

Future Ready Retail Banking

Global and Southeast Europe Perspectives

Technobank 2023 Keynote

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kpmg.com





Global and Europe Perspectives



State of Banking: KPMG Global Banking CEO Survey 2022 (1/2)

77% expect a recession within the next 12 months.

• Respondents **show confidence in the growth prospects** of the global economy in both the long term (97%) and short term (64%).

 55% are unsure of their banks' future profitability and growth prospects in this highly uncertain environment of inflation and geopolitical risks.



- Nearly half (48%) say that within the next decade banking will be exclusively digital and virtual with no brick-andmortar facilities.
- Two-thirds are currently downsizing their brick-and-mortar footprint.
- To better compete in the digital age, 60% are **investing heavily in developing their own digital and fintech capabilities**, with 54% admitting they are losing significant market share to non-traditional service providers.

Threats to growth

- Credit risk is seen as the number one threat to growth over the next three years, followed by culture, regulatory
 action, tax and cybersecurity.
- 42% see managing the risks and costs of inflation as a key challenge.

Mergers and Acquisitions (M&A)

- Over the next three years, 63% say they will have a moderate or high M&A appetite.
- 31% say pursuing M&A is among their organization's top five priorities.



State of Banking: KPMG Global Banking CEO Survey 2022 (2/2)



Talent

- 61% identify **employee retention and the Great Resignation as talent issues** of significant concern to their organization, while 50% cite adaptation to a remote or hybrid environment and competition for technology-capable talent.
- 51% are acquiring talent by accessing both a wider geographic base and greater diversity of talent.
- When asked about their key areas of focus associated with future of work risk and opportunities, 49% are focusing heavily on maintaining firm culture in a predominantly remote or hybrid environment, and 57% on balancing the need for in-person and digital interactions.

Cyber risks

- As digital banking increases, 81% of respondents expect to see an **increase in cybersecurity threats**, yet 34% indicate their bank is not investing enough in cybersecurity protection.
- 43% say their bank is not adequately equipped to protect customer data, privacy and assets in the event of a cyberattack.
- 64% have **not seen an increase in cyberattacks** on their bank since the start of the Russia-Ukraine war.
- Nearly half (47%) are **investing more heavily in cybersecurity** as a result of the Russia-Ukraine war.

Environmental, social, governance (ESG)

- 45% say they lack the technology solutions necessary to achieve their climate ambitions, such as net-zero emissions.
- 67% say their bank plans to purchase assets in carbon markets to meet ESG goals.
- 50% identify setting an achievable ESG goal and reporting compliance as top priorities.



Top 20 Large European Banks: Financial Performance (June 2022)

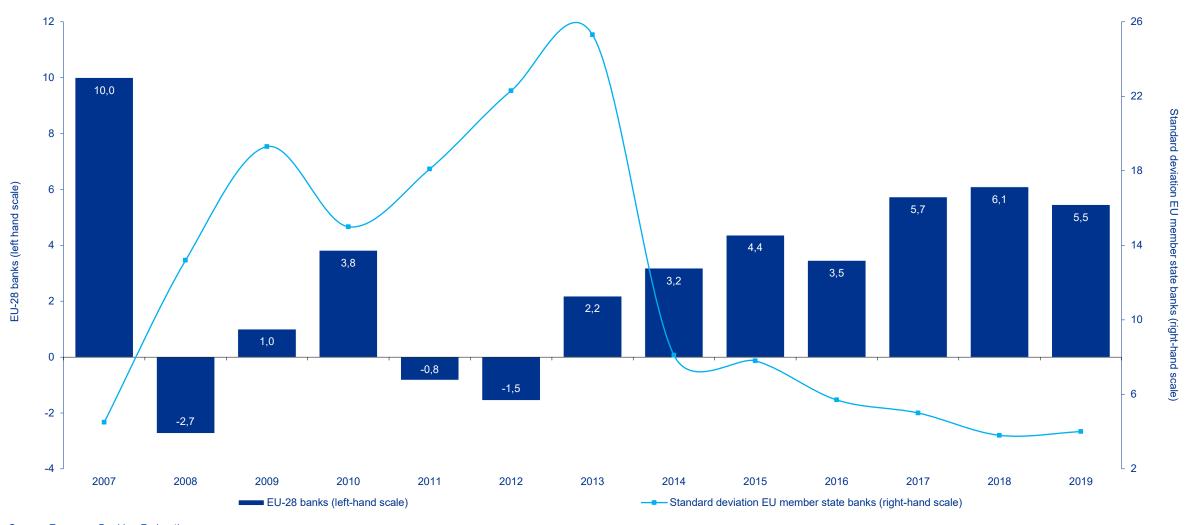
Large European Banks Financial Performance (June 2022)



Source: Fitch Ratings



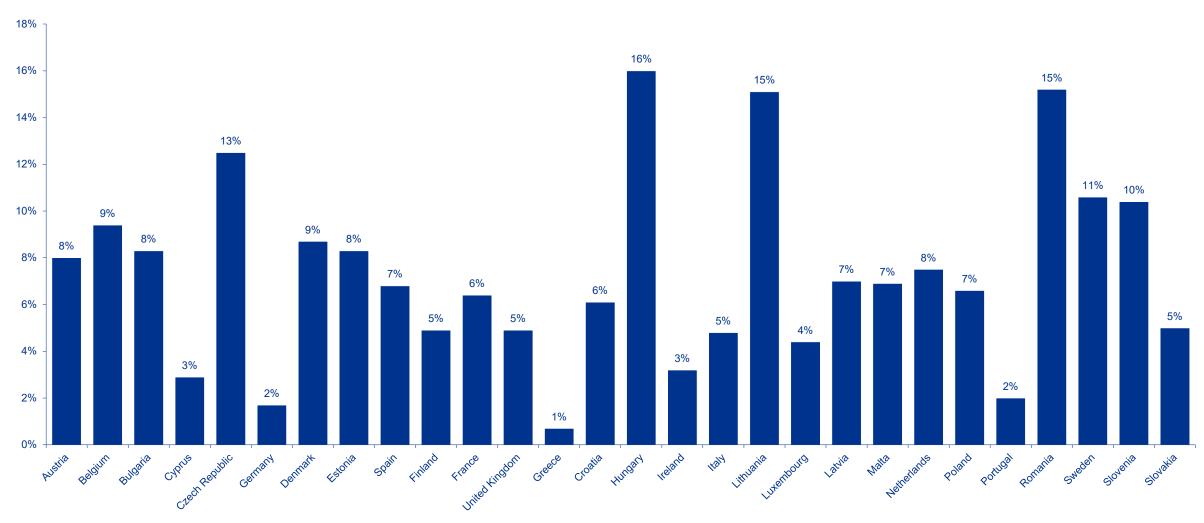
EU Banking: Return on Equity (%)



Source: European Banking Federation



EU Banking: Return on Equity by Country (%)



Source: European Banking Federation





South East Europe Perspectives



Selected Southeast Europe Banking Performance Indicators

The following banks were selected for Southeast Europe banking performance indicators calculation, as they represent "key players" on the market.





