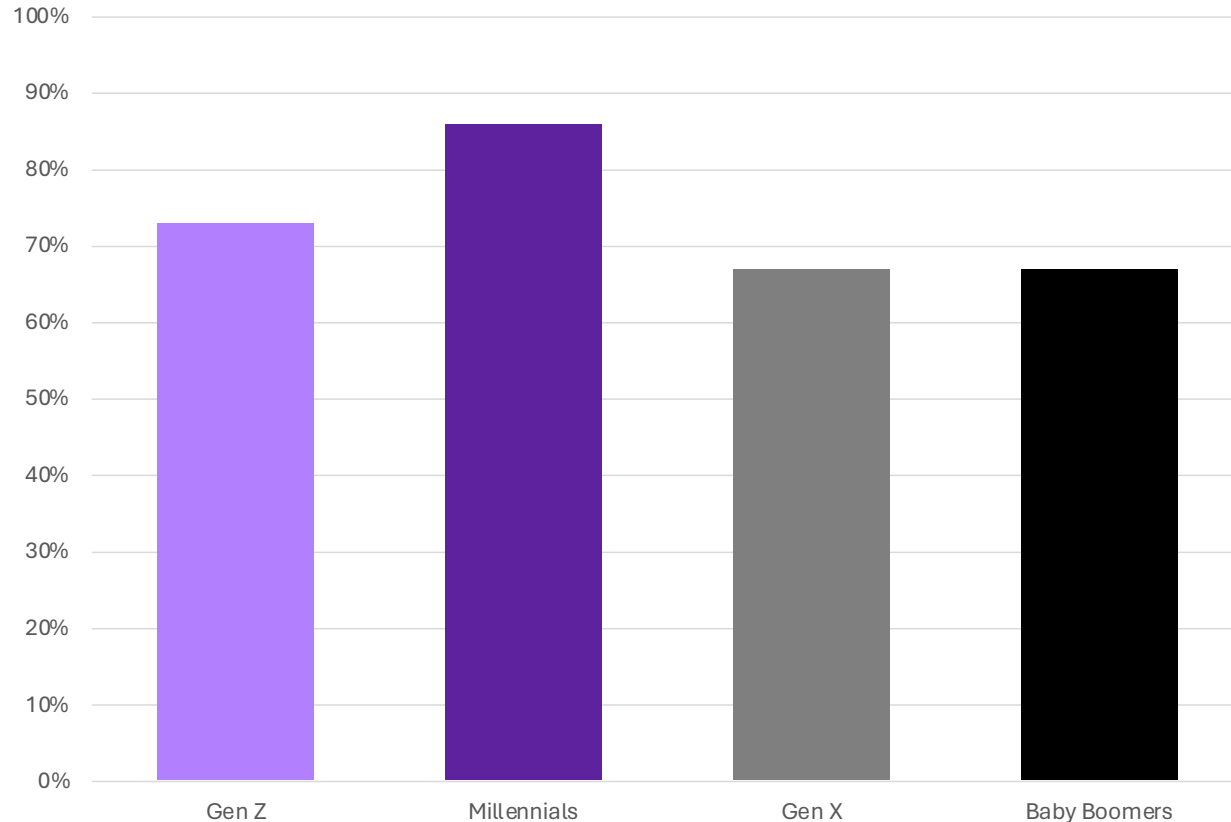


My financial institution demonstrates a genuine interest in building long-term relationships with its users.





76% of consumers are likely to switch banks for one that better fits their needs – up from 52% in 2020





The battle for primacy

6.3

Average number of financial products held

50%

Or less are with their primary financial institution



ACTION ITEM #1

Embrace data-driven digital

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ACTION ITEM #2

Be Intentional

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ACTION ITEM #3

Think beyond the glass

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Thank you!

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