



Pathfinder Guide
Creating
Customers
for Life

Fujitsu and ServiceNow

shaping tomorrow with you

servicenow



Financial Services Pathfinder



Key steps to digital transformation in Financial Services with Fujitsu and ServiceNow

1: Where we are now

The world of financial services has always been interconnected – that's been its strength over the last two centuries. But now, hyper-connectivity and the rise of platform-based digital offerings are disrupting the world of banking and insurance. Challenger startups have sparked a rush to create new kinds of services and institutions which are capital light and avoid bricks and mortar branches or large sales forces.



The road ahead is a rocky one for those who cannot embrace technology and leverage its power to get to the heart of their customers' lives and needs – both daily and major milestones. Service is key. As is agility – internally and externally. And it's all underpinned by ever more stringent regulations and data privacy laws. Regulation is, of course, nothing new, but the threats associated with cyber-crime and data breaches are real and increasing.



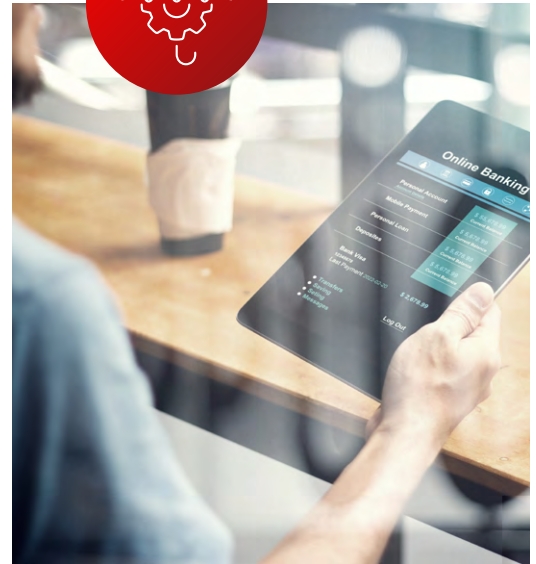
2: The good, the bad, and the ugly

It's a mixed, complex picture out there. You know that. Digital excellence is still patchy. But what's clear is that financial institutions of all kinds believe in digital – its threats and benefits.

But progress can be slow. Turning around often venerable institutions is not easy, though many are showing remarkable foresight or versatility. They're doing it by either acquisition or spinning off smaller teams to launch niche services and proving the concept of new financial technologies to receptive customers.

All financial players agree that the world of banking and insurance has been transformed by instant online access and the smartphone app. The spread of digital banking has been rapid and all encompassing. No sooner have the apps appeared than we all take them for granted. It's turned a sector rooted in tradition on its head.

Success, where it has been achieved, has been rapid and lucrative, but progress across the whole sector is patchy. It's time to ensure that the 'wow' factor of digital access and control is spread across all aspects of financial institutions operations and offerings.



3: Opportunities for amazing



The point is to be amazing. That means offering innovative products in ways which suit new generations of customers used to doing all things financial on the go and at any time of day or night.

That means re-thinking real estate – the old bank or insurance branch is fast becoming a thing of the past. Those locations which are retained need to deliver more value per square meter. That means turning them into service hubs which offer far more than they used to. It's a place to engage with individuals and communities and to focus on milestone products like mortgages, loans, and business start-ups.



That takes technology which embeds each location into a seamless, frictionless whole that extends far into the back office as well as areas such as risk and compliance. It's a software-defined future that enables rapid service innovation and excellent customer experienced all delivered at start-up speed.

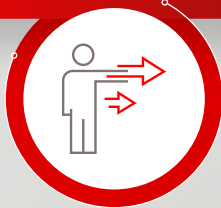
What gets in the way? Here are some factors. They sound bad, but they're really opportunities:

- An unconsolidated IT estate
- Redundant capabilities
- Existing systems and technologies which aren't being used to their maximum potential
- Processes and systems which aren't connected, or are partially connected
- Data that does not flow through the organization

- Siloed departments and systems which lead to duplication, endless re-keying, and inevitable errors
- Repetitive processes which take up human time which could be better focused on customer service and innovation
- A lack of speed in introducing things like AI, RPA, and machine learning which can improve accuracy as well as secure data by providing a single view of customer data, its location, provenance, and uses.

