

WHY IT'S ESSENTIAL TO BALANCE CUSTOMER EXPERIENCE WITH DIGITAL SECURITY IN FINANCIAL SERVICES

In the financial services sector, customers expect firms to deliver fast, convenient online experiences over web and mobile devices while keeping their sensitive financial and personal information safe. However, too many financial services firms struggle to satisfy these expectations. In the meantime, digital upstarts are stealing market share by emphasizing the customer experience (CX).



How Exactly is the Market Evolving?



Realigning Strategic Priorities

The No. 1 trend — and top strategic priority — among global banking leaders is improving the customer journey and providing a positive customer experience.¹



Trust

Over 40% of global consumers used products/services of trusted financial services companies in the last year.²
31% recommended them to others.³



Nontraditional Competition

Nearly 30% of consumers worldwide already have a relationship with at least one nontraditional financial firm.

And over 40% of them have had a positive experience with nontraditional firms — compared to 37% who've had a positive experience with traditional banks.⁴



Customer Experience

By 2020, customer experience will overtake price and product as the key brand differentiator.⁵

Only 37% of organizations have a formal customer experience plan. But investment in CX is on the rise, with more investment committed over the next three years.⁶

Steps Financial Services Institutions Can Take to Stay Competitive

By viewing security as a strategic enabler instead of a standalone solution, your firm can mitigate risk and maintain trust while building customer loyalty with better online experiences. Best practices your firm could implement include:

- Leveraging data you already safely collect and retain to provide customers with the right offerings at the right time in the right place
- Investing in CX innovation and strong security for your digital presence, calling upon cloud delivery

But most importantly, for the long haul, you must build an organization-wide strategy around these four equally essential tenets of digital transformation:



Digital Transformation with Proven Outcomes

Learn more about how Akamai helps maintain customer experience without compromising security

By taking advantage of solutions such as Akamai's cloud delivery platform, financial services companies around the world have been able to maintain that essential balance — and drive ever-higher levels of trust and revenue. In fact, many of the world's largest financial services firms trust Akamai to ensure the security and performance of their web and mobile sites and applications. And over \$1 trillion in financial transactions are executed annually on the Akamai Intelligent Platform™.

Akamai makes it possible to enable fast, secure interactions and keep pace with technology innovation in online security to maintain vigilance in data protection and preserve customer trust. To learn more about how we can help you strike the right balance between digital security and customer experience, download our [Advancing Digital Maturity in Financial Services](#) e-book.

Stay competitive in a digital market with our new e-book

SOURCES

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3. <https://www.federalreserve.gov/econres/notes/feds-notes/mobile-banking-a-closer-look-at-survey-measures-20180327.htm>
4. World Retail Banking Report
5. Walker, Customers 2020 report
6. Digital Banking Report, Improving the Customer Experience in Banking



Akamai secures and delivers digital experiences for the world's largest companies. Akamai's intelligent edge platform surrounds everything, from the enterprise to the cloud, so customers and their businesses can be fast, smart, and secure. Top brands globally rely on Akamai to help them realize competitive advantage through agile solutions that extend the power of their multi-cloud architectures. Akamai keeps decisions, apps and experiences closer to users than anyone — and attacks and threats far away. Akamai's portfolio of edge security, web and mobile performance, enterprise access and video delivery solutions is supported by unmatched customer service, analytics and 24/7/365 monitoring. To learn why the world's top brands trust Akamai, visit www.akamai.com, blogs.akamai.com, or [@Akamai](#) on Twitter. You can find our global contact information at www.akamai.com/locations. Published 09/18.