

2019 Small Business Digital Banking & Payments Trends

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Development in consumer digital banking accelerated during 2018, with several top banks rolling out engaging experiences incorporating advanced and engaging features like chatbots, personal finance tools, and more. Unfortunately, digital experiences in small-business banking continue to leave customers wanting. Satisfaction and engagement with mobile banking leave much to be desired. Meanwhile, several nonbank players—including small-business neobanks, fintechs, and large tech companies like Intuit and Square—have developed digital solutions that business owners are increasingly turning to for day-to-day financial management. For banks to avoid losing valuable business relationships, the time is now to catch up. In “2019 Small Business Banking Trends,” Javelin has identified three trends that both illustrate the need for investment in digital experiences for business owners, and explore how banks can go about winning customer mindshare.



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