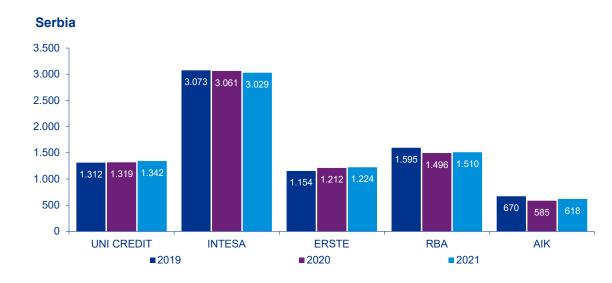




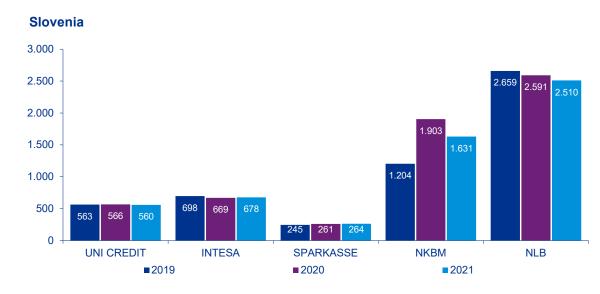


Number of employees



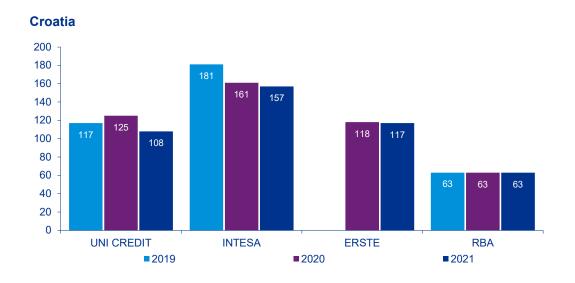


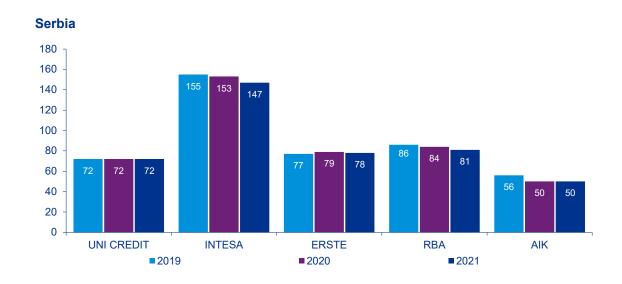




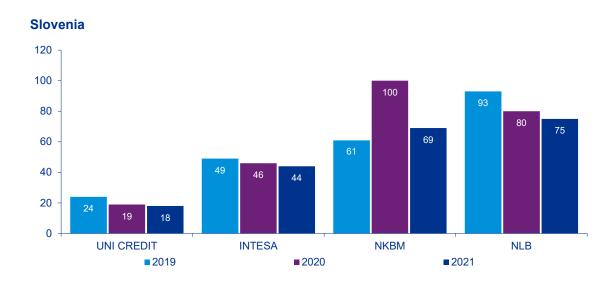


Number of branches and outlets





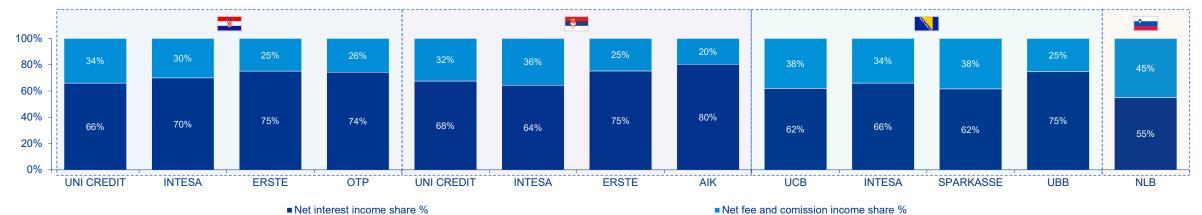




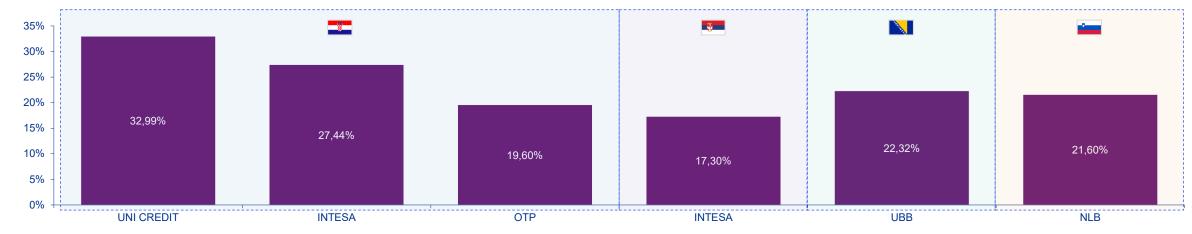


2022 Overview (1/3)

Net interest income vs Net fee and comission income



Capital Adequacy Ratio

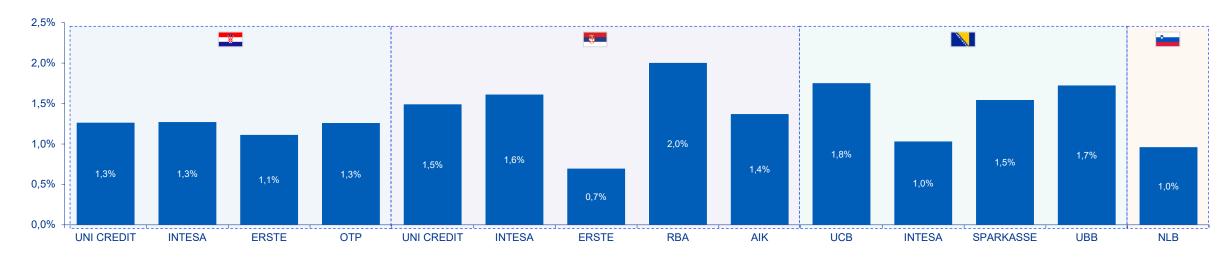




2022 Overview (2/3)

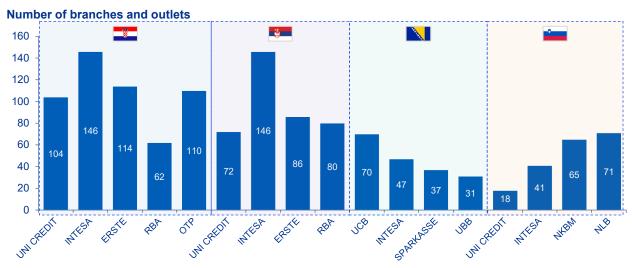


ROA



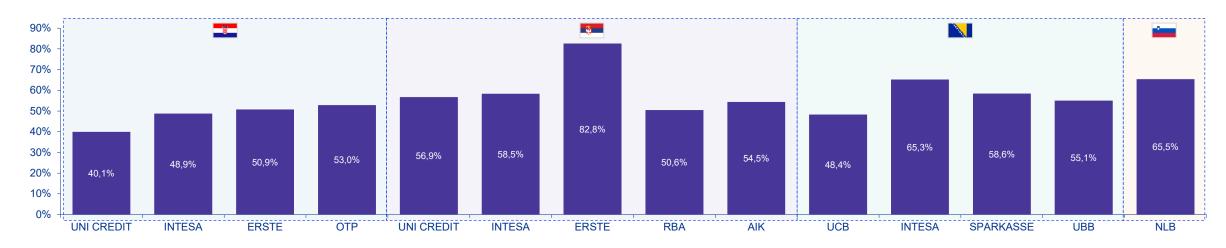


2022 Overview (3/3)



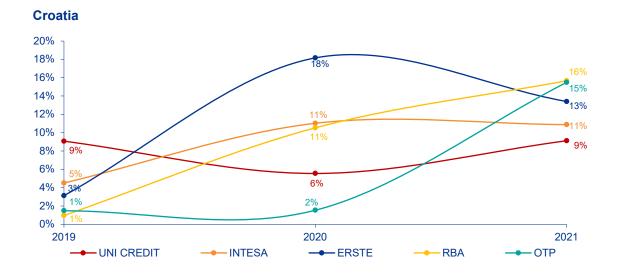


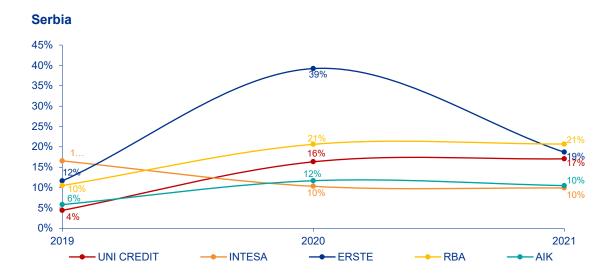
Cost / Income ratio

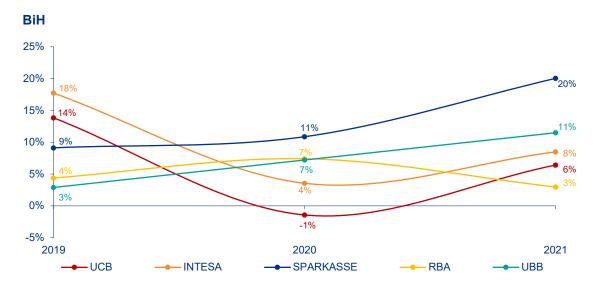


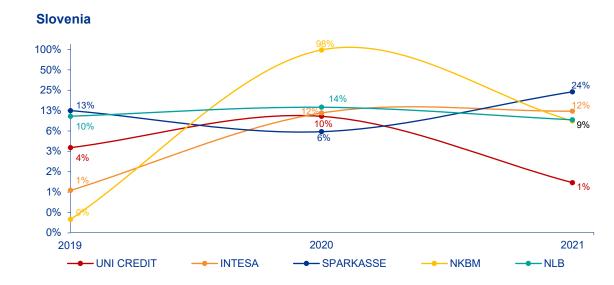


Deposits: Year-on-Year Growth





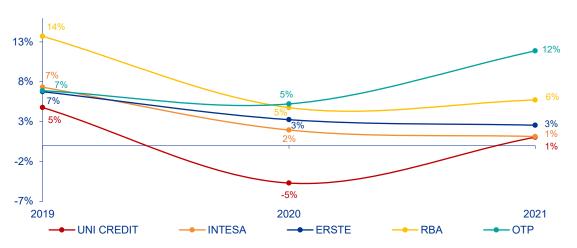




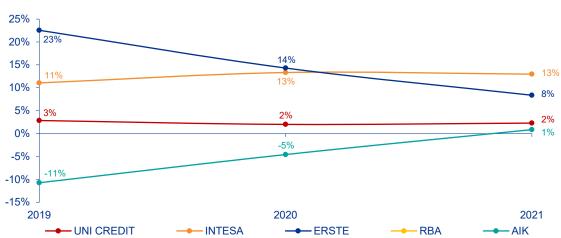


