



## **Banking as a Living Business**

### **What's driving Australia's banking future?**

Alex Trott, Managing Director, Financial Services Banking Lead, Accenture Australia and New Zealand

There's no doubt that the Australian banking industry is going through massive change. Regulation, technology innovation and new competitors. Those competitors driven by platforms, driven by data and a real focus on the customer. We believe banks need to rebuild trust. They need to do that through looking at the customer data and really building those new interactions. We call this the living business.

### **What's different for Australia's banks?**

Aleksandra Green, Senior Manager, Financial Services, Banking, and Distribution & Marketing, Accenture

The banks in Australia really just need to put customers right at the core of all the activities they do. So, bringing all of those familiar digital activities that customers do on a day to day basis and inserting that into the bank services. So, in the physical environment for instance. Also, really delving into the customer data that they hold to understand how they can provide offers and services to customers that really meet their needs and meet them in the moment that the customers have them. And then forging great relationships with other network players to bring all of this to life.

### **What are the vital steps for Australian banks to thrive in this new environment?**

Alex Trott, Managing Director, Financial Services Banking Lead, Accenture Australia and New Zealand

We believe the banks need to remove the complexity from their organisations that are often very apparent to customers and simplify processes, automate and to remove and simplify the technology. Our living business series has a number of ways in which we can do that and we'll explore that through a number of examples.