



# Trends 2024 **FINANCIAL INDUSTRY**

## Integrated Finances

In 2024, banking as a service (BaaS) options will be presented, focusing on providing immediate value to the end user. This translates into the introduction of features such as automatic payments, identity verification, or debit cards. For customers, this evolution means the convenience of performing actions such as buying tickets, booking tables in restaurants, or paying part of the bill without leaving the website they are browsing.

## Hyperpersonalization in Banking Services

Customers are already familiar with the benefits of neobanks and enjoy the financial services provided by big tech companies. What does this mean for traditional banks? It means that users demand a more personalized relationship with their institution. It is essential to know them thoroughly to provide a completely tailored service. In this context, machine learning and natural language processing (NLP) tools can be invaluable resources.

The technology facilitates the identification of predictive moments. For example, when a customer's transactions show an expense related to childcare, it may be an opportune moment to offer them life insurance.

## Implementation of APIs

In line with the growth of online transactions, both Open Banking and PSD2 will continue to undergo transformations. This approach drives innovation and facilitates the delivery of enhanced services to customers, resulting in an improved user experience. The functions of these tools include aspects such as digital payments, analysis and enrichment of transactional data, as well as enhanced security.