

**DIEBOLD NIXDORF PERSPECTIVE**

# The customer engagement strategy shift that's changing the game

By Norbert Knievel, Branch Transformation and Consumer-Centric Experience, Diebold Nixdorf

Diebold Nixdorf's annual International Management Seminar (IMS) is a chance for bankers worldwide to convene and discuss the most important emerging trends and topics affecting the financial industry. In a new white paper, *The critical change you need to make to your customer engagement strategy*, Finextra highlights some presentations and top themes from the event:

- The need to transform and enable customer journeys, making them more seamless and intuitive;
- The imperative to go beyond connecting the dots within an organisation, to connect more seamlessly with other organisations, partners, players, etc.;
- The desire to automate processes and drive holistic insights – balanced carefully with consumers' desire for human engagement.

## Actionable lessons from real-world examples

Francisco Manuel Barbeira, an executive board member at BPI Portugal, shared how AI is enabling the bank to create and send personalised marketing messages to its clientele. The content is pulled from customer data, then fed through AI algorithms that extrapolate needs and habits to determine which products or services they should suggest. Critically, the 'comms feed' as they call it, is connected and available across all of their self-service channels, from ATMs to online and mobile.

In a presentation that proved banks can change and adapt quickly, J. A. Fernandez Freire of BBVA Spain outlined his organisation's steps to transform into an agile company. Going department by department and changing internal processes, the company was able to develop new approaches to sales and digitisation.

Diebold Nixdorf's CMO, Devon Watson, offered concrete examples of how banks can operate in the new open-API, connected-commerce ecosystem, walking attendees through the process of opening a small business. Today, banks may offer a seamless

journey to apply for a loan through various channels, but that misses the larger picture. In the future, a bank embracing connected commerce might:

- Point them to vacant buildings in their desired area;
- Offer legal assistance during the purchase;
- Connect them with suppliers and tradespeople;
- Highlight potential buyers and growth opportunities for their product.

## The necessity to move – and fail – fast

The industry is taking steps toward the future Mr Watson describes. Morten Olsen of Nordea bank in Denmark discussed his FI's open banking-based sandbox. The organisation invites fintech startups and other industry partners to experiment on new innovations – with the bank's own platform as the basis. So whatever the result, Nordea is intimately engaged in the process and solution.

How can banks find the time and bandwidth to embark on such ambitious objectives? The white paper explores the 'XaaS' model, which has moved far beyond Software as a Service – extending to ATM as a Service, White Labelling as a Service, Branch as a Service, even Cash as a Service. It's becoming clear that wherever FIs can streamline and drive internal efficiencies, they should – as partnerships with strategic experts in specific areas enable them to focus on their own areas of expertise, namely innovating on financial advice and services, and focusing more on customer journeys.

The financial industry is often held up as the poster child for 'reluctance to change'. At this year's IMS, I was amazed at the enthusiasm and excitement for the future of banking (something you'll see in the videos of the speakers' presentations peppered throughout the white paper). Our industry is changing dramatically – but we're beginning to see some clear paths forward for growth, and I'm seeing bankers who are ready to face and embrace everything that comes next. ■

Access the full white paper, *The critical change you need to make to your customer engagement strategy*, at [DieboldNixdorf.com/ChangeNow](http://DieboldNixdorf.com/ChangeNow)



Norbert Knievel  
Diebold Nixdorf

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