

Financial Institutions Target
Technology and Process
Improvements to Support
Recovery, Profitability in 2021



The COVID-19 crisis hit the financial services industry hard:



expected to **miss** their 2020 profitability goals



But it's not all bad news:



said existing communication channels prepared them well to contact staff, customers, and members





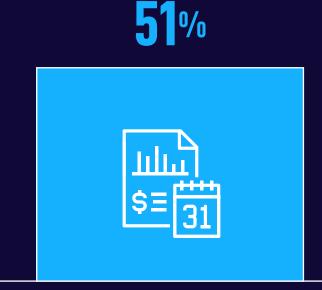
were prepared to adjust staffing levels in response to changes in demand



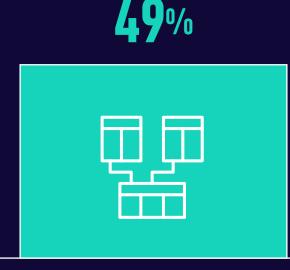
had processes in place to adapt to changes and mitigate risk

Technology and processes, however, leave room for improvement.

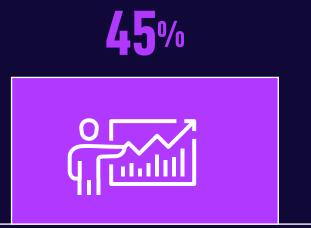
Top initiatives in 2021 include:



Operational budgeting



Scenario modeling



Reporting

Critically, financial institutions lack essential tools for profitability analysis



67%

do not have automated means to create, maintain, and analyze the profitability of complex business relationships



lack a pricing tool for quick assessment of the profitability impacts of new accounts



do not use funds transfer pricing (FTP)



As banks, credit unions, and other financial services institutions work to recover and build better processes for 2021 and beyond ...



of organizations believe they should do more to leverage financial and operational data to inform strategic decisions