



Achieving multi-channel delivery systems ranked number one in NZ

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Achieving multi-channel delivery systems has been ranked the number one priority among financial services executives in New Zealand.

The poll was conducted at FST Media's *Technology & Innovation – the Future of Banking & Financial Services* conference in Auckland last week. The event attracted more than 250 executives. Some 40 per cent of respondents ranked 'achieving multi-channel delivery systems' as their primary focus, ahead of customer centric systems (30 per cent), core systems improvement (21 per cent) and online portals (eight per cent).

More than 50 per cent of participants ranked the 'implementation of new technology while containing costs' as the biggest challenge. Behind this was securing management buy-in for new projects (20 per cent), enhancing end user experience (18 per cent) and keeping abreast of the latest tech trends (eight per cent).

Respondents included CIOs, Divisional Heads and Senior Managers from the banking, insurance and wealth management industries.

Customer focus was also a strong theme in the polling results. Customer-centric systems (39 per cent) and a single view of the customer (31 per cent) were named as the most critical innovation and IT strategies, ahead of enhanced mobile and web offerings (17 per cent) and real-time capabilities (eight per cent). Despite the buzz around social media, only five per cent named this as a core strategy for customer acquisition and retention.

Agile is by far the most popular method for product and service development (49 per cent) followed by Waterfall (22 per cent).

Meanwhile, opinion on cloud is overwhelmingly skewed toward future exploration of its capabilities (50 per cent) with 31 per cent of respondents believing adoption is inevitable and immediate investment is the best course of action for financial services companies.

For full live polling results, see [here](#).