

Contents

Praise for the Book — VII

Foreword — IX

About the Authors — XV

Chapter 1

Introduction — 1

- Regulatory Compliance — 5
- Competition from Other Banks — 5
- Regulation from the CFPB — 5
- Becoming More Efficient — 6
- Weak Economic Growth in Our Market(s) — 6
- Competition from Non-bank Entities — 7
- Weak Loan Demand — 7
- Ability to Invest in New Technology — 7
- Lack of Staff in Key Growth Areas — 8

Chapter 2

Overview of Banking — 9

- Brief History of Banking — 9
- Banking in the Modern Era — 12
- Select Major International Events in Banking History — 15

Chapter 3

An Imperfect System: Financial Crises — 19

- The Financial Crisis of 2007–2009 — 19
- Financial Innovation and Complexity — 21
- Regulatory Overhaul — 22
- A New Potential Role for Banks — 25

Chapter 4

Rapid Transformation — 27

- The Customer Shift — 27
- Fintech Overview — 28
- Fintech Outlook — 31

Chapter 5

The Financial Disruptors — 33

PayPal — 33

Square — 35

Amazon — 36

Facebook — 37

Google — 38

Skrill — 39

TransferWise — 40

Alibaba — 41

Cryptocurrencies — 43

Other Applications of the Blockchain — 44

Chapter 6

The Digital Financial Revolution — 47

Loss of Customer Trust — 49

Better Service Experience — 49

The Arrival of Millennials — 50

Mass Adoption of Smartphones — 50

Regulation for Financial Consumers — 52

More Efficient Financial Services — 52

Rules of Supply and Demand — 54

An Industry Transformed — 54

Chapter 7

A New Era of Banking — 57

Banking on the Go — 58

Contactless Cards — 60

Check Imaging Technology — 62

Could Social Media Shape the Industry? — 62

The World of Wearable Banking — 64

Notable Financial Innovators — 64

Paym — 65

Midata — 66

Are Bank Branches Disappearing? — 67

Unlocking Data for Customers — 68

Incremental Change to Total Reinvention — 70

Chapter 8

International Financial Innovations — 73

Australia — 75

Turkey — 75

Iceland —	76
New Zealand —	77
Norway and Sweden —	78
Asia —	79
United Arab Emirates —	80
The Digital Banking Zone —	80
The Future Banking Zone —	81
The Relationship Banking Zone —	81
Africa —	81
Ireland —	83
Poland —	84
United States —	85

Chapter 9

A Digital Blueprint for Banks —	87
Digital Banking Value? —	88
Maximize Use of Existing Technology —	90
Apply Minor Technology Interventions —	90
Identify Areas for Sweeping Transformation —	91
Cross-Selling in the Digital Era —	92

Chapter 10

Human Resources in the Digital Era —	93
Optimizing Structure and Incentives —	93
Emphasizing Business Outcomes —	94
Devising a New Strategic Vision for Staff —	94

Chapter 11

The Future of Banking —	95
--------------------------------	-----------

List of Sources —	99
--------------------------	-----------

Thank you —	117
--------------------	------------

Index —	119
----------------	------------