Retail Loans: Year-on-Year Growth

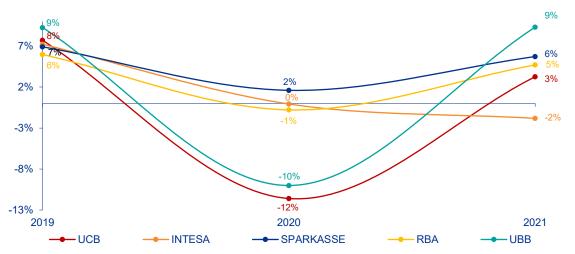
Croatia



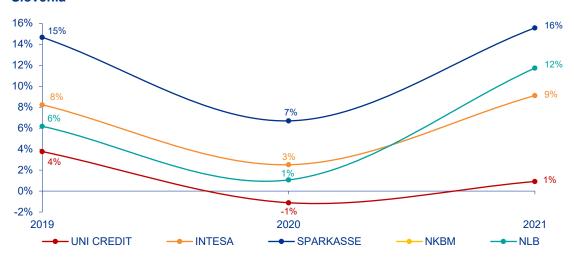
Serbia



BiH

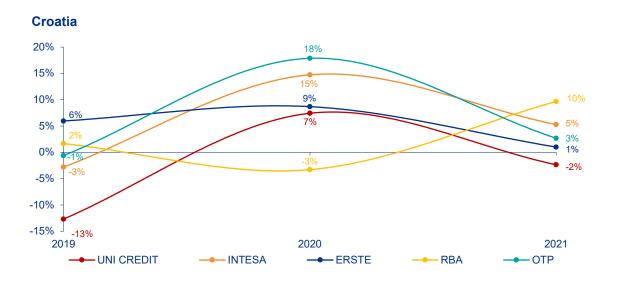


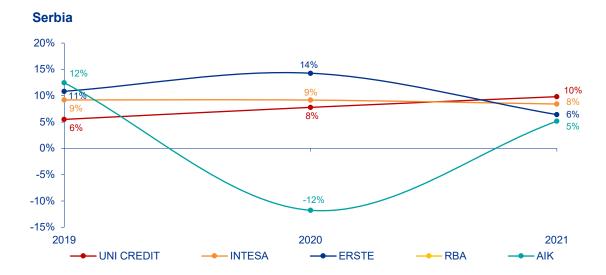
Slovenia

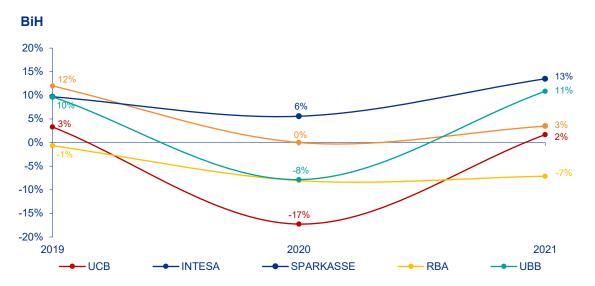


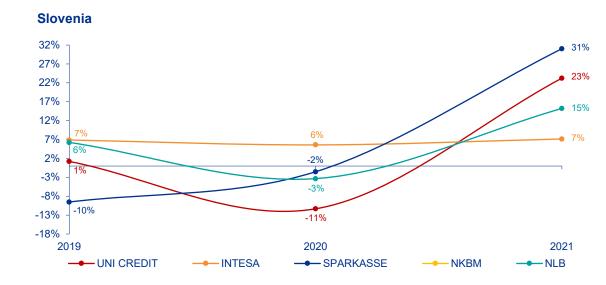


Corporate Loans: Year-on-Year Growth





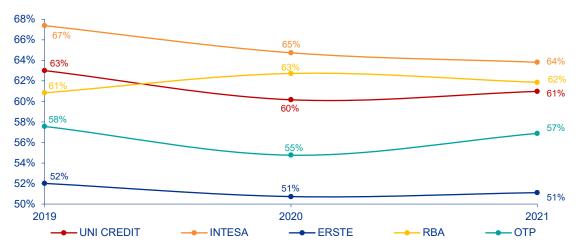




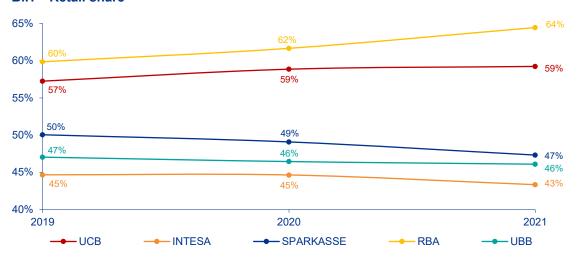


Loan Portfolio Mix: Retail vs Corporate

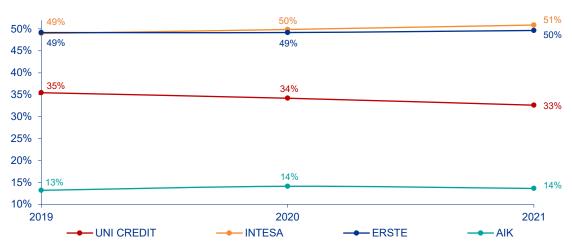
Croatia - Retail share



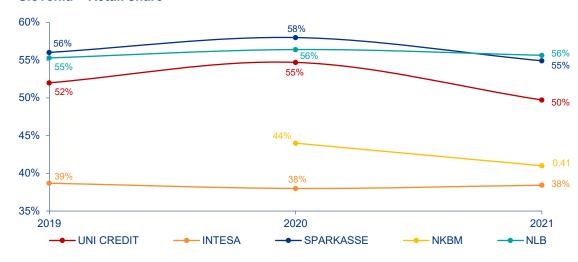
BiH - Retail share



Serbia - Retail share



Slovenia - Retail share





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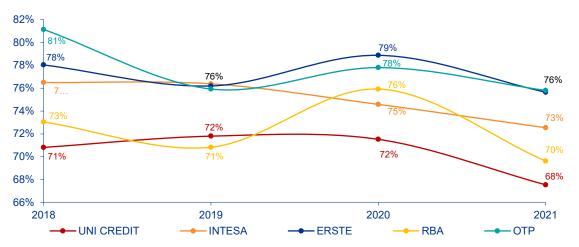
Net interest income vs Net fee and commission income

KPI = Net interest income

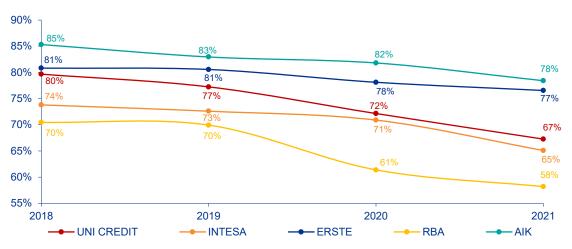
(Net interest income + Net fee and commission income)

