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Navigate Today. Anticipate Tomorrow.

Digital Banking Hub

Uncover your competitive advantage. Benchmark your member experience.
Inspire your roadmap development.

61% of financial institutions say their decision-making is only somewhat data-driven, meaning the potential for missed opportunity is high. The Digital Banking Hub can help. We track all digital leaders, regional and mid-sized institutions, offering easy peer-to-peer comparison tools and empowering our clients to innovate their member journeys.

DIGITAL BANKING HUB IN ACTION

See best-in-class and innovations

Know exactly what your competitors are implementing with regularly updated visual user experience journeys and make collaboration easier by sharing searches, curated image collections and downloadable screenshots.

Benchmark against peers and digital leaders

Compare against local, regional, national and global competitors using our structured feature and functionality model and track how the market is changing to decide what you need to do next.

Know how your platform measures up

Get the comparative visual evidence you need for your next iteration and for business case building and arm yourself for informed dialogues with stakeholders to enhance your tech stack.

18
COUNTRIES

350+
PROVIDERS

3,000+
JOURNEYS

4,500+
METRICS

150,000+
SCREENSHOTS

Meet the needs of today.

Launching features and services at speed, understanding industry standard, optimizing functionality and discovering missed opportunity are urgent needs, which need to be responded to quickly, with strong evidence. Through detailed benchmarks, we help clients iterate on very specific aspects of digital platforms, enabling them to make effective, evidence-based decisions about their digital roadmaps and product development.

Ensure relevance tomorrow.

Building differentiation and enhanced user experience into the roadmap, combined with the ability to predict potential brand challenges, are where our clients look for inspiration. The Digital Banking Hub delivers this, enabling our clients to create business cases built on robust competitor intelligence, and customized analysis and reporting.

DIGITAL BANKING HUB DELIVERS

Retail Checking

Core digital functionality is no longer enough, retail checking members demand enriched experiences with targeted, actionable insights. Included within our Retail Checking tracking, is the ability to see complete onboarding journeys, through the eyes of a new members – from discovery through to finishing touches and communications.

Small Business

With the acceleration of digital adoption, providers are now integrating third-party services and modularizing business capabilities. Included within our Small Business Checking tracking, is the ability to see complete onboarding and servicing journeys, through the eyes of the member, across pre-login, onboarding, servicing, marketing and support.

First Mortgage

Our First Mortgage tracking covers every element of the pre-approval, onboarding and servicing journeys of leading lenders. Discover who performs soft or hard credit checks, explore the onboarding journeys, track traditional and innovative functionalities and learn how lenders are engaging members throughout their journey.

Credit Cards

Credit Card apps must go beyond basic card control functionalities and provide tailored insight to meet the lifestyle of the user. With the Digital Banking Hub's Credit Card tracking that covers every element of the onboarding and servicing journeys of leading card providers, you can easily see how providers are innovating their apps.

Unsecured Lending

We deliver a detailed overview of the key stages within the loan application process, from both traditional lenders and the fintechs. Get access behind the logins to every step of the lending journey, from identity verification through to funding and loan repayments, that includes best-in-class highlights, with the Digital Banking Hub.

Open Banking

Our solution allows you to utilise timely data to identify opportunities and adjust competitive positioning. Combining leading proprietary data with industry expertise and best practices, our banking solution enables you to assess your competitive position, identify market opportunity, and positively impact share, margin, risk and operational execution with ease.