

# Leading the next era of banking by rebuilding trust, relevance and continuity

## The role of AI in Retail Banking

How companies can create an omnichannel experience that integrates seamlessly into their operations to make banking more human.

# Banking has always been built on **trust**.

Banking has always been built on relationships. But somewhere between branch closures, digital acceleration and shifting customer habits, that thread got thinner.

AI is not another layer of technology. It is the chance to rebuild something banks have quietly been losing: continuity, relevance and trust.



# Changing lifestyle patterns have driven **new financial attitudes.**



## The self-advised customer

Customers increasingly use AI to research financial decisions before contacting a bank. In 2026, 55% used AI for financial choices (77% for Gen Z), yet only 18% would trust it to decide on its own [1]. They arrive informed but skeptical, expecting the bank to be a trusted validator rather than just another source.



## Smaller households, new needs

In the EU, more than 1 in 3 households is a single adult living alone [2]. Couples without children, single-parent families and non-linear life paths mean financial needs no longer follow a fixed script



## Longer financial lives

Lives are getting longer, stretching financial planning across more decades. Protection, wealth and retirement become lifelong needs, not late-life ones.



## Mixed financial lives

Customers blend banks, fintechs and crypto in a single financial life, and switch without friction.

Sources: [\[1\] TD Bank, Second Annual U.S. AI Insights Report, 2026](#), [\[2\] Eurostat, Household composition statistics \(2025\)](#)

# Today's banking customer is hyperconnected, impatient, and demanding.

## The shift toward emotionally connected banking

73% of consumers now engage with multiple banks beyond their main one, and 33% already have a relationship with a digital bank[1]. Loyalty is earned interaction by interaction, not granted by default. Functionality alone isn't enough: customers expect emotionally connected experiences that anticipate their needs before they ask.

Sources: [1] [Accenture, Global Banking Consumer Study \(2025\)](#).



Banking customers no longer tolerate **impersonal** experiences or **disconnected** journeys.

Instead, **they expect:**

**Choice**

The ability to move between self-service and human help as needed.



**Relevance**

Offers and advice that make sense for their actual situation

**Efficiency**

Quick resolution without having to repeat themselves.



**Continuity**

To pick up conversations where they left off, regardless of channel.

# Despite years of digital investment, **most banks still operate in silos.** The problem isn't more channels. It's that the relationship has no memory.

*Accenture (2026): 64% of customers fall back to the branch when digital fails — and have to start over.*



Receiving product offers that ignore purchases they made last week.



Starting a loan application on their phone, then having to explain everything again when they call for help.