The answer? Digital technologies orchestrated by ServiceNow which deliver a user-centric responsiveness and seamless production that's linked to market and customer needs.

Everything is connected. Internal systems are joined up and a host of mundane processes are automated, cutting the time it takes to deliver a great outcome. Customers get the certainty of great service whenever and where they happen to be.

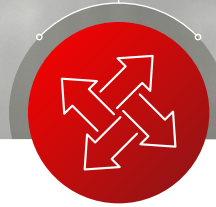


4: Amazing things we can do

There's a lot going on across financial services to build on the great things you've already achieved and move forward to get ahead of change and the needs of your existing and potential customers.

ServiceNow is key to doing that. Fujitsu's expertise is in leveraging its power to connect workflows; make information and data available in a contextual, consumable way; identify issues; assign and schedule work; and ensure that tasks are properly completed on time.

Together we provide the digital technologies and insights to deliver transformative change without exposing the institution or its customers to risk.



This isn't a journey with just one destination: it's a journey with a lot of great highlights along the way. Here are just some of them:

- Creating a 'branch of one': Providing most financial services via an app that can be accessed securely on any device – it replaces the functional processes which used to take place in-branch and offers new ways to deepen customer service and brand loyalty
- Doing more with real estate: Branches are hyper-connected hubs not for processing paper or handing out cash – but for milestone products which lock in customer loyalty for long periods of time, even lifetimes
- Assuring compliance: Automation can enable compliance by ensuring that procedures are followed, data is tracked and siloes overcome, while security is not undermined by any human action
- Empowering employees: Intelligent automation can transfer a host of repetitive but important tasks from people to virtual machines – the people are freed to focus on service while the machines do the work error free, 24/7.



5: Amazing things we're already doing

The 'wow' is happening. It might not make headlines but for those financial services who are focusing on transformation it really is a giant step on the journey they want and need to take.



We worked with ServiceNow to give financial services the digital advantage – here's what we're doing:

- Implementing a proactive way to ensure that complex issues, requests, or questions can be tracked from start to finish across all departments of the institution so it can be easily tracked and cut down on duplication or delay
- Equipping branches so that data and services are instantly available when employees are face to face with customers
- Ensuring data is tracked across all areas of the institution to reassure customers, protect value and privacy, and enable data to be leveraged for the benefit of customer service
- Implementing verifiable audit trails which are precise and instantly accessible
- Leveraging the power of the cloud and creating the right mix of on-premise and public services – with a single portal to offer total visibility and control
- Simplifying complex legacy systems and building on them to unlock the potential of new technologies and services.

ServiceNow is also being deployed to simplify a range of processes across other functions – from finance and HR.





6: Why you should travel in confidence with Fujitsu and ServiceNow



Fujitsu is a ServiceNow Elite partner and we have over 20 years of ITSM experience.

Fujitsu and ServiceNow are helping financial organizations to address economic uncertainty, increasing regulation and challenging, new market entrants. By adopting more software-defined IT environments, and aligning processes and workflows, they are achieving visibility, consolidation and rapid service innovation, whilst delivering great customer experiences, across physical, digital and virtual environments.





7: It's time to celebrate the good news in Financial Services

Let's be honest; it's challenging for all financial institutions, there's no point denying that, but there is a fightback going on, and despite the uncertainty, great things are happening and are about to happen. The demand for financial services – from day-to-day banking to mortgages, loans, and insurance products of all – is not going to wane.



We need to drive change forward with innovation confidence. Fujitsu's financial services customers are leading the way creating new ways to organize our lives and businesses through innovative financial products based on integrated digital services and seamless workflows.

If you've already invested in ServiceNow, we can help you fully maximize its innovative potential. And if you're new to it, we'll work with you to unlock its amazing capabilities to transform your business.

Yes, the current climate is tough – economically and politically – but is that really something new? The point is to focus on what you do best and getting closer and closer to consumers to offer the frictionless experience they crave.

It's happening. Fujitsu and ServiceNow are making it happen. We can make it happen for you – now. All you need is to set a course, grab your passport, and start moving.



Talk to us about how
we can help you make
the most of ServiceNow.

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