

Next-Gen Banking Platform.

by Crossvale

**Future proof
your bank's
future today
with Crossvale.**

Our Next-Gen Banking Platform can revolutionize your operations and position your bank for success in the digital era.

Schedule a consultation to learn how to future proof your bank.

bankingsolutions@crossvale.com

Powered by
Red Hat



crossvale

Introduction

As a mid-size bank executive, you understand the challenges of acquiring and retaining the next generation of customers in today's dynamic banking landscape. The emergence of FinTech companies, changing customer expectations, rising dispute costs, and the need to transition from traditional branches to digital channels are just a few of the pressing issues you face. At the same time, compliance requirements continue to evolve, posing further obstacles to your operations.

Addressing the Challenges

To overcome these challenges and secure your bank's future success, we present our Next-Gen Banking Platform. This solution is specifically designed to help mid-size banks like yours acquire and retain the next-generation customer base efficiently while driving operational efficiency.

Understanding Your Pain

We understand that you are grappling with the erosion of your younger customer base, who are increasingly opting for FinTech alternatives that offer convenient mobile customer experiences. This trend not only affects your market share but also hampers your ability to meet changing customer requirements and maintain face-to-face upselling interactions.

The Consequences of Waiting

Delaying the modernization of your banking operations could have dire consequences. Waiting to address these challenges means further losing ground to FinTech competitors and falling behind in meeting customer expectations. It also leads to higher costs in addressing disputes and the risk of non-compliance with evolving regulations, which could result in financial penalties and damage to your reputation.

Recent Studies Highlight Key Challenges in the Banking Industry

Erosion of younger customer base choosing competitor FinTech companies:

A survey conducted by a Global SI found that **48%** of millennials are open to switching to a digital-only bank.

According to a report by EY, FinTech adoption among consumers aged **18-34** recently increased from 16% to 46% due to customer experience being perceived to be better.



Rising costs to address disputes:

The American Bankers Association reported that the average cost to resolve a dispute in 2020 was \$100 per case, representing a **20%** increase compared to the previous year.

A study by LexisNexis Risk Solutions revealed that financial institutions spend an average of **\$3.97** million annually on identity theft-related disputes.

Changing customer requirements not being met:

A survey conducted by PwC in 2020 found that **73%** of customers expect personalized experiences from their banks, but only 10% feel that banks are meeting their expectations.

According to a study by a Global SI, **82%** of customers are more likely to switch banks if they have a poor digital experience.

Impact on Customer Engagement and Regulatory Compliance



Losing customers to FinTech:

Bain & Company indicated that **15%** of digitally active bank customers have used at least one product from a FinTech provider.

The Global Fintech Adoption Index by EY revealed that the adoption of FinTech services in recent years has grown from **16%** to **64%** globally.

The KPM Global Banking Fraud Survey highlighted that **78%** of banks struggle with the complexity of regulatory compliance, impacting their ability to keep up with evolving requirements.

Branch to digital transition (inability to upsell with face-to-face interaction):

J.D. Power's 2020 Retail Banking Advice Study found that only **24%** of customers received financial advice from their bank during the previous year, highlighting missed opportunities for cross-selling and upselling.

A survey by FIS Global revealed that **55%** of customers prefer digital channels for basic banking activities, reducing the face-to-face interaction opportunities for upselling.

