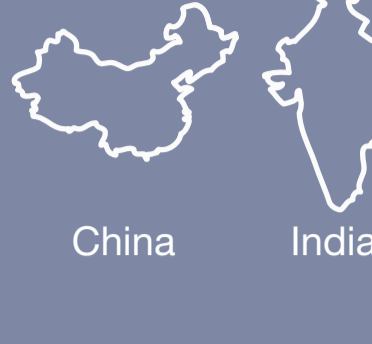




Over 50% of all customers globally are using at least one **FinTech Firm**

Rise of FinTech driven by **customer expectations, VC funding, ease of entry, pace of technological evolution**



Highest levels of FinTech usage seen in **China (84.4%)** followed by **India (76.9%)**



Gen Y, tech-savvy consumers lead adoption; open to new products but less likely to stay with current providers

Mobile emerges as the 2nd most important channel for Gen Y (47.6%) and tech-savvy customers (56.5%)

More than 55% customers neither **trust** nor distrust both traditional and **FinTech firms**

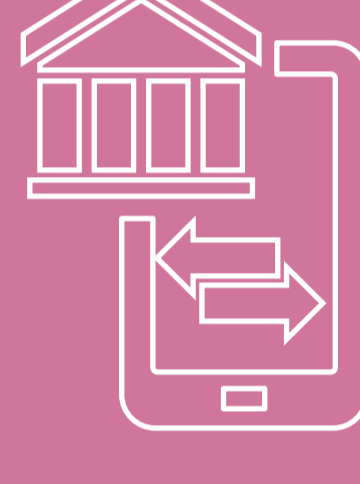
Leaving an open playing field for both to **capture new customers**



Traditional firms retain an edge in fraud protection, service quality, transparency; Customers score **FinTechs** higher in value for money, service efficiency



FinTechs trusted slightly more (56.3% versus 52.9%) than traditional firms when both offer positive experiences

