

Digital Transformation of Financial Services: Making banking personal

Differentiation for banks and insurance companies today requires more than good products at great rates. It's about solving real customer problems, says Simon Blissett, Head of Financial Services Solutions and Innovations in EMEAR at Cisco. But that demands a digital rethink.

The joy of finding and buying your first car. Accepting a place at university. Starting a nest egg with your partner. Those major life moments – unhindered by paperwork, unspoilt by admin, uninterrupted by process. Some of them good: like finding your home. Some sad: like cancelling a loved one's account whose passed away.

Through all these, your bank does the hard work for you. It takes the data it has about you, adds to it from the world of big data