* To avoid effects of negative trading and FX losses

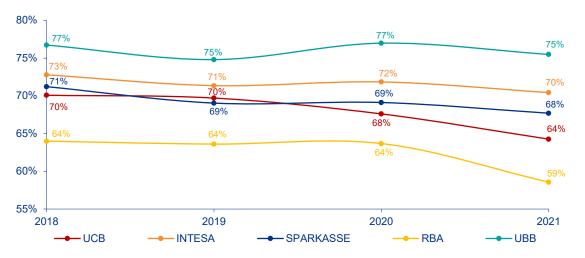
Croatia - Net interest income share



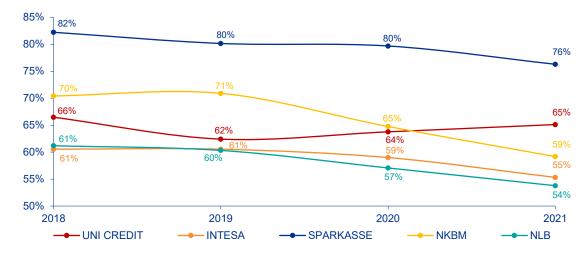
Serbia - Net interest income share



BiH - Net interest income share

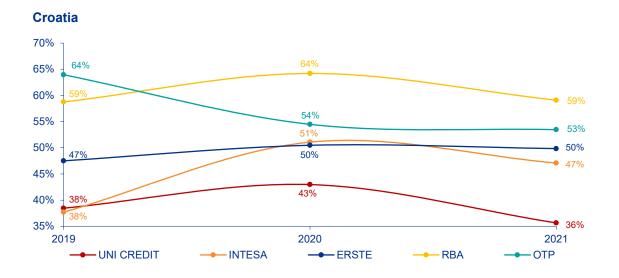


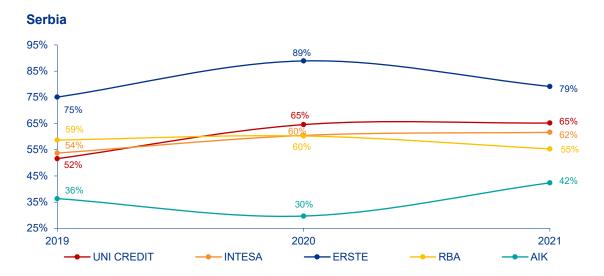
Slovenia – Net interest income share

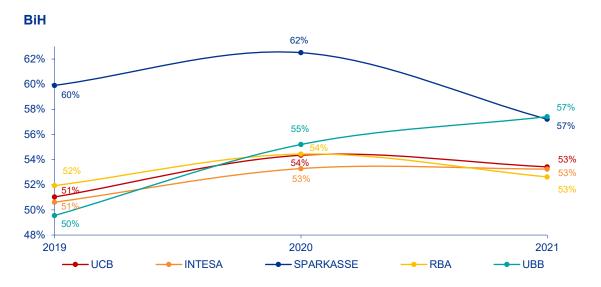


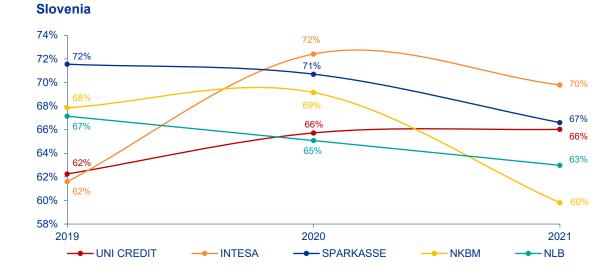


Cost/Incomeratio



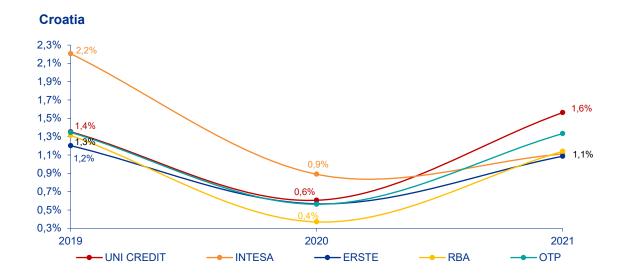


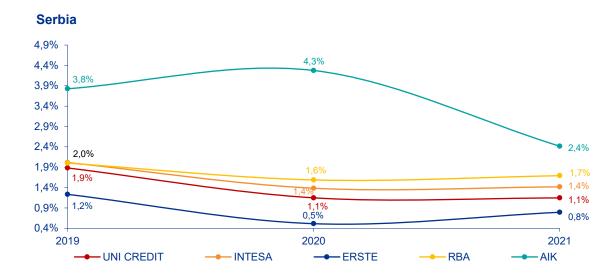


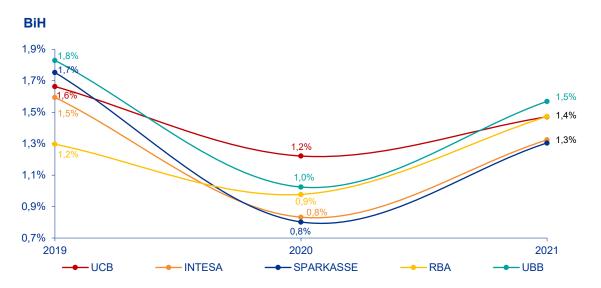


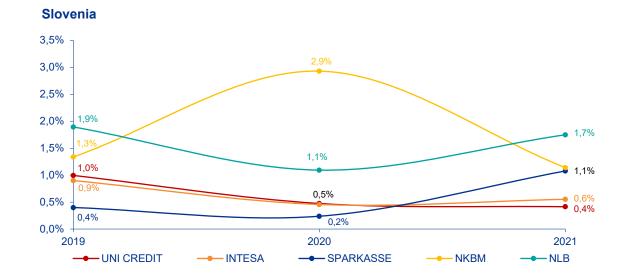


Return on Average Assets (ROAA)



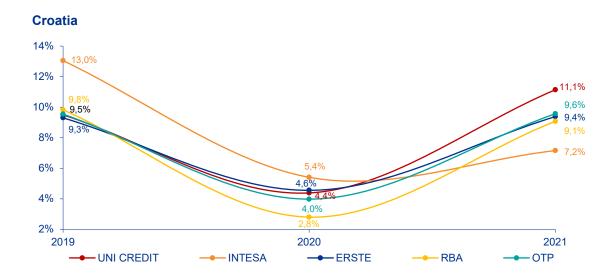


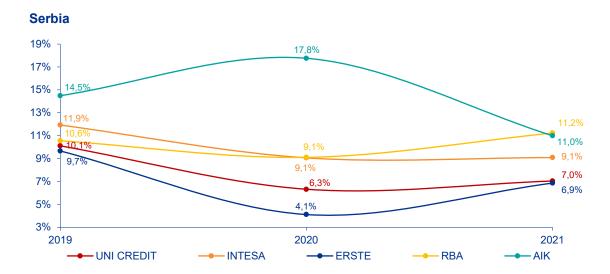


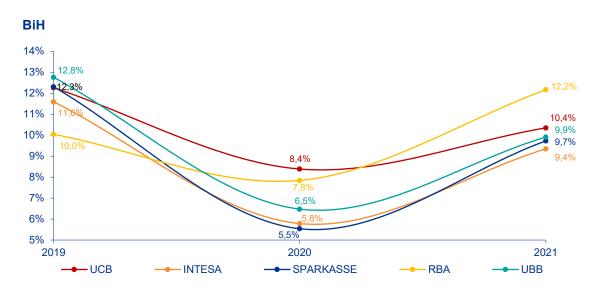


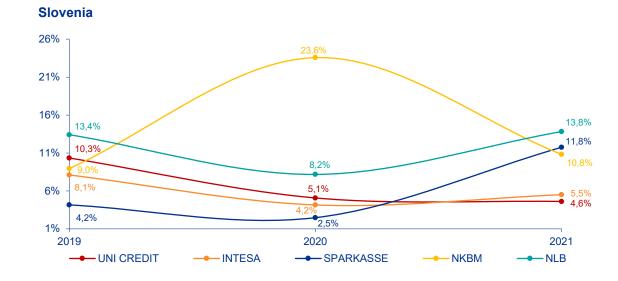


Return on Average Equity (ROAE)