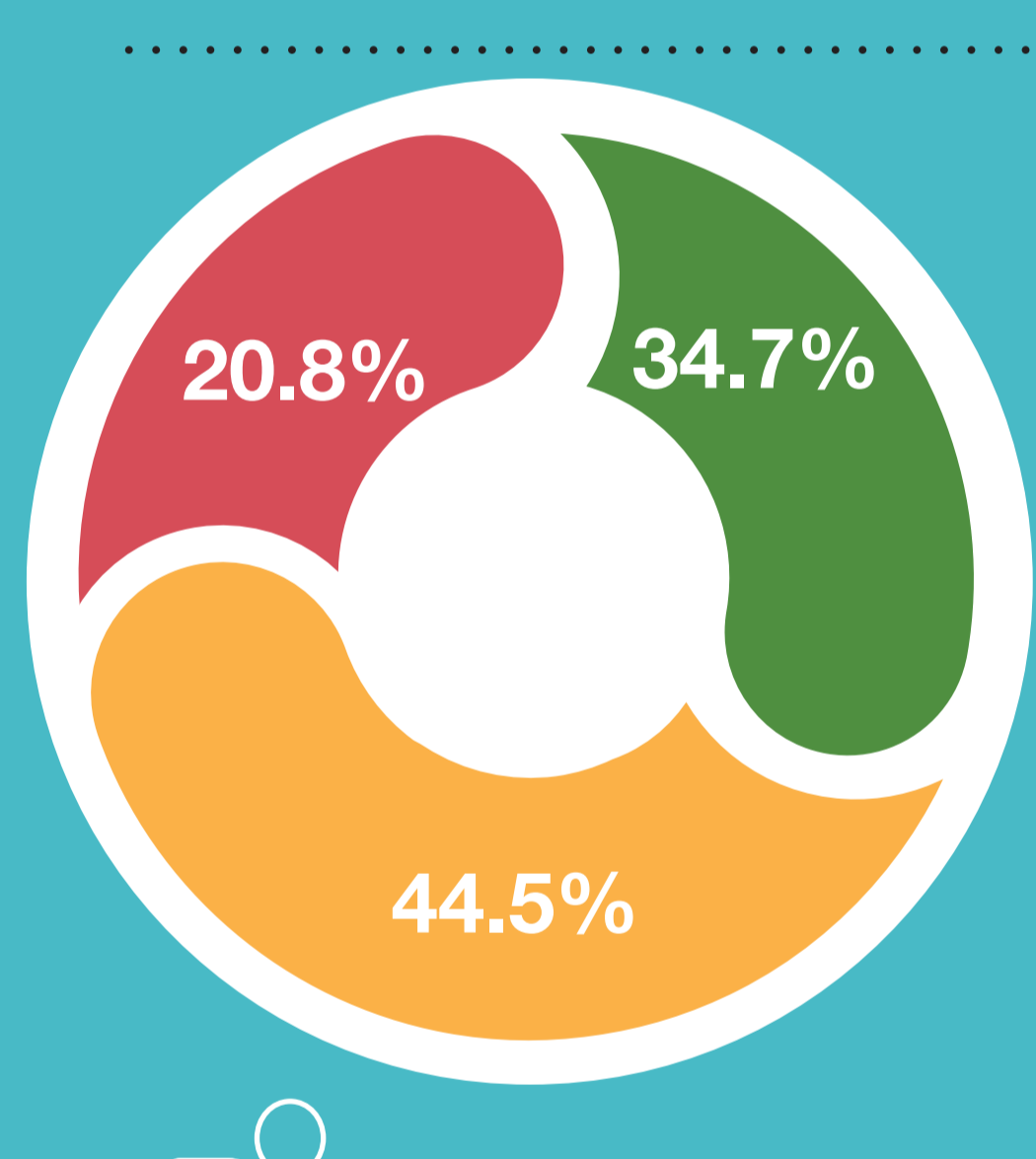


Only one-third of customers had positive experiences across all moments of truth

Overall positive experiences and trust low for both — only 36.6% trust traditional firms, 23.6% trust FinTechs

Traditional firms confident about **FinTech strategy** but struggling to apply innovation

Less than 3% have been able to embed **innovation** into their cultures



- Well-structured initiatives, proactive innovation culturally embedded in strategy
- Limited to moderately structured initiatives in FinTech strategy
- Not started/not progressed or ad-hoc initiatives in FinTech strategy



Only 44% of traditional firms' executives are 'very confident' about having a strategy in place to address FinTech challenges



Less than 40% believe they are effective at applying innovation in traditional firms, and effectiveness of achieving results is even lower at just 10%



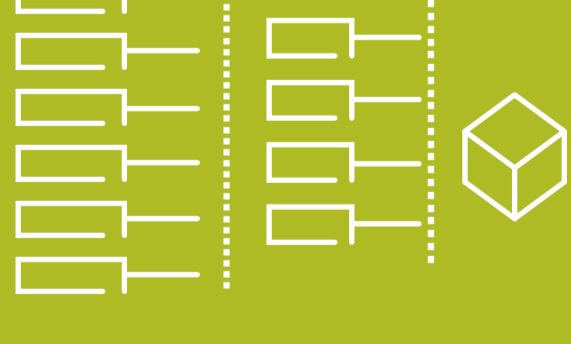
Lack of a conducive culture for innovation cited by 40% of traditional firms as the biggest factor holding them back from addressing FinTech capabilities

Following a step-by-step approach can help traditional firms **apply innovation** more effectively

Key success factors for applying innovation — **executive leadership support (64%)** **organization mindset shift to be agile, innovative (50.7%)**



Discover: Facilitate the discovery of emerging technologies, sector issues, and how these impact your organization



Devise: Co-locate to help shape ideas, insights into business models, prototypes, technical architectures



Deploy: Guide executive alignment, deployment to ensure innovation is adopted at speed, scale



Sustain: Help advance innovation processes, improve proficiency; implement best practices

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