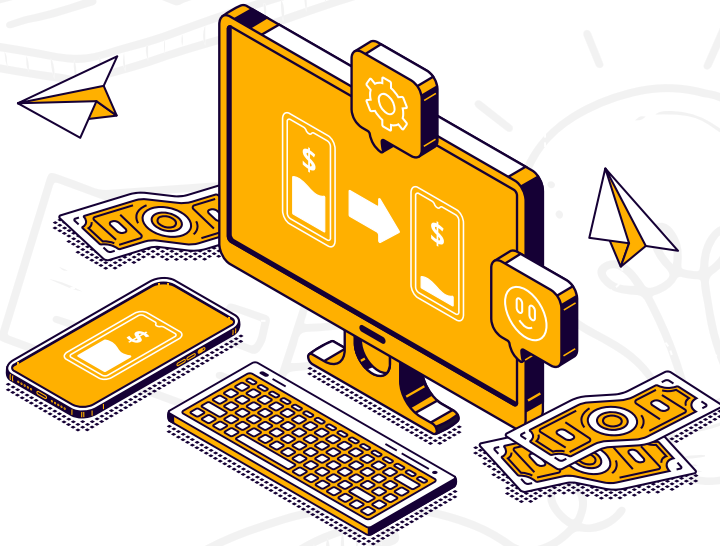
Inability to keep up with compliance requirements:
A report by Thomson Reuters showed that global banks spent approximately \$321 billion on regulatory compliance in 2019, representing a **30%** increase compared to the previous year.



Future Proof your Bank

Crossvale Next-Gen Banking Platform

Our Next-Gen Banking Platform provides a comprehensive set of tools and technologies to help you overcome these challenges and stay ahead in the industry. Here is the benefit for your bank.



Enhanced Customer Experience

Enabling you to deliver a seamless and personalized mobile customer experience that aligns with the expectations of the next generation. By leveraging an API-first methodology, we ensure easy integration with your existing systems while providing a unified view of customer data across multiple channels.

Seamless Branch-to-Digital Transition

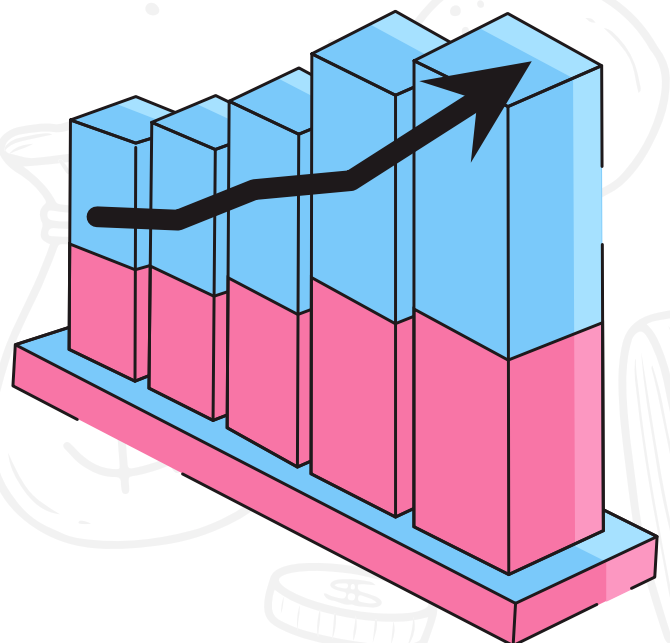
Transitioning from traditional branches to digital channels can be challenging, but our solution eases this process. We enable rapid onboarding of new customers within minutes, leveraging automation and self-service capabilities. This allows you to maintain customer engagement and facilitate seamless interactions across multiple channels.

Operational Efficiency

With our solution, you can streamline dispute resolution processes, significantly reducing costs and improving customer satisfaction. Our standardized validation approach and multi-channel entry point for dispute capture allow for efficient and consistent handling of disputes across various touch points, including phone, branch, online banking, and mobile banking.

Compliance Readiness

Adhering to compliance requirements is crucial in today's regulatory landscape. Our solution offers a flexible architecture that can adapt to changing compliance regulations, ensuring you stay compliant without compromising operational efficiency. We provide a standardized validation approach that supports process compliance and minimizes the risk of non-compliance penalties.