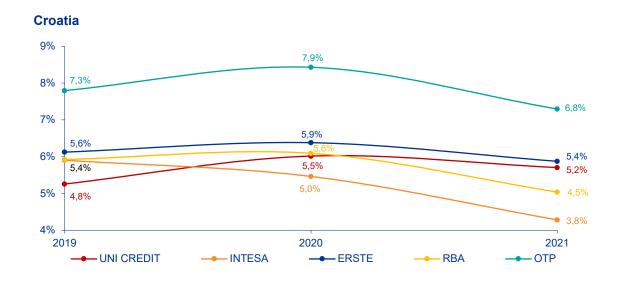


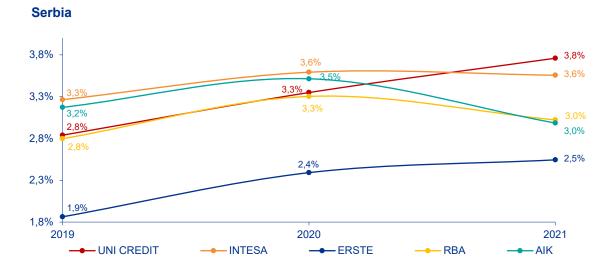


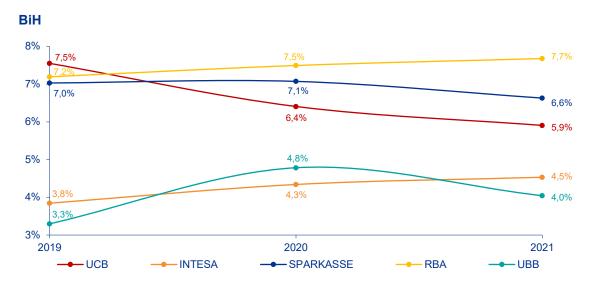


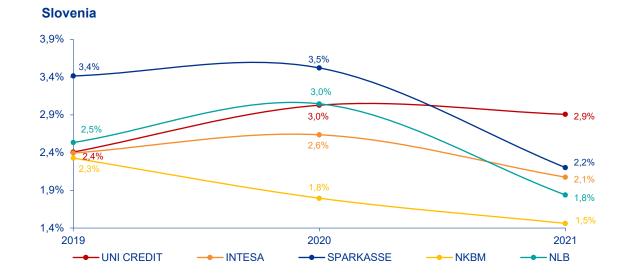


Impairment allowance / Gross loans to customers



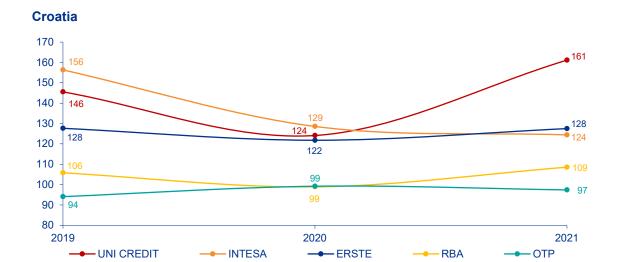


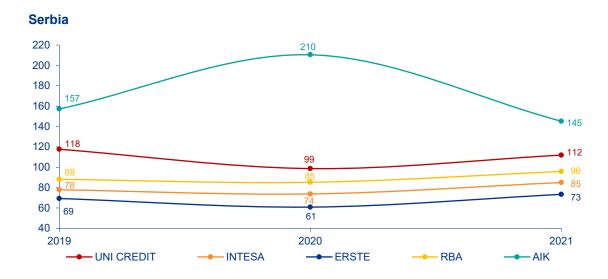


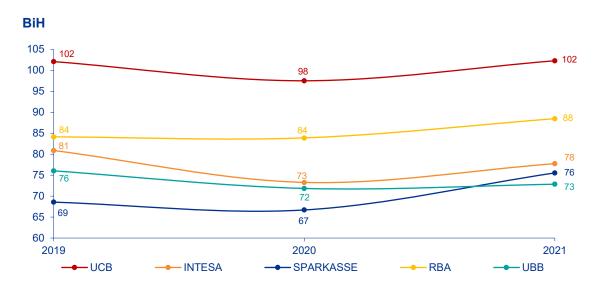


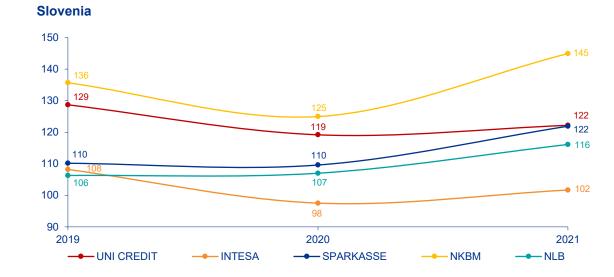


Net income per employee ('000 EUR)













Retail Banking Strategic Themes



Retail banking faces a more complex environment

The social and economic landscape has been radically reshaped while customer needs and expectations continue to dynamically evolve.



Customer







Competitive

Challenges from neo banks, payment providers and non-traditional participants

Customers switching to most effective provider



Economic

Adverse economic headwinds challenging traditional profit pools

Reassessing business and operating models



Regulatory

Interventionist approach from regulators (competition, enterprise resilience, cyber, data)

Agile risk management approach



Technological

Technology

 Investment in current tech for future agility and to reduce the cost of operations (automating manual, paper-based processes)



Business models should be more resilient

Today's retail banking business models



Consumer credit providers



Universal banks



Money transfer providers



Specialist banks



Digital wallet providers



Universal banks

Key features: Data-driven, developed ecosystems drawing on their large customer base.

Strengths: Ability to utilize transaction data to enable a deeper understanding of customer behaviour and opportunities to support them in their expansion into new profit pools.



Transaction-focused banks

Key features: Primarily payment service providers, heavily focused on unit economics.

Strengths: Ability to leverage rich customer transaction history data and large customer bases, and hence economies of scale to lower unit costs to guarantee sustained profitability.



Ambient banks

Key features: They don't act as standalone entities, but rather are embedded within the everyday Internet of Things (IoT) devices to facilitate transactions.

Strengths: Having access to data from many IoT devices can also give them a deeper understanding of customers' spending habits and credit needs.

It is anticipated that one of the key attributes of the banking business models of the future will be a greater resilience to economic shocks.



Five strategic themes











Identifying and serving customer needs

Focusing on cost efficiency

Adopting new ways of working

Complying with regulatory changes

Identifying role within wider ecosystem

Universal banks

Experience centricity data-driven insights

Branch optimization Process re-engineering Automation Align and empower Agility via technology and skilled workforce Agile risk and regulatory framework

Anchor in ecosystems Integrated partner and alliance network



Multiple ecosystem interface
Seamless interactions and commerce

Digitally-enabled technology architecture

Agility via technology and automation Escalation managed manually Evolving risk and regulatory framework

Multiple ecosystem participants



Innovative products and services Smart connected technologies Technology infrastructure Minimal employee cost

Agility via technology and automation Escalations managed by Al Nascent risk and regulatory framework

Enablers in ecosystems





Future Retail Banking
Winning Capabilities



A winning business model supported by a connected operating model

KPMG Connected Enterprise is a customer- centric, enterprise-wide approach to digital transformation that can help you reduce costs and drive profitable growth. Our unique framework maps strongly to your aspirations.

Insight-driven strategies and actions

Innovative products and services

Experiencecentricity by design

Seamless interactions and commerce

2x Impact Responsive operations and supply chain

Aligned and empowered workforce

Digitally-enabled technology architecture

Integrated partner and alliance ecosystem



Companies that invest in the eight capabilities of the **KPMG Connected Enterprise** are **twice** (on average across sectors) as likely to be **successful** in:

- Meeting customer expectations
- > Delivering ROI
- > Achieving their business objectives





What is Connected Enterprise?

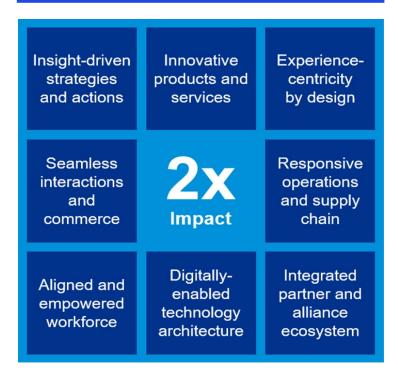
KPMG Connected Enterprise is our customer-centric approach to digital transformation.

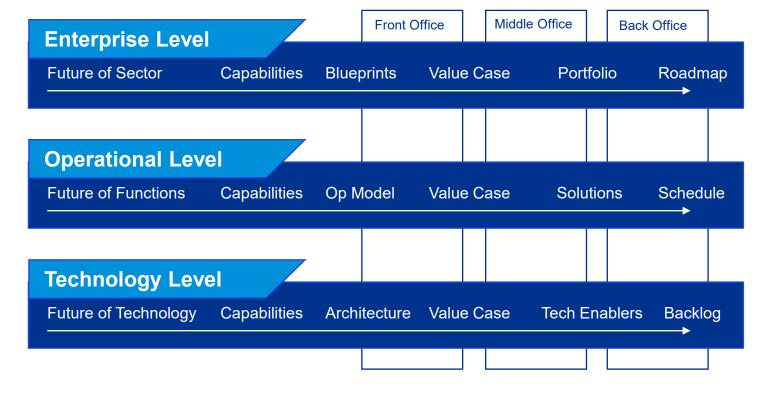
It focuses every critical process, function, and relationship of a business on meeting customer expectations, creating business value and driving sustainable growth in a digital world.

