

DIY (Do It Yourself) Digital Banker – Power to create digital banking experiences on the fly!

The new normal in banking of today hinges on the ability of banks to create lasting personalized customer experiences in the least possible time. To do this, banks need to empower their product managers with the right tools that are easy to use and configure, based on a low code/no code platform.

The new age digital product bankers are expected to deliver profitable products in an agile manner while focusing on the demanding customers of today and catering to their evolving ways of banking.

Digital Lifestyle Banking Product Designer

Traditionally, the product business managers at banks would create financial products targeted at the banking business and deliver the products to the customers with minor customizations. The 2nd gen bankers would communicate their requirements to the IT team who would build the products accordingly. For the 3rd gen bankers, the IT team would drive the product design and the product managers had to comply with it. The 4th gen bankers, however, facilitated better collaboration between the business and IT roles, who would jointly create a product roadmap based on the customer's expectations.

Now, the 5th generation bankers have started placing emphasis on customer experience and design thinking, resulting in the emergence of techno-functional product managers – IT and business teams working together to put customer first!

The 5th gen bankers represent the inflection point in banking, with banking evolving to take the shape of embedded banking or lifestyle banking. This requires the product business managers to unlearn and reimagine the banking experience with *digital first* as the theme – bringing into the industry the novel concept of Digital Lifestyle Banking Product Designers.

The digital banking product experience lifecycle

With the emergence of the digital-first and digital-native customer, bankers expect IT to empower them to deliver banking as a set of self-service experiences, without having to depend too much on the underlying IT stack – enabling the bankers to become the DIYer (Do-It-Yourselfer).

The bankers now can create a personalized user experience, preview the experience before launch, launch the product to a closed user group, quickly deliver to a larger customer base, and to analyse the product uptake, all by themselves, without requiring extensive support from the IT teams.



Design impactful experiences easily and quickly, on your own!

Digital banking requires the bankers to become digital bankers with ability to conceptualize products as well as design, embed insights and analyse user experience across the product life cycle.

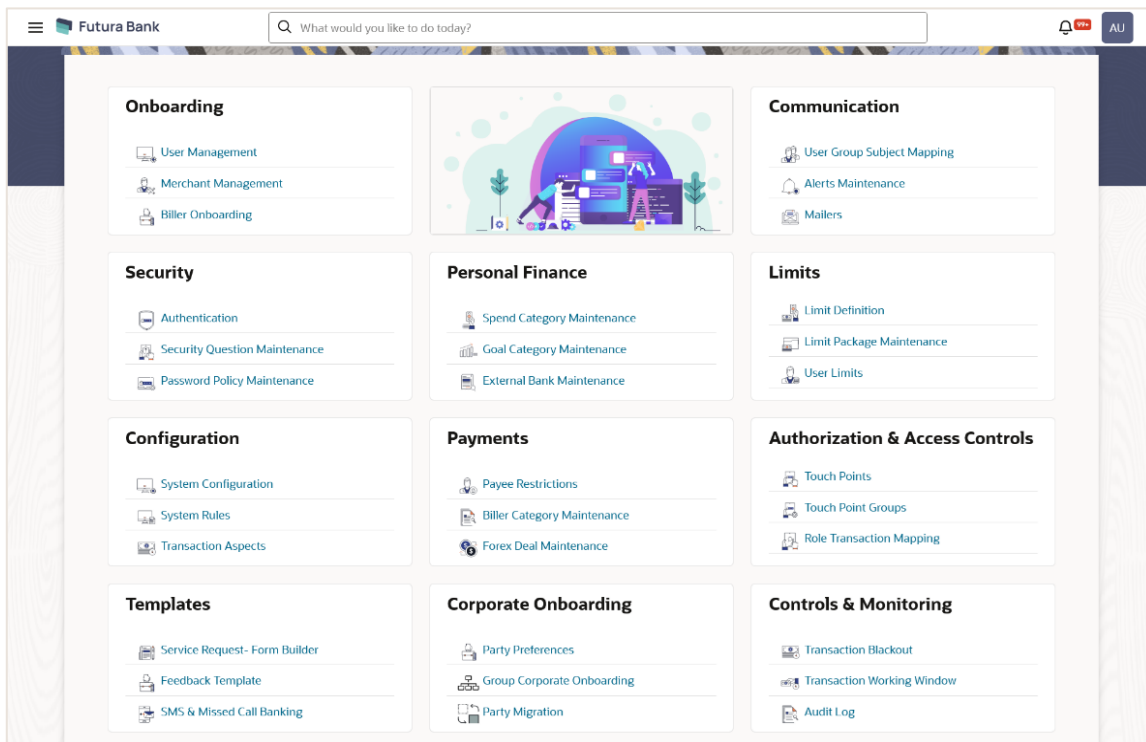
Gen Z bankers will demand their banking user experience to be on par with the user experience they are used to from their retail/mobile user experiences.

