



STAY RELEVANT

5 ways weekly digital banking updates will transform your financial institution



Being ahead of the digital banking trend and staying ahead attracts users and keeps them engaged. With engaged and loyal users, financial institutions increase wallet share, grow deposits and loan portfolios, and optimize operations. To keep pace with user expectations in the digital age, your digital banking platform must update routinely, rapidly, and without downtime.

Business management consulting firm KPMG says the predominant challenge is determining how financial institutions can balance growth, profitability, and efficiency while retaining customers in a constrained environment.

In its 2024 [industry outlook survey](#)¹, the firm asserts that the data “reveals a clear imperative” for financial institutions “to continue to fast-track their ongoing journey of future-proofing and demonstrates their multitude of efforts to become more digitized, data-driven, and customer-centric.”

Seventy-three percent (73%) of the 200 executives surveyed cited “Winning new business through digital transformation” as a significant factor in financial institutions’ earnings outlook. Says KPMG’s Robert Ruark, Banking & Fintech Strategy Leader: “[E]fficiency enhancements through digitization and automation will go hand-in-hand with cost-cutting measures” to position financial institutions for success.

Personalization at the speed of user expectations

In online and mobile banking, which are already widely used channels, investing for growth is almost a guaranteed win. As online banking has matured, financial institutions must continually innovate to meet their customers’ evolving, more personalized demands.

The finance industry has made significant strides in its early modernization efforts, successfully simplifying processes, operations, and infrastructure. Data-driven insights and personalization now top the list of industry investment priorities. Financial services organizations (FinServs) can use this data to develop digital experiences featuring products and services tailored to the interests of individual clients.

According to Celeste Diana, Financial Services Digital Transformation, Principal, KPMG LLP: “Simply having capabilities digitally available isn’t enough. Those capabilities must now be easy to use and differentiated by providing experiences customers didn’t even know they needed. Creating simple, personal experiences are [sic] surprisingly complex and are driving investment demand in 2024 and beyond.”

Seizing a competitive edge with weekly enhancements

If everyone is on a digitization journey, how can financial institutions differentiate themselves? Regular, frequent updates of digital platforms enable these organizations to be faster to market and more agile—able to add new features rapidly, keeping pace with quickly evolving user needs and expectations. Quarterly release cadences or those even less frequent have enhancements planned out far in advance that cannot be changed or replaced easily with more urgent items that may arise. And if there’s a miss on a planned enhancement, clients could wait a year or more to see their requests addressed.

“We waited five years for an enhancement with our last provider,” says Lindsay McCall, Chief Operations Officer of Consumers Credit Union in Michigan³.

Clients want the latest features without any disruptions and an online experience that mimics consumer apps that they use frequently. A banking platform that delivers new capabilities with speed and stability builds user trust and its reputation.

“The upcoming generation is going to demand that our organization provides a digital experience that meets them where they are,” says Tansley Stearns, President and CEO of Community Financial Credit Union in Plymouth, Michigan. “And after COVID, older clients are now interested in features that they once might not have used³.”

High-performing software vendors deploy frequently, gathering feedback more quickly and iterating faster. Frequent releases allow a team to improve the customer experience by offering new features developed based on market changes.

A faster release cadence also makes it easier to reduce risks by identifying and addressing potential problems quickly. A team that deploys new features weekly or more often can zero in on issues, leading to better product quality.

“What’s been very powerful for us is having a partner that is ahead of us and helping to push us into the future,” says Stearns. “We’re excited about the opportunity to continue to bring value and an iterative approach to technology, which is something I think is missing for most credit unions³.”

[McKinsey](#)² says organizations succeeding with a frequent release cadence are diligent about automated testing, deployment orchestration, and continuous monitoring. “Doing so allows for rapid innovation, with new features reaching users faster, creating a competitive advantage; reduced risk due to smaller code changes per release; and an improved feedback loop, resulting in products that are more refined.”

But won’t weekly releases be disruptive to financial institutions and their clients?



“Our team was absolutely panicked about the thought of weekly releases with our new partner. We were used to about three to four releases per year. We would spend weeks testing, and things would break. But now it’s a non-event. We get weekly release notes and a weekly call to review the changes. There’s no downtime. It has completely changed our world and saved our resources from all that extraneous testing.”

Lindsay McCall

Chief Operations Officer, Consumers Credit Union

Five reasons FinSerts need weekly digital updates

- 1. Faster time to market.** Frequent updates enable financial institutions to continuously deliver new features for their users and enhancements for their operations staff.
- 2. Improved user satisfaction.** By using client feedback as the basis for prompt product updates, FinSerts can build loyalty and ensure the best user experience.
- 3. Reduction of risk.** Smaller, more frequent changes are often less risky than broader updates that include many changes at once.
- 4. Ability to innovate.** Faster releases foster an innovative environment where new capabilities and technologies can be tested.
- 5. More seamless integration.** New features can be integrated more efficiently in a continuous release cycle, giving FinSerts the confidence to immediately address any issues merging previous and current versions.

Building the financial institution of the future

FinSerts of the future will be powered by modern digital platforms. But that's not enough. Satisfying current customers and winning new ones will depend on a digital experience that mirrors their other online interactions. A nearly continuous cadence of advanced and more personalized features is critical to giving FinSerts a competitive advantage.

¹Arnold, S., Diana, C., Hart, B., Horsley, A., Lacey, H., Kunz, D., Trimble, C., Shank, M., Semanco, T., Shah, A., Seaman, C., Ruark, R., Ramakrishnan, K., Price, M., Miller, M., & Matsuo, A. (n.d.). 2024 U.S. Banking Industry Outlook Survey. KPMG. Retrieved from [kpmg.com](https://www.kpmg.com)

²Panda, C., & Soller, H. (2024, June 26). Rethinking conventional wisdom: Future of Digital Tech Infrastructure. McKinsey & Company. Retrieved from [mckinsey.com](https://www.mckinsey.com)

³Lumin Digital. (2024, May 24). Digital Banking Innovations with Lumin Digital | Member Forum 2024. [YouTube](https://www.youtube.com/watch?v=...).

