



Reaching out with digital

Specialist bank

Digital technologies are transforming banking. So our client – a specialist bank with a diverse customer base – needed a comprehensive digital strategy to keep pace and extend their appeal to future customers. At stake was an ambitious growth plan: to double the bank's balance sheet.

To understand how the bank compared with peers, we carried out a comprehensive Digital Maturity Assessment as well as analysing customer journeys across all business lines and channels. Our preliminary report identified the key gaps between our client and competitors, and highlighted priority areas for improvement.

This initial analysis was so well received we were asked to progress immediately to a full digital strategy, anchored to the bank's corporate goals and incorporating prioritised objectives, target future customer journeys and analysis of future capabilities. Our final report included an investment case and a three-year roadmap, which our client continues to refer to and develop as they make the journey to digital.

We are on your side all the way.

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