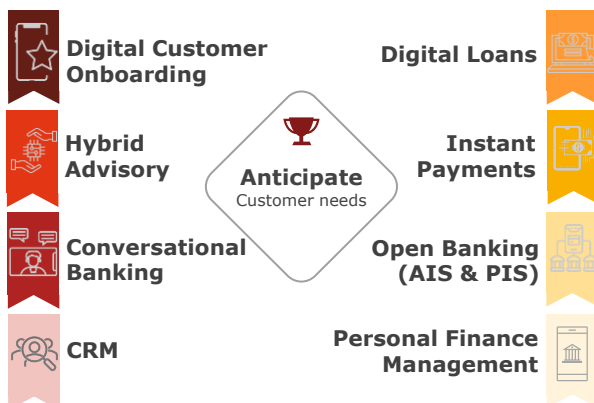




With a strategic business view, hand in hand with ELCA's consolidated technical first-class expertise, Financial Services Advisory works with clients in re-shaping their view and mission to strengthen market positioning, reinforce security, ensure stability, increase profitability and achieve sustainable growth.



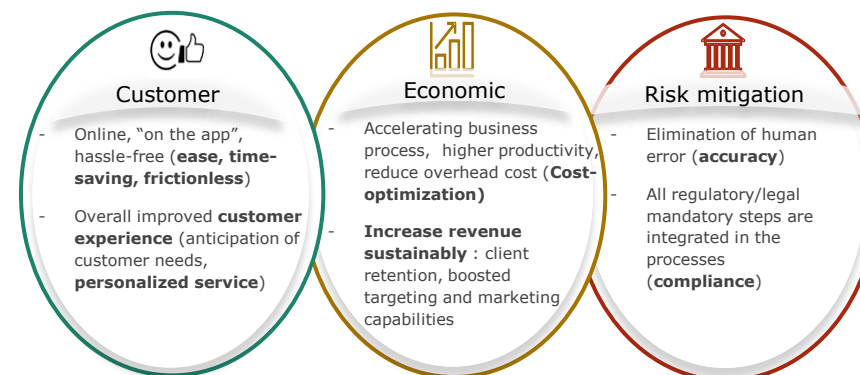
## Digital Transformation Scope



## Why

- **Digital first world** calls for **digital business model**
- Post 2008 banks prioritised regulation; then came the advent of **game changing technology**
- Our everyday life has been transformed, and created a huge gap between what the banks offer and their **clients' expectations**.
- **Fintechs** emerged with their digital agility, lower costs, and ease of customer interaction
- In face of this new competition, banks need to evolve to **ensure sustainable growth**, with a culture of digital business models, innovation, and entrepreneurship across their organization.

## Benefits



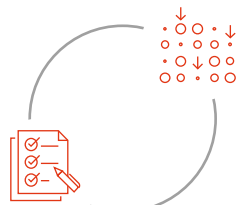
## How we contribute

- **Providing** all necessary roles from a **single source**, such as financial consultants, analysts or business developers
- **Bridging Business & IT** to achieve an overall futureproof strategy, aligned with the constantly evolving banking needs
- **Launching workshops** and deliver innovation knowledge & methods as well as innovation approaches & frameworks
- **Setting** clear, understandable and factual indications on how to achieve the most appropriate approach to tackle the identified challenge
- Inclusion of a **Trend & Technology Radar** that gives a **cross-industry & panoramic view** of trends in your business environment

