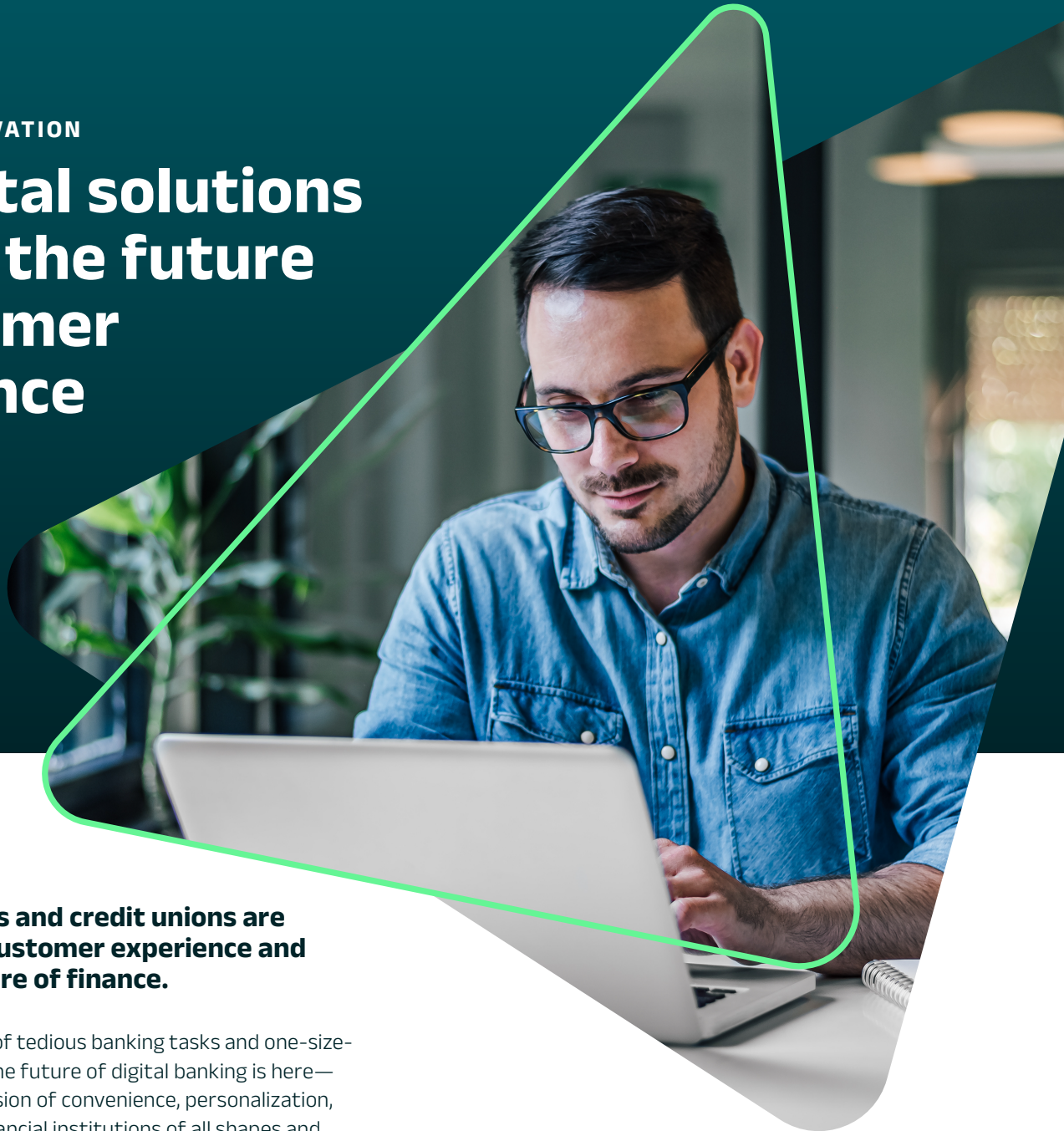


BANKING ON INNOVATION

The digital solutions shaping the future of customer experience



Discover how banks and credit unions are transforming the customer experience and redefining the future of finance.

