Objective

“If you change the way you look at things, the things you look at change.”
– Dr. Wayne Dyer

Agenda

• You are here?
• Some “Next Big Things”
• What does it all mean?
• Q&A
7 billion people
4.8 billion mobile phones
4.2 billion tooth brushes

You are here?

Every minute, there are three times as many smartphones being activated as there are babies being born.

Going mobile

Time Spent in Mobile Apps and on TV

US Daily Mobile Time Spent

https://techcrunch.com/2017/03/03/us-consumers-now-spend-5-hours-per-day-on-mobile-devices/
Going mobile

- Over half of Facebook users access the service only on mobile, Venture Beat, January 2016

- US Internet users, by Device, 2014-2018 (in millions)

- Going mobile

- Average Daily Time Spent on Facebook Mobile Devices, in Minutes, 2014-2018 (in billions)

- Average Monthly US Smartphone Apps in Use, 2014-2018

- Going mobile
Going mobile for banking

Customers/Members

- Totally Digital (20%)
- Partially Digital (80%)

Digital Users

- Strictly Mobile (31%)
- Use Various Devices (69%)

Going mobile for banking

By 2020, 1.8 billion people worldwide will be using mobile banking!


Mobile Payments Today/KPMG
But wait!
I thought the title of this session was *Mobile Doesn’t Matter*?
Or maybe even here!

Evolutionary devices

You are here!

The pace of technological change will continue to increase, and it will bring new and even more disruptive “next big things.”
You are here!

Mobile matters now, but it will soon give way to the whatever will follow it.

The next big things

“But we can barely keep up with this big thing, why should we worry about the next big things?”

– They’re inevitable.
– They’re coming soon. (Hint: They’re already here.)
– How you prepare for them will dictate whether or not you will be able to compete in the future.

It’s on!
It's on!

![Snapchat Spectacles](https://www.snapchat.com/)

It's on!

![Vuzix Smart Glasses](https://www.vuzix.com/)

It's on!

![Apple AR Smart Glasses](https://www.apple.com/)

Forbes, Apple AR Smart Glasses Tipped For 2017 Reveal, Paul Lamkin
“Alexa – What’s the balance in my checking account?”
It's all around?

“More transactions could eventually pass through connected devices than smartphones. We estimate there will be 24 billion of these devices by 2020, with 5 billion of them being consumer-facing. This represents a massive expansion of touchpoints where payments could be enabled.”


It's all around?

It's like you!

http://www.pymnts.com/amazon/2016/theres-an-amazon-dash-button-or-100-for-that/

https://www.amazon.com/Dash-Buttons/b?ie=UTF8&node=10667898011


The Guardian, Oh the humanity! Poker computer trounces humans, Jan 2017
It's in you!

“I'm turning the internet of things into the internet of us.”
- Jowan Osterlund
  Biohax Founder

It's in you?

http://sites.lafayette.edu/egrs451/sp13/burds/military/silent-talk/
https://www.youtube.com/watch?v=kCDWKdmwhUI
What does it all mean?

- “Today, local banks and credit unions tout their superior customer service and attention to community causes, and consumers may say, ‘That’s nice, but I’d rather just do all my banking with whatever institution provides the best digital experience.’”

What does it all mean?

![Diagram showing Why Switchers Switched]

Why Switchers Switched

- Lower fees at new bank: 33%
- Poor customer service at old bank: 29%
- Mobile banking: 27%
- Higher rates: 24%
- No local branches for old bank: 13%
- Other: 12%

What does it all mean?

Top 3 Banks Get Majority of New Customers

- Digital convenience helps the top three banks acquire more new checking accounts than the next 17 largest banks combined. To win the battle for a smaller number of checking accounts in play requires a better understanding of consumer profiles, attitudes, behaviors and trends.
It's not just millennials, it's also people like me!
- 55+ small town white collar professional with great credit rating
- Three personal checking accounts, one business checking account, and five savings accounts
- Three debit cards, four credit cards
- A mortgage, a car loan, and an upcoming student loan
- Two retirement/investment relationships

Consumers and businesses will continue to adopt new technological solutions that improve their banking experience.
What does it all mean?

PSD2

What does it all mean?

“It is clear that the momentum towards open APIs is now irreversible.”

What does it all mean?
What does it all mean?

Good news

What does it all mean?
What does it all mean?
What does it all mean?

FI’s can’t go it alone—they need to integrate with Fintech providers if they want to prosper in the “post-mobile” age.

You are here!
What does it all mean?

The primary “people skill” banks and credit unions should value in the digital age is the ability to adapt and change.

Takeaways

• The pace of technological change will continue to increase, bringing new and even more fascinating “next big things.”
• Mobile matters now, but it will give way to whatever’s next.
• Consumers and businesses will continue to adopt new technology solutions that improve their banking experience.
• FI’s can’t go it alone – they need to integrate with Fintech providers if they want to prosper in the “post-mobile” age.
• The primary “people skill” banks and credit unions should value in the digital age is the ability to adapt and change.

Questions?