

## Key Technologies Help Financial Services Personalize the Customer Experience

**\$6T** in P2P transactions will be made using mobile devices in 2019!

Disruption is everywhere in financial services—tech-savvy customers, increasing compliance pressures, aggressive new competitors.

The industry has responded with personalized services based on evolving technologies, delivered via **mobile devices**.

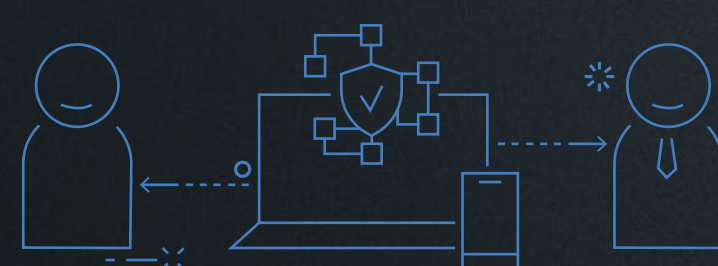
Here are some key technologies to watch in 2019 and beyond that promise to help enhance the customer experience:

### Blockchain

**30% of large banks** will deploy blockchain technology.

Blockchain has the potential to improve customer services by enhancing the speed, efficiency, and security of data transactions.

**Modern mobile devices with integrated security features will be key to delivering the full value of blockchain technology for both employees and customers.**



### Artificial Intelligence

**35% of insurers** will deploy cognitive systems and/or cognitive robotic process automation.

AI will touch all aspects of financial services—from sales and marketing to wealth management and compliance.

**To take full advantage of the automation AI offers for customers, financial firms will need to deploy fast, responsive, and reliable endpoint devices.**



### RegTech

**15% of small and mid-size banks** will implement Cloud-based compliance analytics platforms and data solutions.

Regulatory requirements are growing in complexity worldwide. Financial services companies are adopting Cloud-based regulatory technologies to enhance management, monitoring, and reporting of compliance processes.

**RegTech relies on endpoint devices with a strong security footprint.**



### Human-Digital Interfaces

**50% of new mobile apps** will use voice and biometric sensors as either a primary interface or to personalize experiences.

The growth and evolution of more natural human-digital interfaces will enable financial services providers to engage customers more deeply.

**Laptops, tablets, and accessories must be able to deliver the new generation of personalized services through technologies like voice, gestures, and biometric scanning.**



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\*All statistics from IDC FutureScape: Worldwide Financial Services 2018 Predictions

Lenovo's technology solutions are transforming the financial services industry for the needs of tomorrow.

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