Gone are the days of tedious banking tasks and one-size-fits-all solutions. The future of digital banking is here—it's a beautiful collision of convenience, personalization, and innovation. Financial institutions of all shapes and sizes are harnessing cutting-edge technology to create customized experiences catering to each customer's unique needs. These innovative and user-centric tools are reshaping how we manage money and making it more enjoyable than ever.

Here are some ways forward-thinking banks and credit unions (like yours!) can take customer experiences to new heights.



Transform financial goals with gamification

Who doesn't love games? Gamification is akin to an adult version of a sticker achievement chart. And

it's a powerful way to help people stay on track with their goals. Integrating gamification elements into digital banking platforms is a fun approach to making financial goal-setting and achievement enjoyable and engaging. By incorporating game-like features such as rewards, badges, and incentives, banks can motivate customers to manage their finances and work toward reaching their financial targets.

Embrace the future of augmented reality banking

With the potential to revolutionize the banking industry, augmented reality (AR) features can create

an interactive and [engaging banking experience](#). They marry the online and physical worlds by overlaying digital information with the real world. From virtual branch tours to personalized financial education, AR could replace physical branches with immersive virtual experiences to provide a seamless and satisfying banking journey.



Share achievements with social media integration

Social media has become the preferred platform for sharing news and updates. So, it makes sense to incorporate it into the banking sector, motivating customers to share their financial accomplishments and objectives. Financial achievements are essential to many people's daily lives, from paying off a loan to hitting savings milestones. Sharing the news makes it real and encourages customers to stay accountable to their financial objectives while inspiring a sense of community and support among users (and friends!). Oh, and don't forget, social media is a way to generate (free!) word-of-mouth advertising for financial institutions.

Align Finances with Lifestyle-Based Planning

Your life, your finances. Lifestyle-based planning features offer customers personalized tools that consider their unique individual lifestyle preferences and goals. From tailored investment portfolios to retirement and estate planning, these tools give customers greater control over how they prepare for significant life events. Also, by analyzing customers' spending habits and financial goals, financial institutions can provide recommendations for products that align with those targets.



Level-Up Security with Biometric Authentication

[Behavioral biometrics](#) is all the rage these days and for good reason. It's an invaluable tool helping banks and credit unions stave off new and

complex fraud and scams. Biometrics uses an individual's genetics and behaviors, such as fingerprint, facial, or voice recognition. These methods not only streamline processes but also offer an extra layer of security to ensure customers' financial information stays protected.

Create an API-Driven Ecosystem

An API-driven ecosystem is created by partnering with third-party providers to facilitate [smooth data access](#), interoperability, and security among vendors and financial services. This enables banks and credit unions to offer personalized financial services, streamline processes, and improve overall customer satisfaction. Additionally, APIs connect banks with a broader range of creative talent and ideas, paving the way for developing innovative products and services.

In a rapidly evolving digital landscape, financial institutions must stay ahead by investing in emerging technologies that boost customer experience. Embracing these cutting-edge strategies enables banks and credit unions to deliver a tailored, user-centric digital banking experience that will exceed customer expectations.



Future-Proof Your Digital Banking Platform

Wanting to level up your bank or credit union's customer experiences is one thing; making it a reality is another.

But, with the right digital banking partner, the future is now. At [Lumin Digital](#), our cloud-native digital banking platform is designed to empower financial institutions to deliver customized solutions that enhance customer experience.

As a digitally-native technology company, Lumin's ability to think differently about technology is fundamental to who we are. It's ingrained in everything we do—from our advanced digital banking solutions to our internal operations, to our culture of curiosity. [Contact us](#) to learn more about how we can illuminate your success.



WANT TO LEARN MORE?

If you're interested in learning more about our unique approach to platform innovation and how we deploy weekly upgrades to our clients, click here to learn more visit, lumindigital.com.