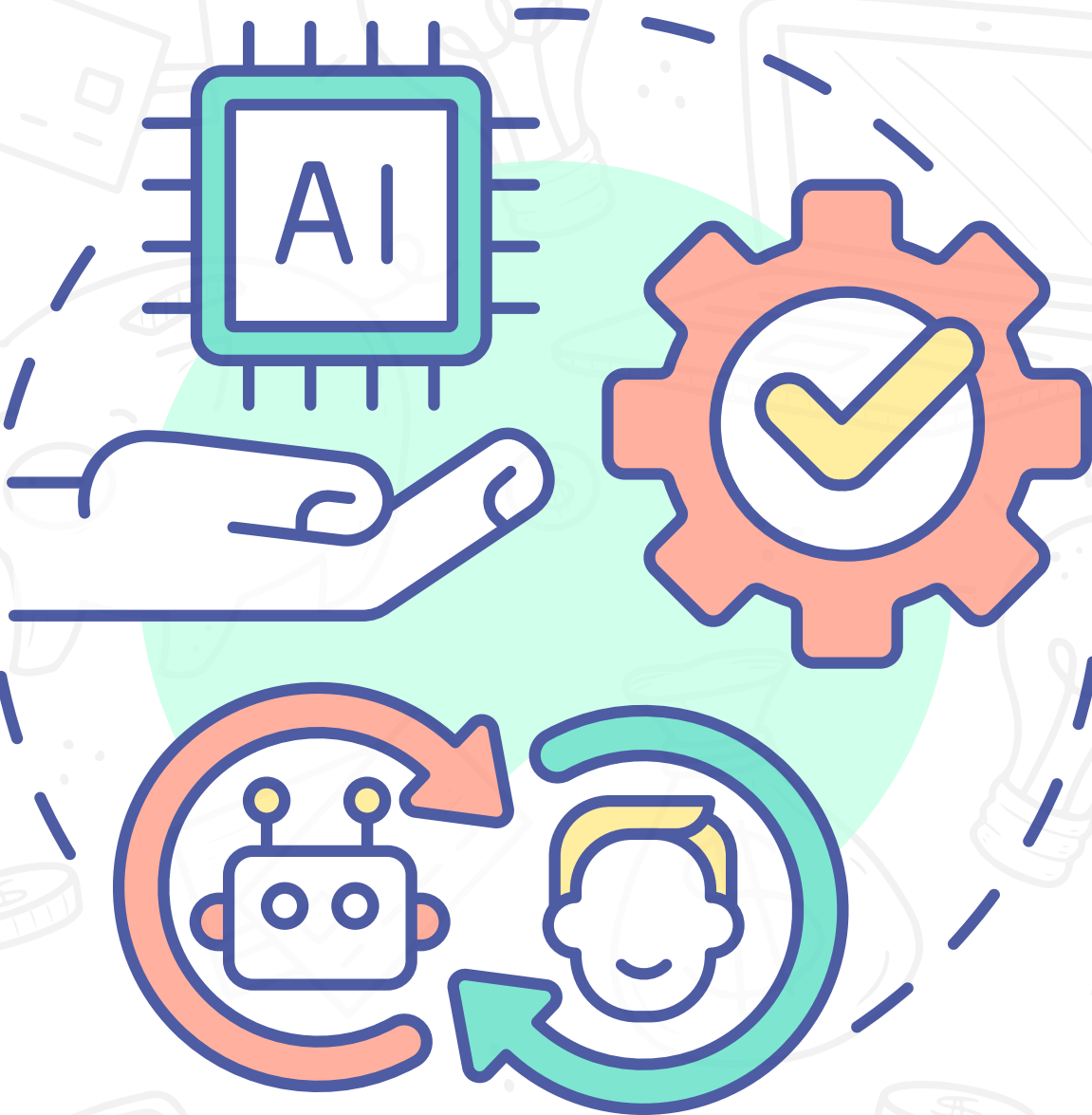


Future Proof your Bank

Crossvale Next-Gen Banking Platform

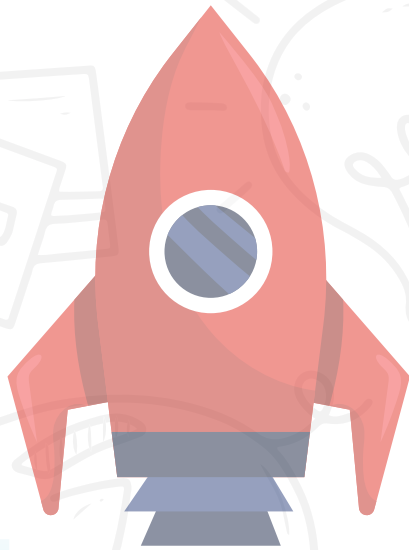
This platform's value lies in its **accelerators**. Think of these accelerators as ready-made solutions that cover **80%** of what you need. These integrate and work from **day one**.