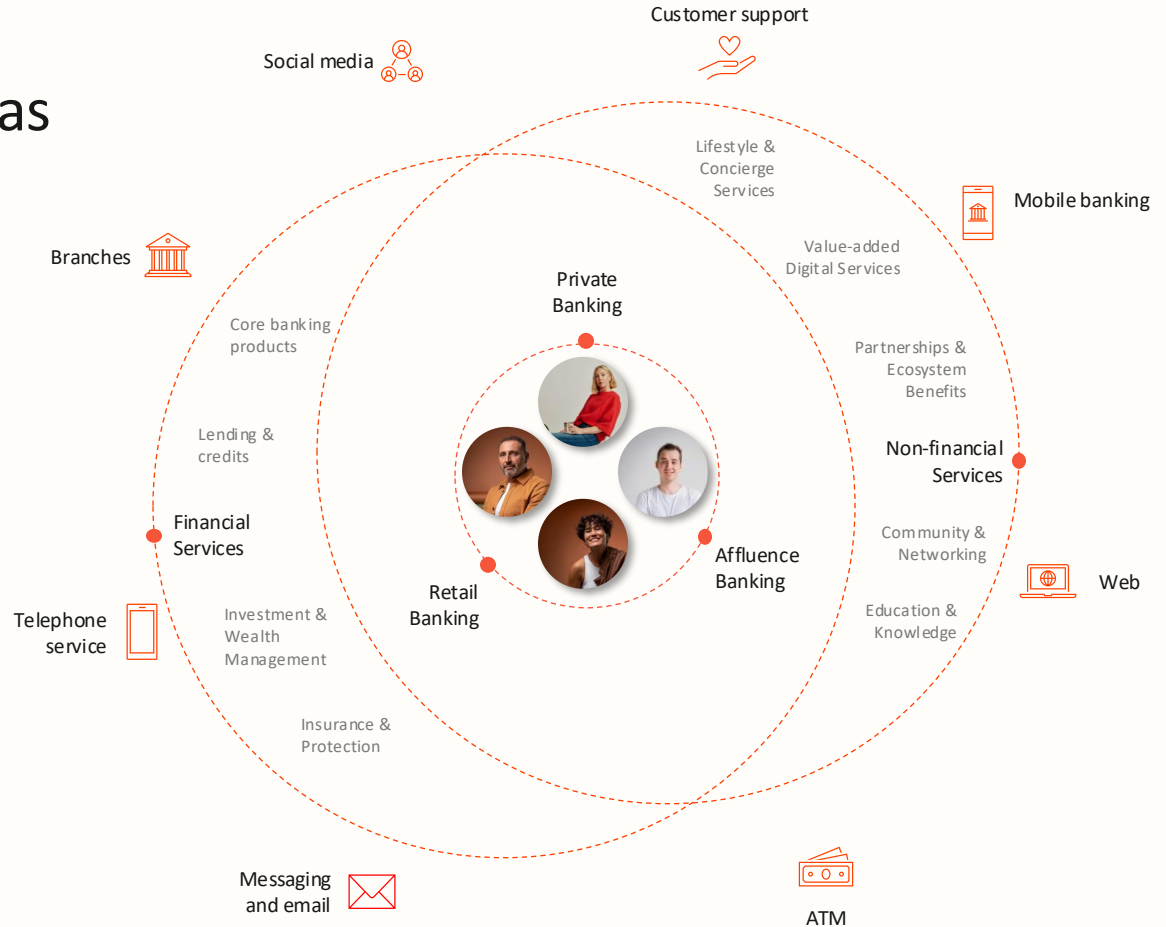


Walking into a branch where staff can't see their recent online activity.



Using chatbots that can't remember conversations from the day before.