The experience of creating digital experiences should be enriching for the banker.

Be future-ready with Oracle

Oracle Banking Digital Experience empowers the digital banker of the future to deliver banking experiences in a well-thought-through and systematic manner. The banker's persona is well-defined and designed within Oracle Banking Digital Experience for an enhanced user experience, as shown in the sample screen.

A digital banking product manager's screen:



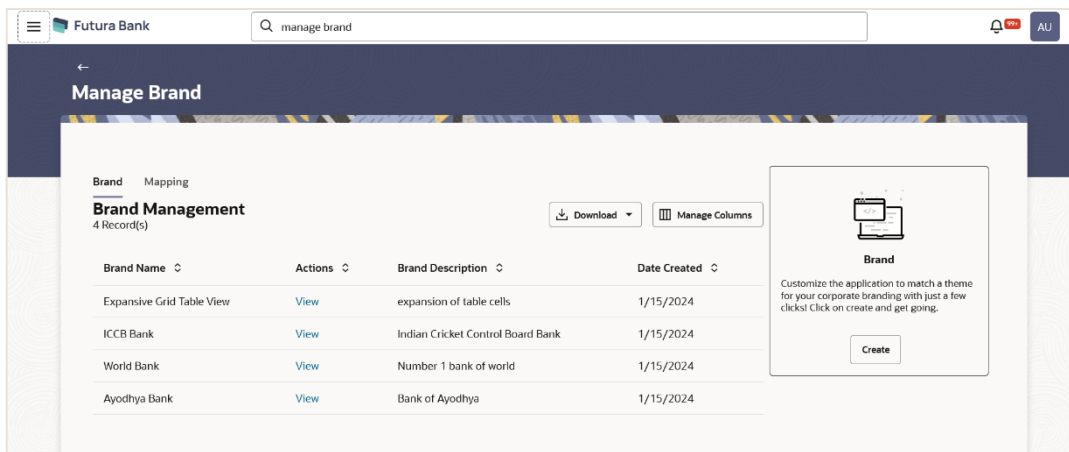
Onboarding functions are grouped together, leading to a better communication with the customer, delivering security, limit definition, and access authorization details, the key aspects of customer onboarding.

Deliver a hyper-personalized user experience

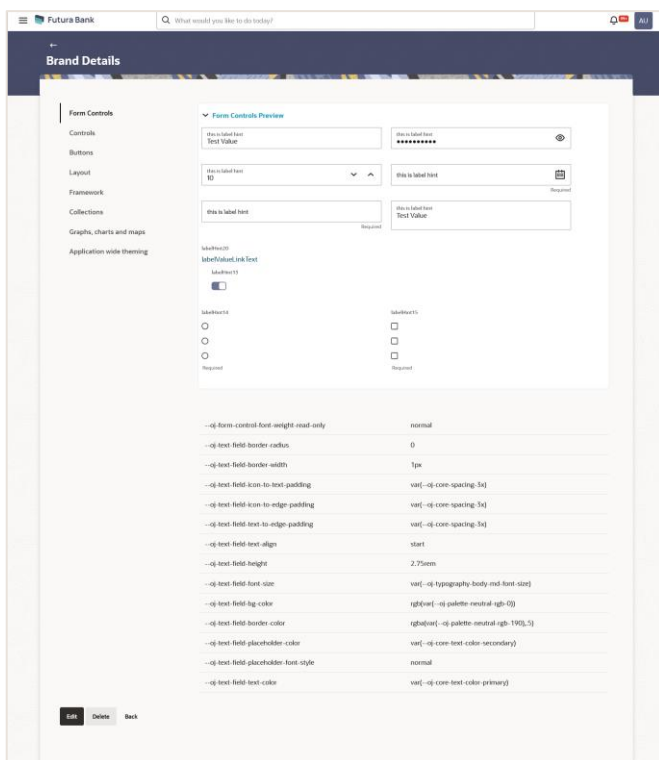
Another expectation of digital banking customers is a hyper-personalized experience. Oracle Banking Digital Experience enables the digital banker to create as many segments of customers as needed, define the profile of the customer for each segment, and design unique dashboards using the Dashboard builder feature for each segment. The customers can also personalize these dashboards.