They operate within OpenShift and easily link to popular banking products like **TSYS, Black Knight, FIS, and Temenos**, using industry-standard connections. The best part is; time is saved and the lengthy laborious task of building custom development is achieved instantly, **and we get you to your goals faster.**



Future Proof your Bank

Crossvale Next-Gen Banking Platform



Analysis & Planning Month 1

Conduct a comprehensive analysis, gather requirements, and define project goals and objectives.

Solution Design & Architecture Month 2

Design the solution architecture, select appropriate technologies, and create a detailed solution design document.

Development & Integration Month 3 - 8

Develop and integrate the solutions using an agile methodology, continuously testing and integrating components.

Deployment & Go-Live Month 9

Deploy the solutions in a phased approach, to ensure a smooth transition to Production.

What our Clients Say

"Partnering with Crossvale, leveraging their accelerators and frameworks, has truly transformed our approach to solving complex Customer Experience challenges in banking systems. We opted for Crossvale over traditional vendors, and it delivered exceptional results. Their solutions were tailored to our unique needs, driving impressive ROI, all while aligning with our strategic business goals. It's been a game-changer for us."

SVP, Software Application Director, Regional Bank N.A.

"Crossvale has played a key role in our banking modernization, resulting in improved efficiency, customer satisfaction, and exceptional ROI. Their expertise, proactive approach, and ongoing support have been essential in achieving our goals."

Senior Vice President Technology Service, Midsize Bank

"Crossvale ignited our microservices transformation, crafting tailored solutions, delivering great ROI, and aligning perfectly with our vision. Thank you for your teams dedication to excellence and understanding of banking."

Application Development Lead, Regional Commercial Bank



Why Crossvale

We differentiate ourselves from other vendors in the market through our expertise and our holistic, integrated & comprehensive approach to banking modernization. Unlike core banking vendors who offer expensive and proprietary solutions, we provide a modern platform that empowers you to leverage your existing investments while enhancing functionality and customer experience.

Our managed services will release you from the burden of managing the platform and the custom components of the solution that would take highly specialized SMEs that are hard to find, expensive, and hard to retain

Our team ensures optimal performance, scalability, and security of your environment. Allowing you to focus on delivering innovative banking services minimizing the risk of non-compliance penalties whilst focusing on future-proofing your bank.

Conclusion

The Next-Gen Banking Platform from Crossvale empowers mid-size banks like yours to overcome the challenges of acquiring and retaining the next-generation customer base. By embracing modern technologies, enhancing customer experiences, driving operational efficiency, and ensuring compliance readiness, our solution equips you with the tools and services you need to succeed in the digital banking era.

Transform your operations.

Contact us and schedule a personalized consultation and discover how our Next-Gen Banking Platform empowers your bank to thrive in the evolving banking industry.

FUTURE PROOF YOUR BANK NOW

We understand the unique needs and challenges of mid-size banks, and our platform is tailored to address them.

Take the proactive step towards acquiring and retaining the next-generation customer base efficiently while driving operational efficiency.

Powered by Red Hat



crossvale

[Crossvale.com](https://crossvale.com)

Headquarters
6505 W Park Blvd, Ste 306
Plano, Texas 75093
USA
Phone: +1 214 572 5352

EMEA
The Technology Centre, Queens Rd
Belfast BT3 9DT
Northern Ireland
Phone: +44 20 3514 5427

Spain
Calle Sant Ferran, N.9
Valencia 46230
Spain
Phone: + 34 932 20 00 75