

2019 Digital Banking Trends

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2019 signals a turning point for mobile-first strategic planning. At innovative FIs, efforts to develop more convenient ways to bank will shift to harder questions. How can we simplify digital banking so that customers tackle more financial chores and interact more deeply in digital channels? How can we build trust not only in digital channels but in the FI as a whole? How can digital banking create an unbreakable primary banking relationship? In “2019 Digital Banking Trends,” Javelin’s Digital Banking team has spotlighted three trends that will require strategic vision, tactical decisions, and staged investment in digital banking and partnerships.



2019 DIGITAL BANKING TRENDS

1. Financial Fitness Makes a Comeback
2. Banks Bring Greater Consistency to Money Movement
3. FIs Turn to Automation and Empowerment to Deepen Digital Engagement

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