

# **TOP RETAIL BANKING TRENDS 2021**

## Unforeseen circumstances demand business resilience



Leverage intelligent processes and open ecosystem for go-to-market agility



## Adapt to deliver superior customer experience



### **DIGITAL ERA WITH A HUMAN TOUCH**

Humanizing digital experiences will foster more authentic customer connections

### **SEGMENT-OF-ONE**

Banks leverage segment-of-one marketing to hyper-personalize offerings



## Tomorrow's frontrunners will offer consumers convenient one-stop shops

#### Copyright ©2020 Capgemini. All rights reserved.