



FINesse

DIGITAL BANKING NEWSLETTER

In 2021 and years to come 'digital' will redefine banking and financial services industry globally, creating opportunities for banks and financial institutions and value for consumers. Comviva's FINesse Newsletter brings to you the latest trends, developments and best practices from digital banking and payments space, helping you to shape your digital strategy and make the most of this opportunity.

WEBINAR

To Win in Digital, Banks Need to Explore and Learn Faster



The digital age is rapidly changing how people interact, do business and access banking services on a day-to-day basis. Consumers are shifting loyalty towards technology companies that can quickly deliver personalized digital banking experience suited to their dynamic lifestyle. Banks need to learn fast and embrace dynamism to engage customers and grow in order to keep up with the transforming times.

In this webinar, **Forrester's Peter Wannemacher** and **Comviva's Deepak Mylapalli** explore how banks can address dynamism, discuss examples of new digital services and experiences provided by leading banks and concludes with what this means for your bank.

[WATCH THE WEBINAR >>](#)

RESEARCH

Comviva's Digital Banking Consumer Survey 2020 Puts Three Digital Banking Theories to Test



Comviva conducted a global consumer survey to gather consumer perspectives on the use of digital banking services. The research analysed consumers' opinion on the web and mobile banking use and preferences, uncovering surprises related to three digital banking theories connected to consumers' expectation from banks, the importance of knowing the consumer and consumers' willingness to pay for digital banking services.

Consumers also voiced their opinion on what they would like banks to do for them and how much are they willing to pay for personalized digital banking experience. **Yogesh Joshi** uncovers these findings in this exciting research.

[READ THE RESEARCH >>](#)

POINT OF VIEW

Seven Drivers for Successful Digital Banking Evolution



The banking industry is witnessing a significant disruption largely driven by the user demand for exceptional products or services combined with fierce competition from competing banks, non-financial institutions, new-age digital banks and fintechs. In their quest for innovation, reduced costs, enhanced customer engagement and satisfaction — and shorter new product development cycles — banks and financial institutions need to embark upon digital banking initiatives and adopt various agile practices.

How can banks do this? Comviva's head of Digital Financial Solutions, **Srinivas Nidugondi** brings you a checklist of top seven drivers that banks and financial institutions need to focus on for a successful digital banking strategy.

[READ THE ARTICLE >>](#)

INFOGRAPHICS

COVID-19 Accelerates the Rise of Contactless Payments



With social distancing and cleanliness on everyone's mind, people globally are shunning cash and card payments requiring contact (swipe / chip & pin) and are moving to contactless payments for everyday purchases. According to a Mastercard global survey, 79 percent of surveyed people are now using 'tap and go' contactless payments due to safety and hygiene.

Will consumers continue to use contactless payments even after the pandemic is over? What are contactless payment trends from different regions? Are businesses adopting contactless payments to meet consumers' expectations? Get answers to these questions and discover more trends in this informative Infographics presented by **Mohit Bhargava**.

[VIEW THE INFOGRAPHICS >>](#)

Comviva is the global leader of mobility solutions catering to The Business of Tomorrows. The company is a subsidiary of Tech Mahindra and a part of the \$21 billion Mahindra Group. Its extensive portfolio of solutions spans digital financial services, customer value management, messaging and broadband solution and digital lifestyle services and managed VAS services. It enables service providers to enhance customer experience, rationalize costs and accelerate revenue growth. Comviva's solutions are deployed by over 130 mobile service providers and financial institutions in over 95 countries and enrich the lives of over two billion people to deliver a better future.

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