



# The Bank of the Future

Henry Poarch  
Chesapeake Bank  
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# The Changing Landscape of Banking



According to Goldman Sachs, the bank of the future highlights three trends ...

1. Shift from offline to online banking
2. Growing trust in digital-first platforms
3. Consumer demand for personalization and tailored experiences



## Digital Revolution in Banking

- Over the past few years, there has been a **rapid digitization** reshaping the banking industry
  - Evolving customers expectations + technology

*What is Chesapeake Bank's challenge?*



# Online Convenience + Maintaining Customer Satisfaction



# Role of Branches

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- Deposits and Cashing Checks
- **Account Opening**

- Landmark in the community

- Social role and experience

## Transformation of Banking Roles

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- Digital Technology augments role of bankers
  - Shift focus to higher valued tasks
  - In-person experiences as more consultative interactions



# New Technology Opportunities



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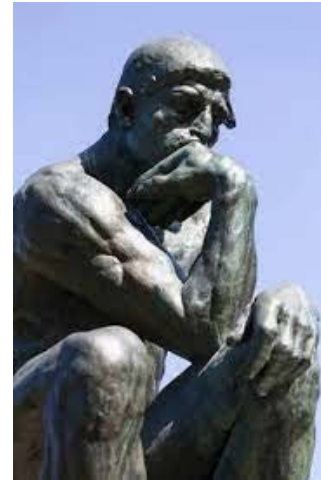
# Data



# Using Data for Customer Solutions

It is hard to utilize raw numbers unless the right questions are being asked

*So how do we use this data?*



# Data as a Tool



**Informed Choices > Subjective Assessments**

*Data needs to be looking forward*



*Proactively using tailored data to understand customer needs and enhance overall customer experience in an ethical manner.*



## Capitalizing on Data

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**Human + Digital**



# Banks: Builder or Buyer?

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# Data Driven Partnerships

- Can help utilize data analytics
- Facilitate technological integration
- Serve the changing and diverse needs of their customers



**What areas could this assist?**

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# I: Data Analysis



*The means to sift through the intense volume of customer data that it has*

## How can this help us?

- Smart analysis of customer behavior and transactions
- Proactive anticipation of customer needs



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## III: Financial Literacy



*Strengthening financial management through knowledge*

How can this help us?

- Learning methods for goal setting such as:
  - Videos
  - Classes
  - Webinars
  - Interactive Technologies
- Individualized guidance based on goals and habits

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## III: Fraud and Cybersecurity



*Giving customers piece of mind*


How can this help us?

- Real-time monitoring and threat detection systems
- Additional security layer for bank's infrastructure
- Scalable security solutions

## To Conclude: Changing Banking Through Partnerships

For Chesapeake Bank, data driven partnerships can *reshape the future*



  
**Thank you for your time and  
attention**

Questions?