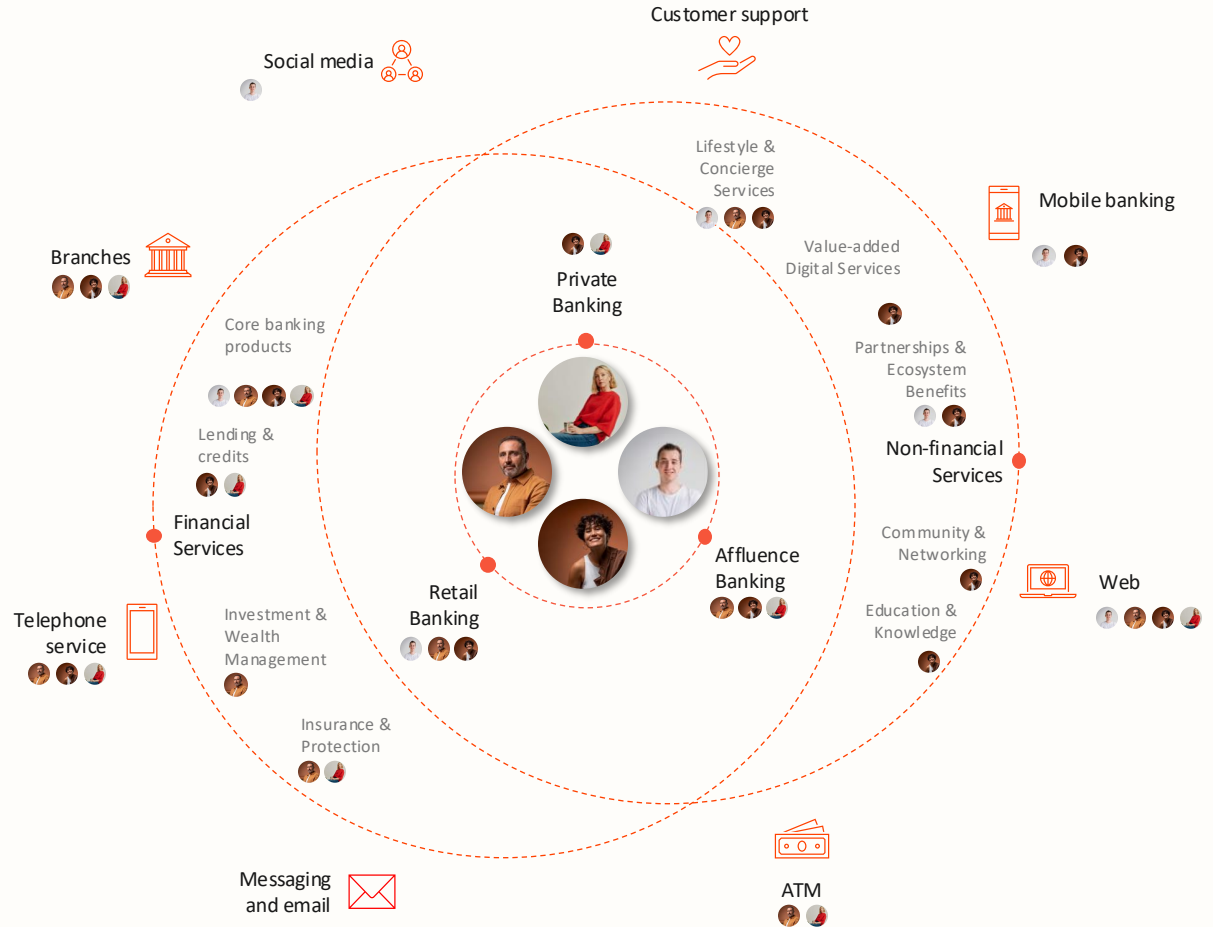
Users often experience the banking ecosystem as fragmented, with products and channels that feel disconnected.



