

Innovations in Banking - US - March 2019

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"As with most technology, the actual advancements in the banking industry may be ahead of consumer interest. This does not mean, however, that innovations should be stifled, rather that more consumer education is necessary before widespread interest and adoption is seen."

**Jennifer White Boehm, Associate Director -
Financial Services & Automotive**

This report looks at the following areas:

- Be willing to take risks
- Look outside the industry
- Tech and human knowledge fit together

Current interest levels may be low, but tangible benefits, such as quicker, more secure transactions, can be shown to these consumers to increase adoption.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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TD Bank's "Unexpectedly Human" shows bankers as real people

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New branding efforts convey new starts and new missions

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