

Impact of Digital by Industry

Commercial Banking Sector

Report Abstract

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Who Is This Vendor Assessment For?

NelsonHall’s “Impact of Digital on IT Services in the Commercial Banking Sector 2022” report is a comprehensive market assessment report designed for:

- Sourcing managers investigating sourcing developments within the commercial banking sector
- Vendor marketing, sales, and business managers developing strategies to target IT services (ITS) opportunities within the commercial banking
- Financial analysts and investors specializing in the IT services

Key Findings & Highlights

The principal business priorities for commercial banks are primarily focused on customer-facing initiatives to reduce their customer churn and increase their wallet share by improving customer satisfaction and service innovation and improved use of business & customer analytics.

Accordingly

- Digital remains key to increasing revenues per customer for commercial banks
- Fraud operations remain a center of focus for digital initiatives within commercial banks
- Application modernization remains a key initiative
- Cloud-native development capability has become a key vendor selection criterion.

Scope of the Report

The report is based on interviews with executives in the commercial banking sector in the U.S., U.K., Continental Europe, and the Asia Pacific.

The report analyzes the worldwide market for IT services within the commercial banking sector and addresses the following questions:

- What are the principal business priorities faced by organizations in the commercial banking sector?
- What IT initiatives are planned by organizations in the commercial banking sector?
- How relevant are digital initiatives to organizations in the commercial banking sector?
- What digital initiatives are planned by organizations in the commercial banking sector?
- What business areas are targeted for digital initiatives by organizations in the commercial banking sector?

- What are the key selection criteria used by organizations in the commercial banking sector to select suppliers to implement digital initiatives?
- What shifts in Run the Business (RTB) vs Change the Business (CTB) are expected by executives in the commercial banking sector in the coming year?

Impact of Digital on IT Services by Sector Reports also Available for:

Impact of Digital on IT Services in the Automotive Industry 2022

Impact of Digital on IT Services in the Capital Markets 2022

About The Author

Eric is a Principal Research Analyst at NelsonHall and a member of the IT Services practice. She has global responsibility for key HR areas including employer of record (EOR) and learning platforms.

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About NelsonHall

NelsonHall is the leading global analyst firm dedicated to helping organizations understand the ‘art of the possible in digital operations transformation. With analysts in the U.S., U.K., and Continental Europe, NelsonHall provides buy-side organizations with detailed, critical information on markets and vendors (including NEAT assessments) that helps them make fast and highly informed sourcing decisions. And for vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall’s research is based on rigorous, primary research, and is widely respected for the quality, depth, and insight of its analysis.

We would be pleased to discuss how we can bring benefit to your organization. You can contact us via the following relationship manager: Guy Saunders at guy.saunders@nelson-hall.com

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