# One bank, many very different expectations.

- Baby Boomers**  
Security, stability, human advisors. Core needs: insurance, wealth, retirement.
- Gen X**  
The heaviest financial load: mortgages, children, aging parents. Core needs: investment, lending, protection.
- Millennials**  
Digital natives who compare and switch without guilt. Core needs: mortgages, saving, investing.
- Gen Z**  
No line between financial and non-financial; they live in apps. Core needs: everyday banking, payments, education.

Every generation wants to **feel known** without having to repeat themselves.



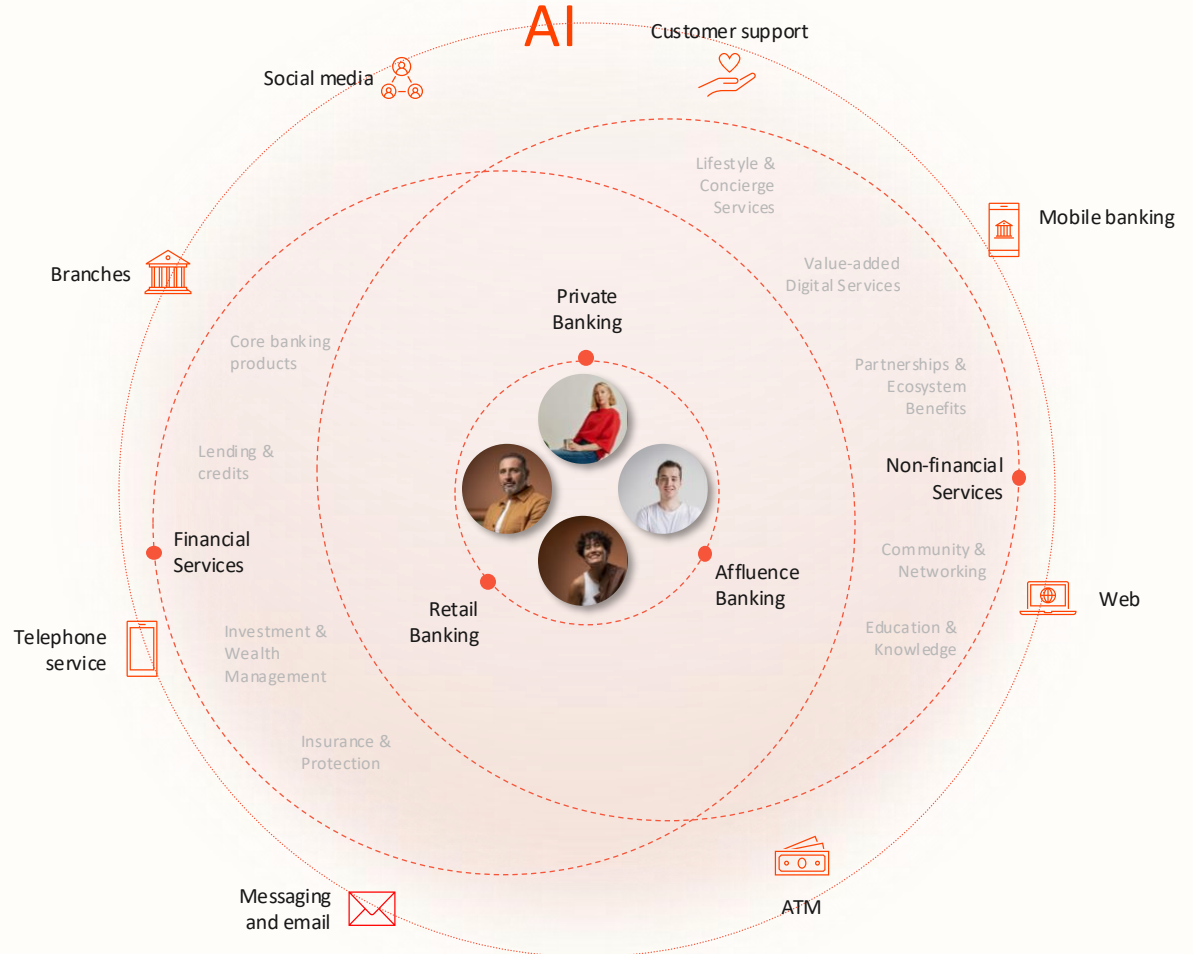
# What **role** does AI play in the banking system?

The banks winning today aren't the ones with the most pilots. They are the ones that have **moved from experimentation to execution, using** AI to make every interaction feel **known, consistent, and genuinely useful.**



# Relationship intelligence turns banking from a process into a **relationship**.

Context-aware AI lets banks act with more timing, relevance and continuity, developing more trust with every interaction. The banks that have moved beyond pilots are already seeing it in the numbers.





Banks should integrate AI not as an end in itself, but as a way to better serve their customers.

AI won't happen in a single leap. AI transformation isn't a Big Bang. It's built progressively: starting with high-value use cases, assisting employees first, connecting priority journeys, and scaling only where trust, data quality and operational readiness allow it.

# AI has enabled us built a new kind of interaction that happens in the **right channels**, at the **right moment**, with the **right message**.

## Reducing **operational burden**

KYC, compliance, routing and fraud detection, handled end to end, autonomously.

56% of banking executives report high AI capability in fraud detection (51% in security)[1]. At HSBC, AI cut AML false-positive alerts by around 60% while detecting 2–4× more financial crime [4].

## Improving **employee effectiveness**

Lead qualification, next-best-action and full customer context, delivered to the relationship manager.

At one bank, an AI agent drafting credit-risk memos lifted revenue per relationship manager by 20%. Accenture expects front-office operations to improve 27–35% by 2026[2].

## Improving **customer experience**

Proactive nudges, continuity across channels, faster resolution: no dead ends, no repetition.

Today, 80% of banking customers say disjointed journeys across channels are their single biggest frustration, and most are tired of repeating themselves.

The same intelligence working at three points at once: not as more technology, but as a **better relationship**.

# What **agentic AI** is doing in **banking today.**



**Scotiabank**  
Client emails in Commercial Banking processed and routed in minutes, not hours, 24/7.



**JPMorgan**  
AI agents scanning markets and qualifying leads for relationship managers autonomously.



**DBS Bank**  
Agentic AI handling end-to-end KYC workflows, cutting onboarding time by over 50%.



**ING**  
Proactive financial nudges triggered by life events detected in real time across channels.

# AI creates **value at three levels** at once.



## For customers

Banking feels continuous and personal. Context follows them; they don't repeat themselves.