The banker can design contextual and tailored themes, branding, widgets etc. on the dashboard using just a drag and drop functionality after selecting the suitable business templates offered out-of-the-box from the platform.

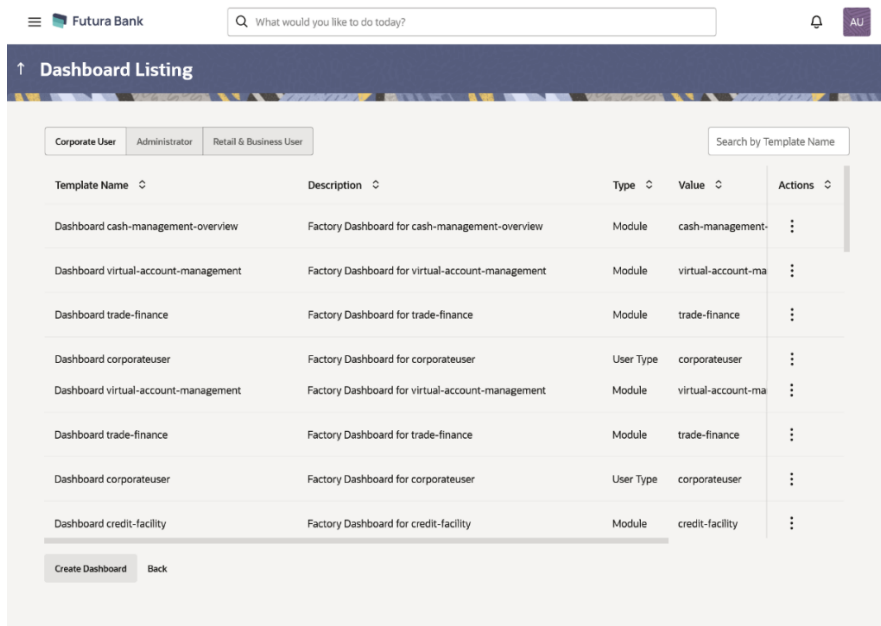
Personalize user experience through user segment-based dashboard builder:



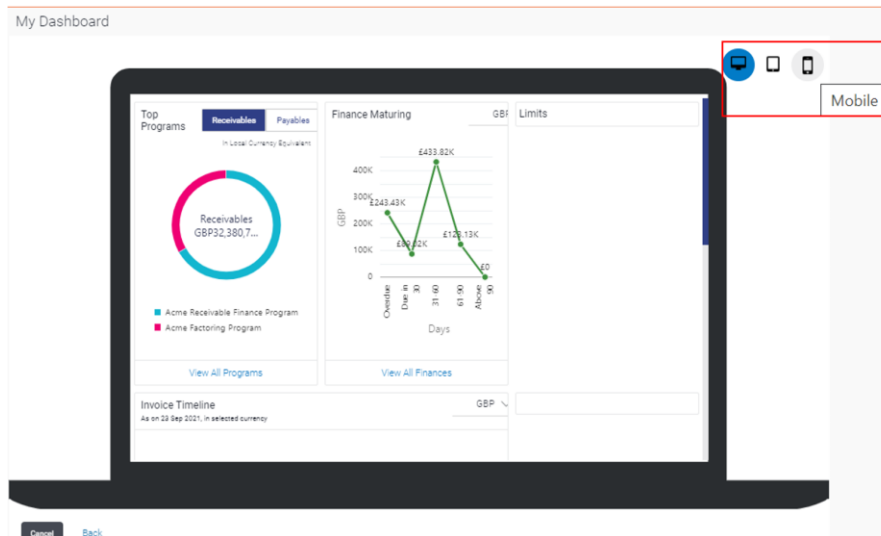
Contextual application - Christmas themed (sample):



Display of multiple dashboards designed by the banker:



A sample dashboard created by the banker for a SME/B business segment user:

