



## PRESS RELEASE

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London, 20th February 2020

### **How can banks use technology to bridge the physical and digital worlds?**

*On 19<sup>th</sup> and 20<sup>th</sup> May, 500+ senior bank executives and industry experts will gather in London to discover how pioneering banks are meeting ever-growing customer expectations through a range of self-service and digital banking solutions*

### **Customer behaviour is changing – banks must be agile to stay in the game**

Banking in 2020 is unrecognisable compared to the turn of the millennium, with many consumers now preferring to use online technologies – particularly smartphones – to access banking services. Customer interactions are changing, and the industry has seen a rise in challenger banks poaching customers from traditional incumbents by focusing on the customer experience.

Despite the rapid pace of change, many banks still operate a siloed model, working with legacy systems, and lacking smooth channel interoperability. This can cause the loss of valuable engagement between bank and customer – leaving banks vulnerable to competitors.

RBR's Managing Director, Dominic Hirsch, comments: *“Developments in technology, changing customer behaviour, new entrants and innovation are radically transforming the ways in which banking services are delivered and used. It is critical that retail banks ensure customer engagement is seamless and relevant – in every channel”*.

### **Multinational banks lead varied two-day speaker agenda**

*Self-Service Banking Europe 2020* brings together over 500 delegates from banks, payment providers, hardware and software suppliers and other key industry stakeholders to discuss best practice in self-service and digital strategy.

Topics on the agenda include mobile and cloud banking, new payment methods, enhancing the customer experience, artificial intelligence, innovation, cash recycling and ATM pooling. The dedicated Fintech Showcase shines a spotlight on some of the latest technological innovations that disruptors and start-ups are bringing into the mix.

The agenda includes a wide variety of international speakers, with highlights including keynote addresses from ING on the evolution of the customer experience, Commerzbank on the importance of customer focus within the mobile channel, Nationwide on creating a culture of digitisation, the European Central Bank on trends and developments in the Euro area, and ClearBank on disruption within the banking industry.

The agenda will also feature case studies from Starling Bank (UK), Caixabank (Spain), Eurobank (Greece), Webster Bank (USA), Odeabank (Turkey), Simmons Bank (USA), Garanti BBVA (Turkey), and Mastercard (UK).

### **Technology suppliers showcase cutting-edge solutions**

Attendees at *Self-Service Banking Europe 2020* can explore the latest technology in the exhibition hall during the networking breaks and drinks reception. The event attracts a diverse range of exhibitors and sponsors, including hardware and software providers, cloud-native payment experts, change management specialists, banking security firms, card schemes and networks.

Dominic Hirsch continues: *“Self-Service Banking Europe has always had a real focus on learning and exchanging ideas – experts will be coming from all around the world to share their expertise on the opportunities for retail banks going forward”*.

*Self-Service Banking Europe 2020* takes place in London on 19<sup>th</sup> and 20<sup>th</sup> May 2020. For more information, please visit [www.rbrlondon.com/ssbe](http://www.rbrlondon.com/ssbe).



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### Notes to editors

To find out more about *Self-Service Banking Europe 2020* please email Amanda Hardy ([amanda.hardy@rbrlondon.com](mailto:amanda.hardy@rbrlondon.com)) or call +44 1284 702575.

RBR is a strategic research and consulting firm with three decades of experience in banking and retail automation, cards and payments. It assists its clients by providing independent advice and intelligence through published reports, consulting, newsletters and events.

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