

Credit Suisse's successful digital transformation

Speaking at Hubbis' Digital Wealth event in Singapore in June – Urs Lichtenberger of Credit Suisse explains how the bank is evolving its offering and approach to delivery in the digital space.

Credit Suisse's march into the digital era might have previously been perceived as being akin to the precision of Swiss time-pieces – steady and reliable. But Urs Lichtenberger, who is responsible for the bank's client platform in Asia Pacific, sees that comparison changing.

Over the last three years, Credit Suisse has increasingly focused across the dimensions of eligible clients and geographies while adding new digital functions to capture more opportunities – fundamentally rethinking many business processes to deliver a service model. This, he explains, has resulted in the bank winning a series of industry awards, as testimony to the advances being made with its digital offerings.

Lichtenberger highlights Credit Suisse's partnership with fintech company Mesitis as an example of the digital strides forward the bank is making. With the Canopy product, Credit Suisse can offer clients the opportunity to

have a better aggregated view across all their relationships with various banks, enabling an overall picture instantly, which Lichtenberger sees as a win-win for all parties.

He also sees great value in the introduction of an RM Ecosystem for the bank's relationship managers (RMs) in the region. This allows clients to interact with their RM and get access internally to rich data.

This direct connection with clients is also seen as another step along the digital highway, with greater transparency available.

Lichtenberger adds that Credit Suisse has learned from previous roll-outs of vendor products and solutions, that the user interface may not be best suited to the various types of clients. Today, however, it is created and treated with RMs and clients involved, to ensure an agile delivery capability. ■



URS LICHTENBERGER
Credit Suisse

[Link to Event Agenda](#)

[Link to Speaker Biography](#)

[Link to Presentation Slides](#)