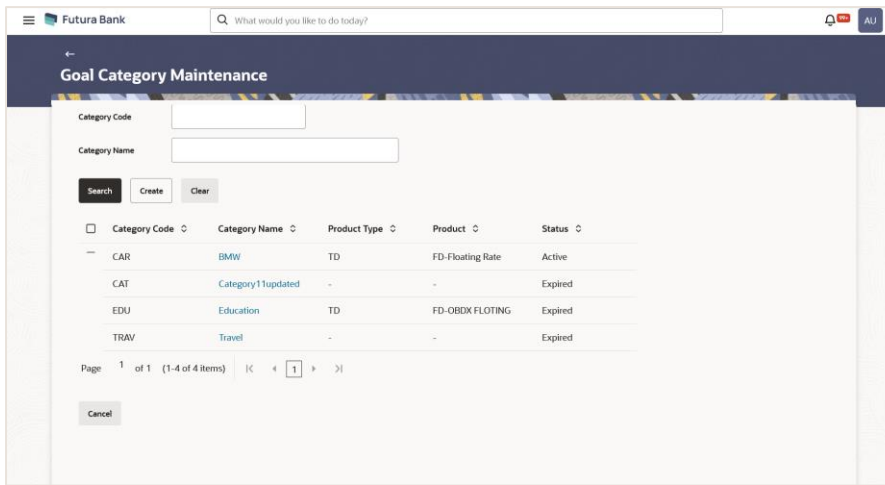


The preview feature of Oracle Banking Digital Experience enables the product business manager to better visualize the product before it is launched onto a desktop, tablet, or mobile device, which not only enhances user experience of the banker but also makes the whole process very efficient, error-free, and faster.

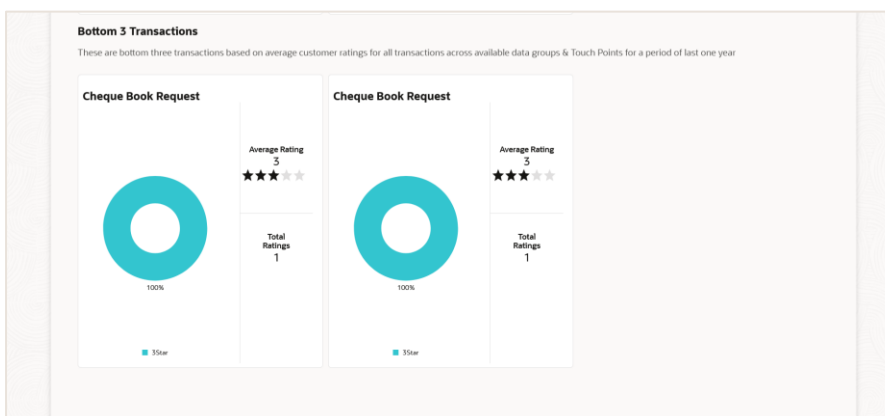
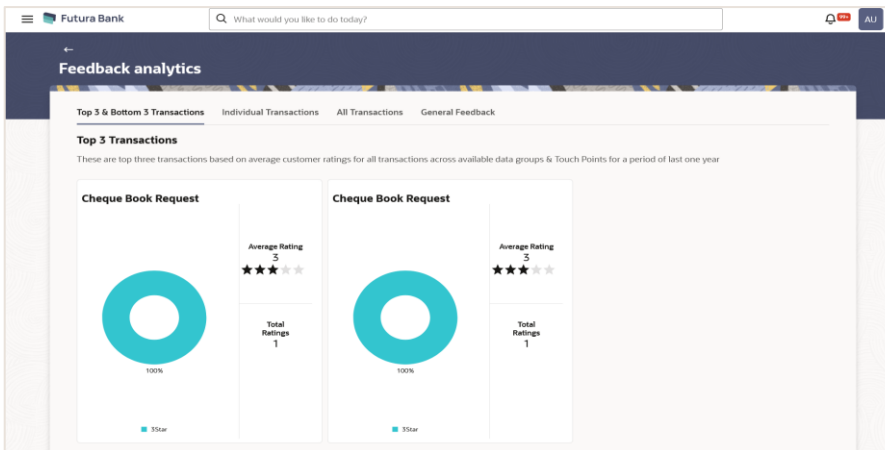
Oracle Banking Digital Experience further enhances the value of the product by helping the product business manager embed business insights (as configuration) on how to optimally use the product, thus removing inconsistency in user experience and providing in-context insights that customers expect from their bank.

Oracle Banking Digital Experience provides the contextual insights to the banker to maximize the potential of the platform.

A sample banker persona screen with contextual insights obtained from Oracle Banking Digital Experience:



The feedback analytics feature of Oracle Banking Digital Experience is a valuable tool for the digital product manager to understand the product uptake in this age of instant gratification. The digital banking platform not only provides feedback analytics but also enables the product manager to configure appropriate feedback questions.



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