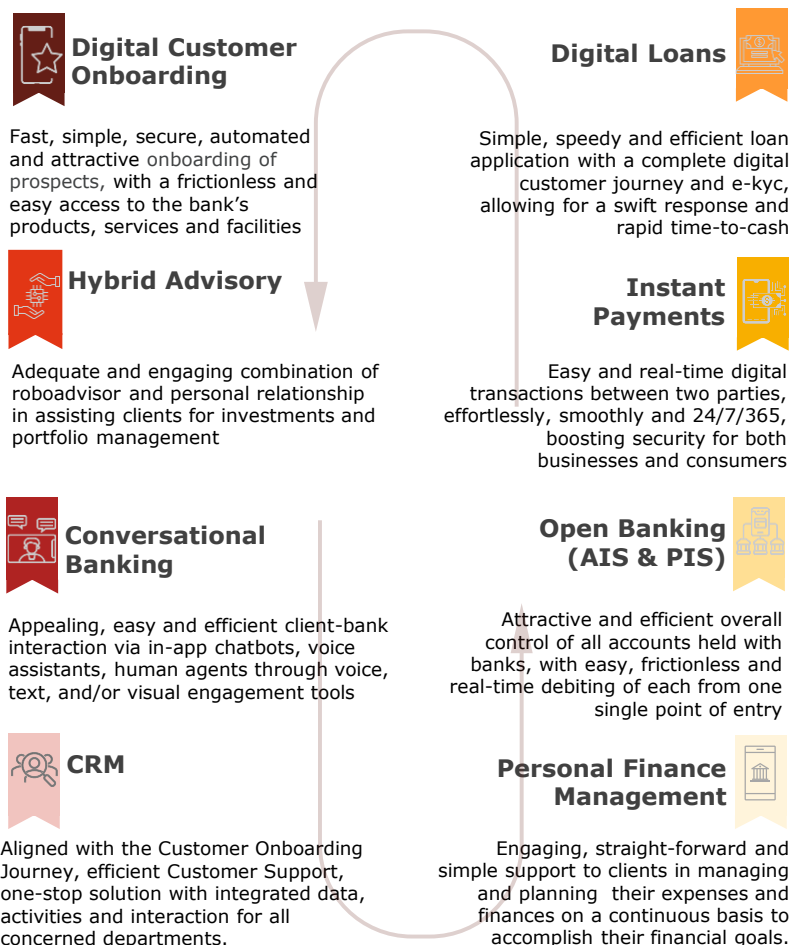


## Assessment

With the help of the **5-steps approach**, we can analyze the current situation as well as existing gaps. Measures for implementation are defined for each level.

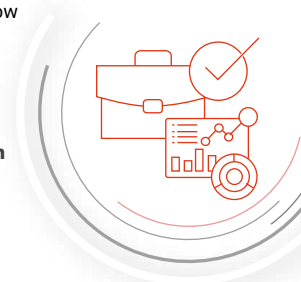


## Value proposition



## Deliverables

- **Providing an approach to digital transformation**
- **Accompany Digital transformation** based upon digital business models, products and services
- **Assessment of current situation and evaluation** of existing gaps compared to the target situation supported by a Digital Maturity Assessment
- **Product Maturity Assessment** to identify gaps and support prioritisation
- Support in shaping a **strategy and vision** around **digital business models**, bringing **business and technology together**
- **Actionable roadmap** with prioritization, milestones, detailed activities and process flow
- Support in building the **user journey**, including **user experience and interface**
- Accompany the **Change management with recommendations**



## Benefits

Placing customer data at the core means **more data points**, i.e.:

- **Placing customer data** at the core means more data points, i.e.:
- **Real-time analysis** means customer journey is embedded with analytical outcomes
- **Increased and continuous** mapping of behaviours and preferences
- **Contextualisation** of the above
- Boosted targeting and marketing capabilities
- **Improved** customer satisfaction, retention
- **Increased** reach in market (efficient insights) & **Cost-optimization** and risk-mitigation

## Customer Project examples



Governance & Digital Workplace

Retraites Populaires launched two digital transformation projects: the implementation of collaborative tools and the modernization of workstations. A path towards the virtualization of their IT, an approach to the implementation of collaborative tools, as well as a recommendation on the need to develop an information governance were proposed. A roadmap was delivered and activated with the client



E-channel Strategy for Customer Touchpoints

Based on new trends and technologies, we have developed an e-channel strategy for the customer contact points and defined a project portfolio for its execution.



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