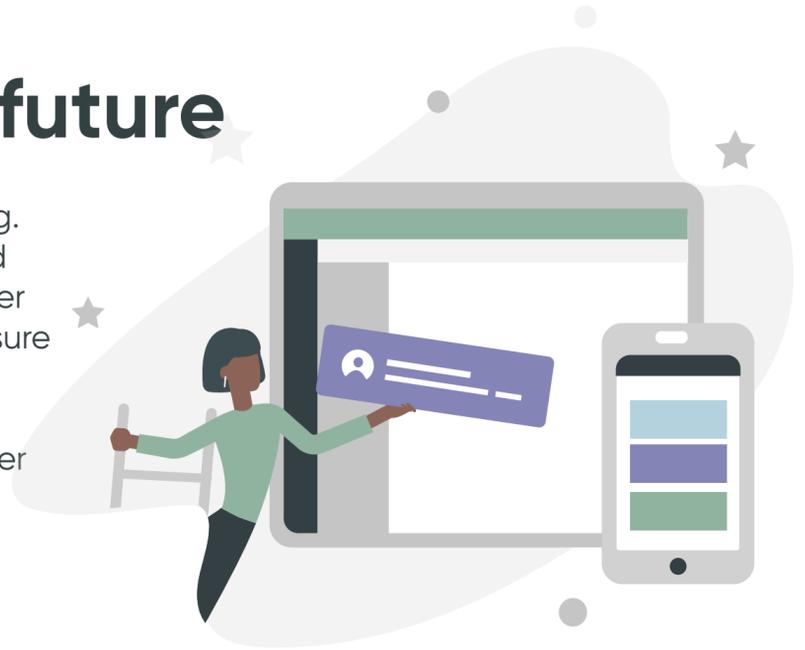servicenow.

Banking: Build for the future

We all know Banking is changing. Fast. And COVID-19 has ensured digital transformation is no longer a 'nice to have'. How do you ensure compliance and build resilience, while meeting the needs of your customers? How do you empower your employees to deliver this exceptional experience customers demand?

Disruptive forces driving Digital

Customer centricity

48%

of customers want relevant advice and product information at their fingertips as they go about their daily lives [1]

Regulatory pressure

+750

global regulatory bodies and governing businesses [2]

Cost pressures

80%

of banks failed to fully achieve their cost reduction targets in 2019. [3]

To solve for these challenges, it is critical banks develop a strategy to overcome fragmentation across the enterprise.

Banks that focus their digital transformation investments on middle and back office operations can ensure long term business continuity by empowering employees, building resilience and delivering consistent, seamless experiences to customers.

A focus on operations transformation makes a difference

5 legacy systems

replaced with a single application

Intercontinental Exchange (ICE) which operates the New York Stock Exchange (NYSE) chose ServiceNow to reduce IT service delivery risk, lower costs, and increase visibility.

"

With ServiceNow we could automate these processes and make them enterprise grade

— Bretlan Fletcher
  Senior IT Director

$500k

in annual cost reduction

Multinational financial corporation integrates employee onboarding across HR, IT, and facilities with ServiceNow

"

We went from several requests to one order guide that only takes three minutes to complete. Simply awesome!

— Patti Court
  Director of Service Management

How should you start your DX journey?

1

Build the right foundation for your bank

Connect fragmented systems and processes and see everything with a platform that increases visibility of your institution

2

Deliver better experiences while ensuring compliance

Empower employees, solve for potential disruptions and deliver seamless customer experiences

3

Continuously innovate for improved outcomes

Reimagine where you can go with transformed operations and front to back connectivity

"

We're done talking about 'Is it a good idea to digitally transform'?

Now, the conversation has shifted to 'How quickly can you get me there? I have to get there really fast'.

— Bill McDermott, CEO, ServiceNow

Learn how other institutions have digitally transformed their operations to – empower employees, deliver seamless customer experiences, increase efficiency, build resilience and ensure compliance.

Explore the stories

Read chapter 2
Employee experience

1. https://www.accenture.com/_acnmedia/accenture/next-gen-3/dandm-global-research-study/accenture-banking-global-distribution-marketing-consumer-study.pdfla=en
2. https://www.worldfinance.com/strategy/top-five-regulatory-concerns-currently-facing-financial-institutions
3. https://www2.deloitte.com/us/en/pages/financial-services/articles/cost-management-banking-industry.html