8 Connected Capabilities used for customercentric, enterprise wide digital transformation



Enterprise level – plan the portfolio of capabilities to connect functions and maximize value **Operational level –** solution design and delivery of capabilities to connect across functions **Technology level –** architect, integrate and configure technology to enable the connections







Connected Enterprise – Three Levels

Connected Enterprise meets a client's digital transformation challenge at three levels and always seeks to frame digital transformation in the context which delivers the greatest value for them.

Enterprise Rebuild the enterprise around the customer for a borderless, digitally enabled organization Level How to build the enterprise around the customer. Start with a vision for the future of the enterprise. Then define the capabilities required, create blueprints of the impact on the Business and Technology. Develop the value case and a roadmap, managed as an agile change portfolio. **Operational** Deliver solutions to connect the organization, power the functions & build stakeholder trust Level How to build solutions which connect the enterprise to customers. Start by framing the future of the functions. Take an outside-in approach to discover improvement opportunities, define future state journeys, KPIs and identify capabilities. Deploy integrated solutions to change the TOM. **Technology** Enable change with modern technology designed, developed and delivered for value Level How to develop technology to meet the needs of users. Start by framing the change within the technology architecture. Take an agile approach to cloud engineering, cloud integration, continuous delivery and operations, security and technology service management and controls.



Connected banking capabilities can enable a winning operating model

I. Universal banks

Insight-driven strategies and actions

Innovative products and

services

Experience-centricity by

design

Personalize customer journey using insights from analytics across the value chain. Make faster, better-informed decisions.

Explore new, sustainable revenue streams and limit the product management overheads. Use new services to securely manage personal data, consent and entitlements.

Deliver simple, personalized experiences that are consistent across channels and comparable to best across sectors.



Ensure every **customer interaction** across touchpoints is **simple**, **engaging and transparent**, adding value.

II. Transaction-focused banks

Drive customer engagement and conversions using data science.

Improve detection and prevent financial fraud.

Use products and service innovation to become an attractive partner to existing ecosystems.

Deliver a simple, low-effort and customer-friendly user interface to help reduce failure demand and minimize in-person interactions.

Ensure seamless integration into multiple ecosystems in order to drive transaction volume and revenues.

III. Ambient banks

Use **datasets from IoT devices** to predict customer purchase behaviour and credit needs.

Work with ecosystem owners (e.g. Google) to design new payment, deposit and lending services compatible with how customers use IoT devices.

Banking becomes invisible. A successful experience is defined by **frictionless purchases by customers**; unaware of the background banking services.

Connect to consumer device data via the ecosystems to drive all underlying processes and decisions.



Connected banking capabilities can enable a winning operating model

I. Universal banks

II. Transaction-focused banks

III. Ambient banks



Use of partners to **drive efficiency through automation** and manage complex operations.

Deliver **immediate fulfilment following a decision** (e.g. claim payment, card issuance, loan payment offer).

Highly efficient and reliable operational processes so that fulfilment occurs without the customer being cognizant of the bank.



Transition to a **multi-locational model and digital solutions to** optimize size of workforce.

Digitize processes and identify opportunities to repurpose, retrain and redirect resources.

Primarily back-office workforce, requiring skilled teams in agile delivery, DevOps and integration.



Shift from siloed product-based legacy systems. Deploy wrapper solutions to build new experiences on core legacy platforms.

Plug into maximum possible ecosystems and optimize technology architecture to handle high transaction volumes.

Invest in technology to store, manipulate and analyse the high volume and velocity data captured via diverse IoT products.



Maximize value from existing partnerships. **Forge future alliances** with fintech and technology leaders.

Identify suitable ecosystems to drive business volume and ensure the bank's services are integrated.

Ensure the **bank's services** are seamlessly integrated into the target ecosystem such that they **become invisible**.



KPMG Connected Enterprise Capabilities

Insight-driven
strategies and actions

Harness data, advanced analytics and actionable insights with a real-time understanding of the customer and the business, to shape integrated business decisions.

Innovative products and services

Develop compelling customer value propositions on price, products and services to engage the most attractive customers and drive profitable growth.

Experience-centricity by design

Design seamless, intentional experiences for customers, employees and partners, supporting the customer value propositions and delivering business objectives.

Seamless interactions and commerce

Interact and transact with customers and prospects across marketing, sales and service and achieve measurable results.

Responsive operations and supply chain

Operate the business with efficiency and agility to fulfil the customer promise in a consistent and profitable way.

Integrated partner and alliance ecosystem

Engage, integrate and manage third parties to increase speed to market, reduce costs, mitigate risk and close capability gaps to deliver the customer promise.

Aligned and empowered workforce

Build a customer-centric organization and culture that inspires people to deliver on the customer promise and drive up business performance.

Digitally enabled technology architecture

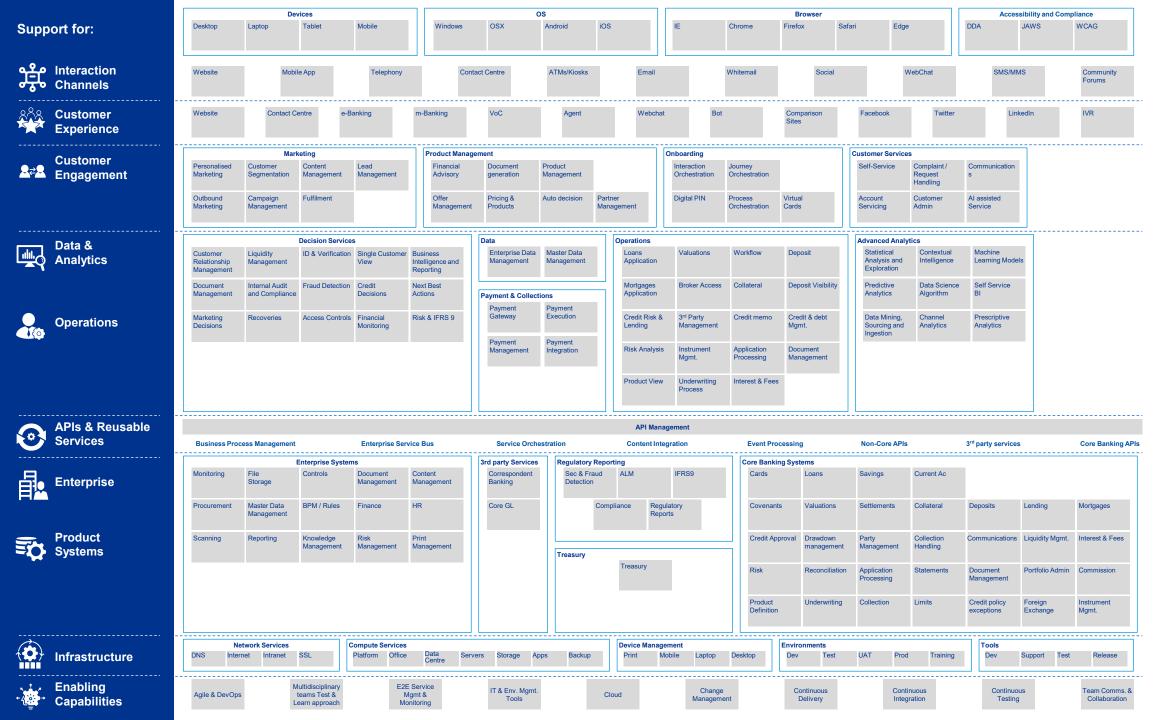
Create intelligent and agile services, technologies and platforms, enabling the customer agenda with solutions that are secure, scalable and cost-effective.