## For bank employees

Relationship managers spend only 25–30% of their time in real client conversations today. Agentic AI is returning 10–12 hours a week, shifting that balance.

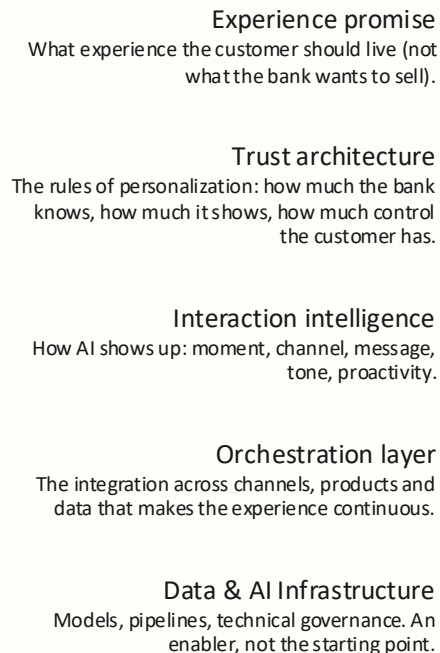


## For the bank

Leaner operations, intelligent cross-sell, real-time signals instead of reactive problem-solving.

# Most banks build AI from bottom up. We build from the top down.

Most banks start at layer 5 and get orphaned pilots.  
We start at layer 1.  
Top-down, not bottom-up.



# Personalization without **trust** is just targeting.


Customers want their bank to know them, but not to feel watched. The pre-approved mortgage the week after they browsed flats feels like surveillance, not service.


The design challenge: earned intimacy, ambient intelligence, timing and framing, and transparency as a feature ("why am I seeing this?").






Our method is clear: we don't start with technology; we start with **understanding your customer and your processes.**

 We start with deep customer research to identify real frictions, unmet needs, and strategic opportunities.

 We co-create with multidisciplinary teams that bridge strategy, design, and AI engineering.

 Through our joint venture, we combine human-centered design with production-grade AI. Not prototypes, but systems that work at scale.



### Optimizing Banco Pichincha's branch network

We helped Banco Pichincha optimize its branch network with a modular, customer-centric design and a digital roadmap to enable smarter, scalable service delivery. By aligning physical and digital channels under a smart digital roadmap, we enabled timely, relevant interactions that scale, enhancing continuity across touchpoints, offering choice in service modes, and increasing operational efficiency.

# The **benefits** go far beyond customer experience; they are **measurable, strategic, and sustainable.**

## Tangible improvement in CX

NPS, CES, CSAT: tracked in real time, not quarterly.

## Stronger business performance

3–15% revenue uplift per relationship manager[1]. 40% improvement in client coverage ratios [2].

## Greater operational efficiency

First-contact resolution, cost reduction.



*"After 25 years designing banking experiences, the pattern is clear: AI works when it becomes an invisible enabler of a more personal relationship, not when it becomes the product."*

Mormedi Innovation Lab

# Five questions to ask your winning bank:

- 1 Can a customer pick up a conversation where they left off, on any channel?
- 2 Does the customer have visible control over how their data is used to personalize?
- 3 Do your product, channel and data teams share one definition of "good experience"?
- 4 How many of your AI pilots have customer-experience KPIs ( not just operational efficiency) and are tied to organizational OKRs?
- 5 If AI denies something to a customer, can that customer understand why in under 30 seconds?

If the answer to several is "no", you're not behind on technology. You're behind on experience.

The question is no longer whether AI belongs in banking. 70% of banking executives already use agentic AI to some degree. **The question is whether it's invisible enough to feel human.**

01

Customers get what they need without having to think about it.

02

Financial services integrate seamlessly into daily life.

03

Bankers spend time on people, not paperwork.

04

Relationship managers have the full context before the conversation even starts.



# Are you maximizing the transformational potential of the new banking era?

We can help you use unique market and technology insights to deliver a world-class, innovative banking solutions that meet evolving customer and stakeholder expectations.

Let's work together!

# Let's connect and explore what AI-driven experience design can unlock for your bank.



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*Gracias, Thanks, ありがとう, Danke,  
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