

Embracing Technology, Advancing Islamic Finance

*Presentation made for:
Konvensi Nasional Akuntansi IX 2021, HUT Ke 64
Ikatan Akuntan Indonesia (IAI)*

7 December 2021



Agenda

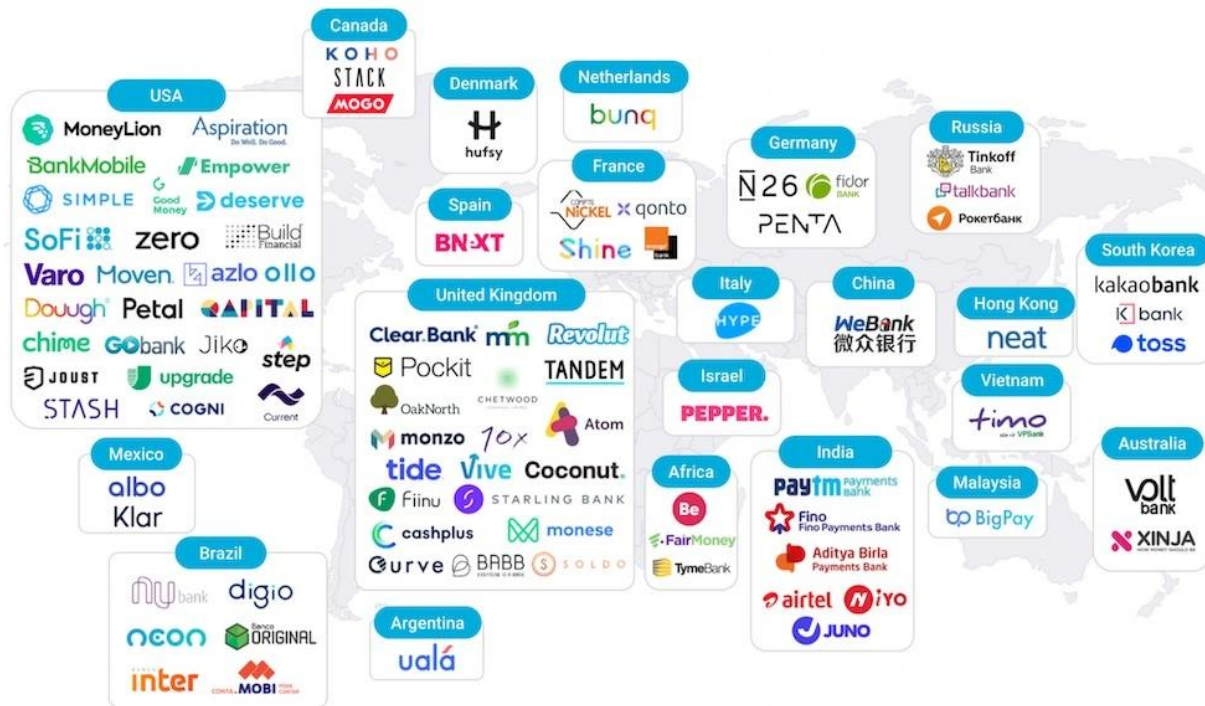
01 Growth of Neobanks & Challenger Banks

02 Growth of Islamic Finance in Advanced Economy

03 Understanding the Consumer

1.1 | Growth of Neobanks

Challenger Banks are emerging across the globe



Summary

1. Non-Ecosystem-based → Some started with solving basic financial needs
1. Ecosystem-based → Some started with leveraging massive underlying ecosystem

1.2 | Growth of Banking-as-a-Service & Embedded Finance

Growth Drivers

1. Customer demands integrated experience
1. Growth of new Fintech and other Tech-based industry lines
1. Increasing understanding that collaboration is key strategy in the borderless era
1. Rise of openness & adoption of new technology capabilities



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01 Growth of Neobanks

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2.1 | Growth of Islamic Finance in Advanced Economy



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01 Growth of Neobanks

02 Growth of Islamic Finance in Advanced Economy

03 Understanding the Consumer

3.1 | Understanding the Consumers

1 **Pengelolaan Keuangan yang rumit dan mahal**
"saya seringkali **lupa membayar tagihan** dan sebagainya"
"saya **harus mengelola beberapa rekening** and dan cukup mahal untuk memindahkan uang"

"**Sulit mencapai tujuan keuangan** saya"

Fungsional

2 **Pengalaman Pembayaran terfragmentasi**
"**Setiap merchant menerima metode pembayaran yang berbeda-beda.** Berapa banyak rekening yang harus saya miliki?"

"**Pembayaran online sangat buruk,** karena sangat lama untuk mendapatkan SMS, atau saya harus membuka m-banking dan memasukan nomor rekening"

Fungsional

3 **Memenuhi Kebutuhan Keagamaan**
"Saya harus pergi ke cabang untuk membuka Tabungan Haji dan **menghabiskan waktu yang lama untuk melengkapi dokumen**"

"Saya ingin memastikan **saya membayar zakat kepada entitas yang sah,** namun tetap mudah & kapan saja diperlukan"

Emosional

Fungsional

4 **Interaksi sosial dan dampak positif adalah Nilai Utama dalam masyarakat**
"**terhubung dengan teman-teman dan keluarga** membuat saya merasa lebih baik"

"Hidup saya cukup beruntung. **Saya ingin melakukan kebaikan dan membantu masyarakat yang kurang beruntung**"

Emosional

5 **Kompleksitas dalam menggunakan *multiple products / system interfaces***
"Saya menginstall **terlalu banyak aplikasi di smartphone**"

"Admin kami **mengoperasikan beberapa system penjualan untuk book keeping, internet banking, dan lainnya**"

Fungsional

*Profiles:

- Employees, Professionals, Entrepreneur / Business Owners (MSME Segment)
- Millennials & early Gen Z
- Smartphone & Social Media Users

Different Perception of FIs vs Consumers

Current Market Practice

1. Financial Institutions dont speak the same language as the consumers
2. Product-led offerings

Facts on Gen Z & Millennials

1. Same underlying needs in daily activities
2. Different methods of getting information
3. The vast amount & speed of information
4. The concrete action they have the access to



AWARENESS

- Knowledge
- Trust



ADOPTION

- Relevance / Usefulness
- Values / Preference



- Attention time-span - How/when to emphasize
- Crowded info - What to emphasize
- Delivery - Who should say it



- Physical presence still shapes trust
- Hard-selling demotivates



Balance is key



RELEVANCE

- How will it help me?
- How it compares to others?



VALUES

- Emotional Values
- Religious Values
- General Preference



Aladin