Retail Banking Sub-Capabilities

Insight-driven strategies and actions	Enterprise Data Management	Predictive Analytics	Business Intelligence	Data Governance	Identity and Verification
Innovative products and services	Market Research	Service Design	Value Management	Dynamic Pricing	Product Platforms
Experience-centricity by design	Brand Experience Strategy	Experience Measurement	Experience Design	Experience Feedback	Experience Economics
Seamless interactions and commerce	Interaction Orchestration	Virtual Contact Center	Communications Management	Intelligent Interactions	Seamless Commerce
Responsive operations and supply chain	Intelligent Workflow	Robotic Automation	Supply Chain Optimization	Claims Management	Credit Management
Integrated partner and alliance ecosystem	Business Service Design	Business Service Integration	Partner Ecosystem Orchestration	Agile Change Management	Partner Identification
Aligned and empowered workforce	Workforce Shaping	Continuous Learning	Modern Workplace	Colleague Experience	Culture, talent and leadership
Digitally enabled technology architecture	Technology Architecture	Cloud Engineering	Integration Management	Automated Testing	Instrumentation





Customer & Colleague Security

Identity Lifecycle Management

Intelligent Monitoring

Guest

Secure Tokens

Secure

Gateway

Malware Detection

Anti Virus Detectio

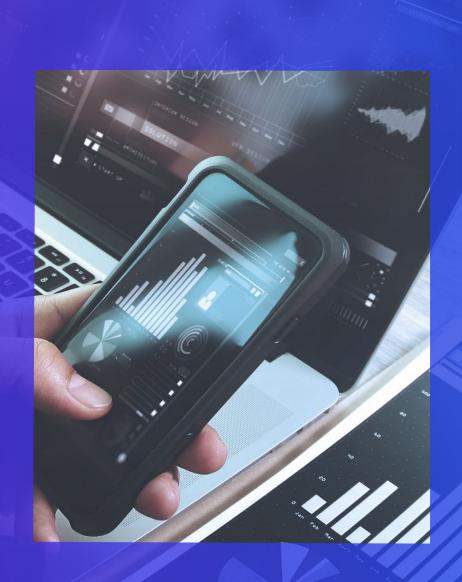
Multi-Factor Authentication

Information Protection

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European Retail Banking Case Study



Case Study: Santander Bank (1/5)

OMNI-CHANNEL LAYER / PROCESSES

- **Customer ID**
- **Simulation**
- Origination
- Servicing
- **Internal Portal**

CHANNELS

B₂C

- **eCommerce**
- Cash Loans
- Customer **Portal**

B₂B

- Physical Store
- **Dealer Portal**
- Wholesale Portal

BUSINESS APPS

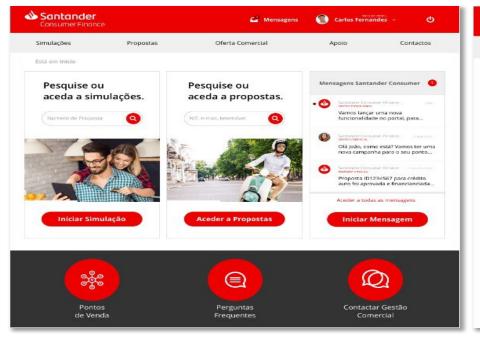
- Collections
- **Product and Pricing**
- **Complaints**
- Recommendations
- FAST Apps

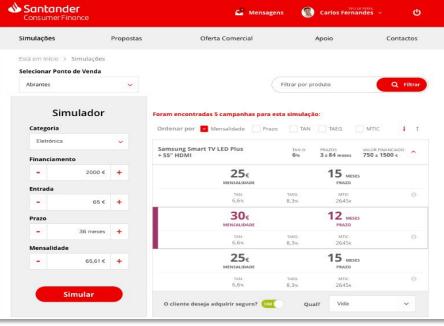




Case Study: Santander Bank (2/5)

Channels | Physical Store Experience





- Integrated solution from simulation to underwriting
- Digital capabilities (e.g. digital signature)
- Partners with real time proposal status
- Partners Integration APIs
- Mirror features in Internal Portal (Contact Center)
- Supported by solid foundations (Auth & Auth, Product & Pricing)





Case Study: Santander Bank (3/5)

Channels | CashLoans Self Service



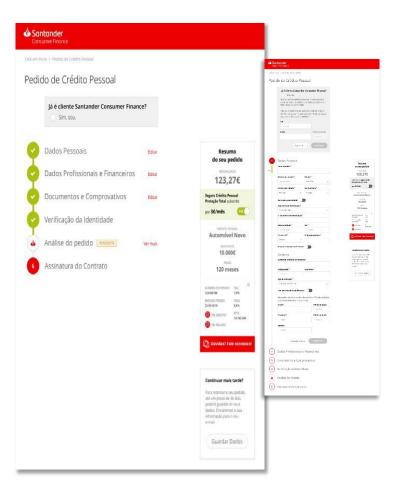
- 100% Digital Channel
- Mobile first design
- Personal credit product, with full interaction
- Digital signature (OTP + Qualified
- Push for customer contacts fidelization during the process

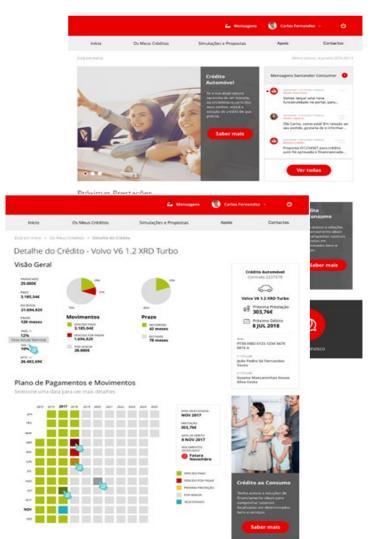
Certificate)

- Easy to use and continuous feedback
- Near immediate availability of the funds



2 Months (dev)



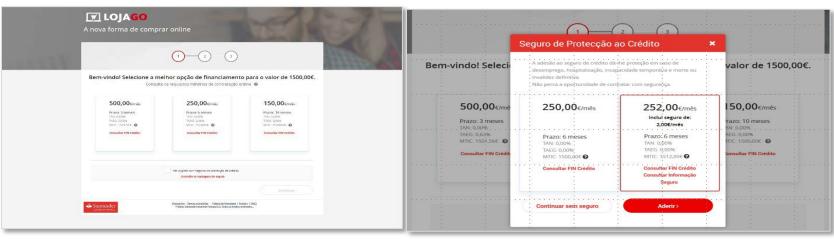




Case Study: Santander Bank (4/5)

Channels | eCommerce

- 100% Digital Process
- Customer identification through Video Call
- Qualified Certified
- Digital Contract Signature OTP





commerce e financiamento do bem (e

eventual seguro)

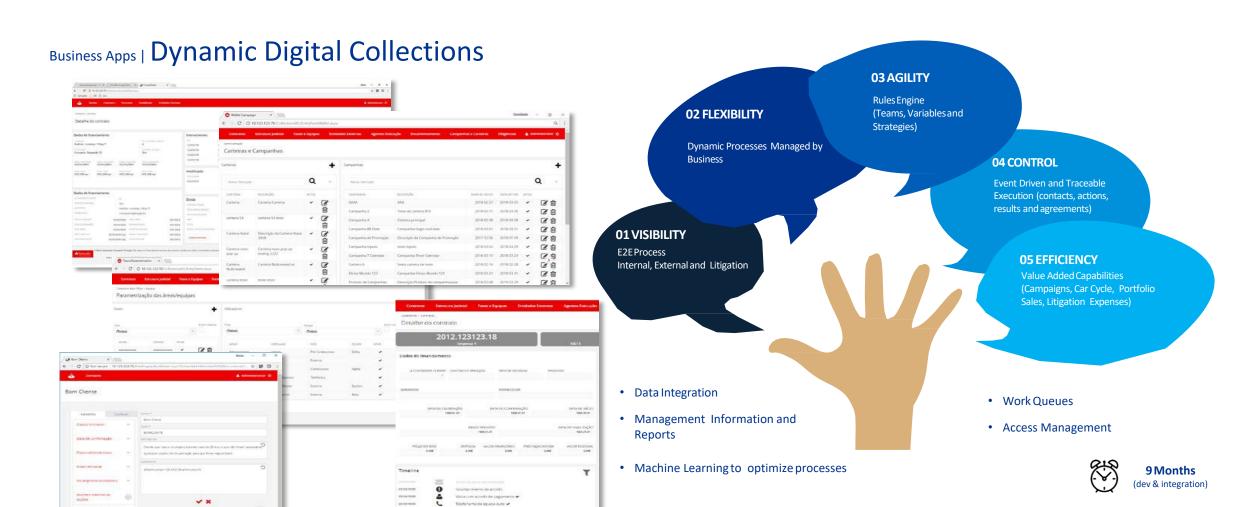








Case Study: Santander Bank (5/5)



