slalom | INDUSTRY OUTLOOK

Financial services

In 2025, agile financial services leaders will continue to recalibrate frequently, at speed, through complex challenges—while forging ahead on customer-centricity.

Top trends in financial services

01 Hyper-personalizing the customer experience

Today's customers expect Netflix-level experiences, tailored to their unique needs and interests, even as average customer experience (CX) ratings decline.

02 Combating fraud and increased cybersecurity

The convergence of generative AI and machine learning, while valuable in combating fraud, also equips criminals with powerful tools, creating a dual challenge for the industry.

03 Evolving risk and regulatory landscape

"Risk and reg" was the top priority for most financial institutions in 2024, dominating 50%–70% of discretionary spend. Many firms are now accelerating risk modernization initiatives.

04 Streamlining operations enabled by AI

AI is making back-office operations faster and smarter—a true enabler for customer experience—with exciting implications for enhanced human decision-making.

05 Blurring boundaries between financial services and other industries

While technology companies expand their finance-related offerings, financial institutions are moving into tech and adjacent sectors like healthcare, education, and entertainment.

06 Shifting interest rates

The challenge lies not just in the rate changes themselves but in the speed and unpredictability of fluctuations.

Get the full outlook here: **slalom.com/fs-outlook**

WHO WE ARE

Slalom is a fiercely human business and technology consulting company that teams with leaders who expect more. **So we bring more.**

WHAT WE DO

From strategy to implementation, our approach is fiercely human. We partner with market leaders and emerging players as they navigate uncertainty and strive for growth.

HOW WE'RE DIFFERENT

We take love seriously
So seriously that we measure customer love in 10 dimensions and use those metrics to guide our actions.

Head and heart in everything we do
We show up authentically and get to know you, always leading with empathy and kindness.

Deep connections, better outcomes
Our thorough understanding of partner technologies and priorities drives trusting relationships and exponential impact.

Momentum that outlasts us
We work with your teams every step of the way, teaching and empowering them to continue the momentum even after we leave.

Local soul, global scale
Because we live where we work, we're committed to our local communities and your long-term success—while also staying connected globally.

LOCATIONS

We have over 10,000 team members, including 1,700+ experienced financial services consultants, in 12 countries and 52 local offices around the world.

PARTNERSHIPS

We partner with over 700 of the world's leading technology providers to create extraordinary results for financial services leaders like you.

aws
databricks
Google Cloud
Microsoft
salesforce
snowflake

CUSTOMERS

Our financial services customers include retirement and life insurance companies, personal lenders, housing affordability financiers, banks, credit unions, investment services, and more.

Amica
Broadridge
Fairstone
Nasdaq
Pacific Life
Univest — Banking | Insurance | Investments

Learn more at **slalom.com/fs-outlook** or reach out to **Richard Winston** (richard.winston@slalom.com)