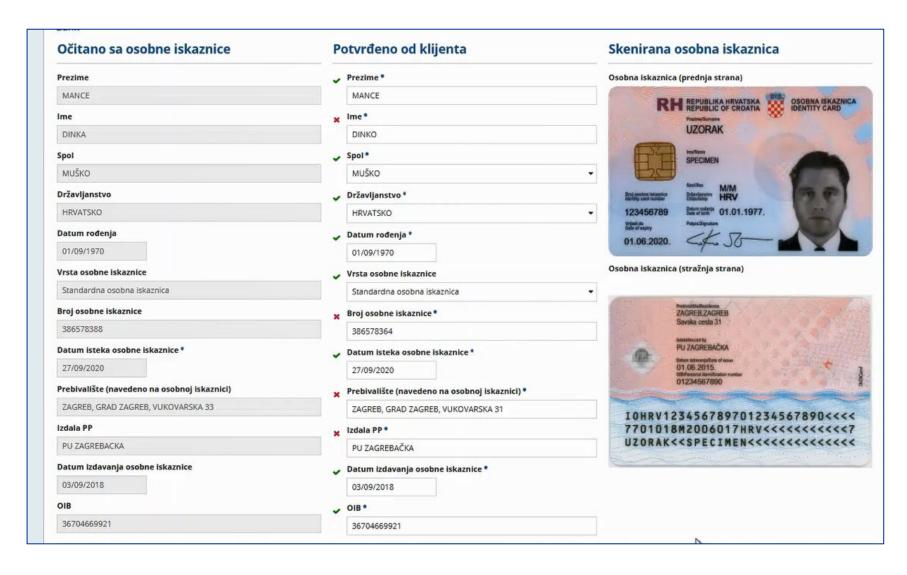


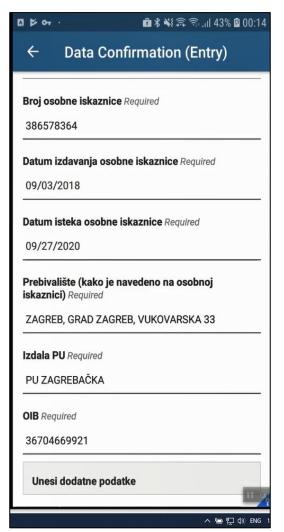


South East Europe Retail Banking Case Study



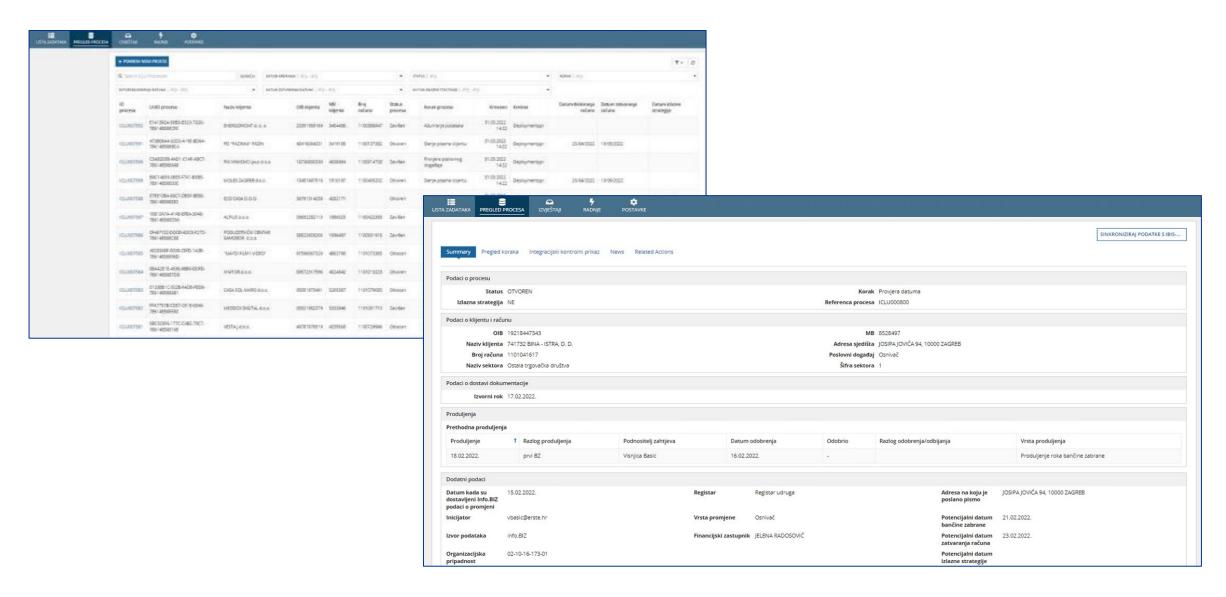
Modern Digital Architectures Enable Customer Experience Analytics: Front-End Example





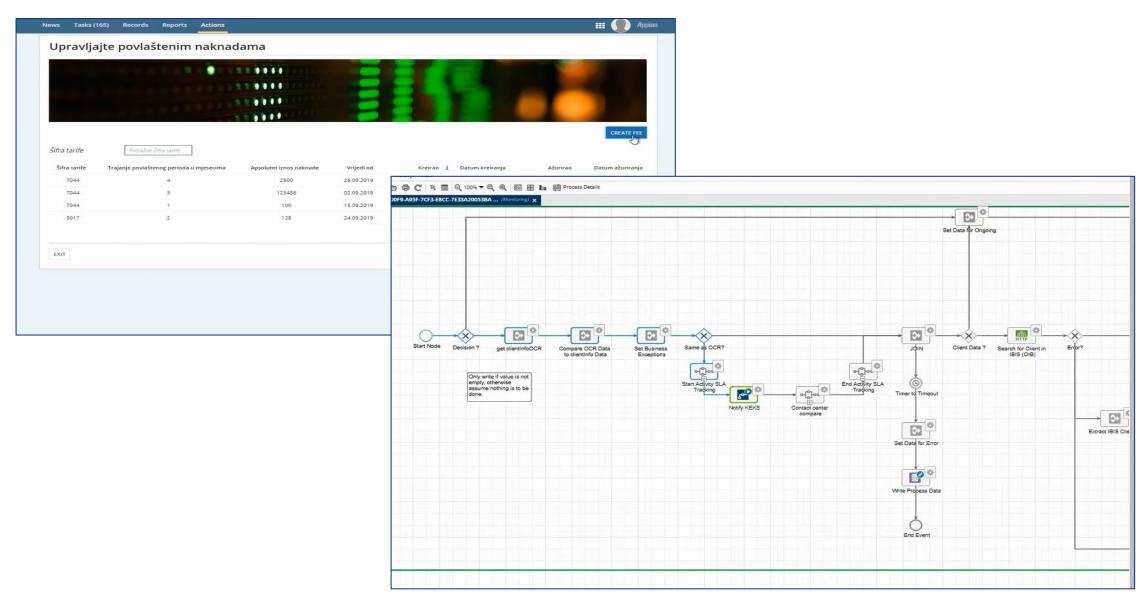


Modern Digital Architectures Enable Customer Experience Analytics: Front-End Example



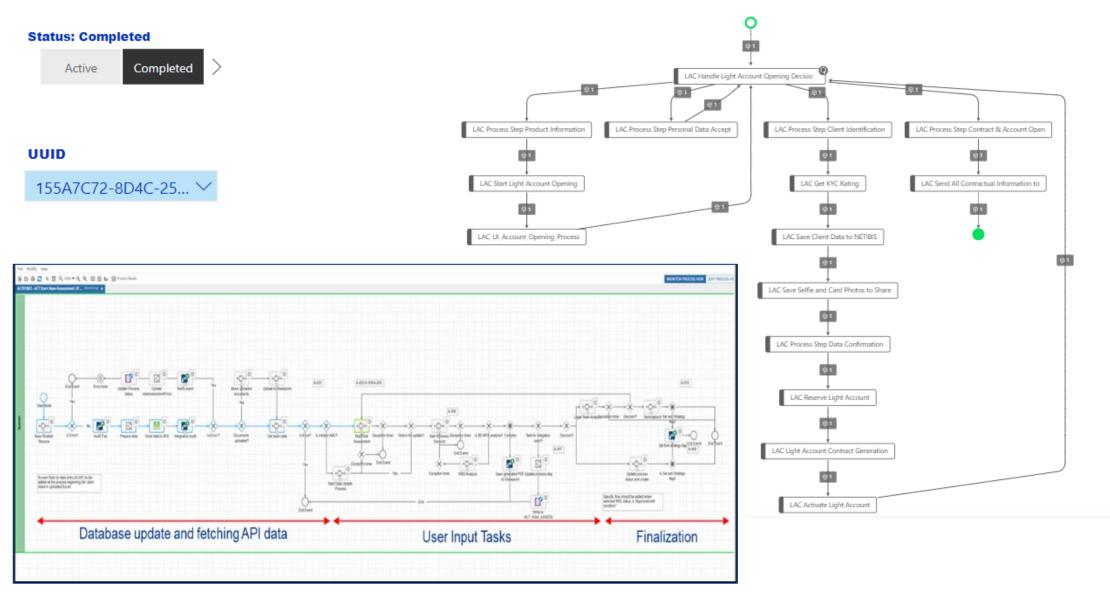


Modern Digital Architectures Enable Customer Experience Analytics: Front-End Example





Modern Digital Architectures Enable Customer Experience Analytics: Back-End Example









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