

# Implications of Mandated Social Distancing for Banking

## Digital Even More Important Amid Current Realities











March 31, 2020

As commercial and corporate banks continue to adapt to the COVID-19 situation, one of the biggest adjustments is the shift to the majority of senior executives now working remotely. This unanticipated shift in operating models presents bankers with a unique challenge. Relationship managers are working to build (and deepen) relationships without the benefit of face-to-face meetings.

Market preferences had already begun shifting toward digital channels, and we anticipate that COVID-19 will accelerate this trend - putting pressure on banks to digitize origination and onboarding processes.

Opening an account and initiating a new loan were among the remaining banking activities that executives have preferred to initiate in-person. The current environment of mandated social distancing is making these types of interactions less practical, which will further push clients to digital capabilities.

### PREFERRED CHANNELS FOR BANKING ACTIVITIES

|                              |     | Visit branch  | Visit banker  | Call banker  | Email banker  | Online  |
|------------------------------|-----|---|---|--|---|---|
| Open an Account              | 53% |  |  |  |   |   |
| Request a Loan               | 58% |   |  |  |   |   |
| Other Customer Service Issue | 70% |   |   |  |  |   |
| Report an Error              | 74% |   |   |  |  |   |
| Accept a Payment             | 86% |   |   |  |   |  |
| Make a Payment               | 86% |   |   |  |   |  |

Note: Based on 193 respondents.

Source: Greenwich Associates Market Pulse v76

Large banks are better positioned in the new environment, bolstered by innovation and technology investments that will allow for a virtually seamless transition as the marketplace moves further away from historic norms for banking interactions.

However, for those banks where traditional “relationship banking” mentalities prevail, the current environment will create a meaningful problem as clients and prospects hunker down in home offices.

Banks that have lagged in digital investments are now at even greater risk of losing business to their digitally-enabled competitors. More than ever, companies need simple, intuitive and secure means to operate their businesses in uncertain times.

**[Learn more about how we advise banks on their digital transformation journeys.](#)**

---

[www.greenwich.com](http://www.greenwich.com) | [ContactUs@greenwich.com](mailto:ContactUs@greenwich.com)

Coalition Greenwich, a division of CRISIL, an S&P Global Company, is a leading global provider of strategic benchmarking, analytics and insights to the financial services industry.

We specialize in providing unique, high-value and actionable information to help our clients improve their business performance.

Our suite of analytics and insights encompass all key performance metrics and drivers: market share, revenue performance, client relationship share and quality, operational excellence, return on equity, behavioral drivers, and industry evolution.

## About CRISIL

CRISIL is a leading, agile and innovative global analytics company driven by its mission of making markets function better. It is majority owned by S&P Global Inc., a leading provider of transparent and independent ratings, benchmarks, analytics, and data to the capital and commodity markets worldwide.

CRISIL is India’s foremost provider of ratings, data, research, analytics, and solutions with a strong record of growth, culture of innovation, and global footprint.

It has delivered independent opinions, actionable insights and efficient solutions to over 100,000 customers through businesses that operate from India, the U.S., the U.K., Argentina, Poland, China, Hong Kong, and Singapore.

For more information, visit [www.crisil.com](http://www.crisil.com)

## Disclaimer and Copyright

This Document is prepared by Coalition Greenwich, which is a part of CRISIL Ltd, an S&P Global company. All rights reserved. This Document may contain analysis of commercial data relating to revenues, productivity and headcount of financial services organisations (together with any other commercial information set out in the Document). The Document may also include statements, estimates and projections with respect to the anticipated future performance of certain companies and as to the market for those companies’ products and services.

The Document does not constitute (or purport to constitute) an accurate or complete representation of past or

future activities of the businesses or companies considered in it but rather is designed to only highlight the trends. This Document is not (and does not purport to be) a comprehensive Document on the financial state of any business or company. The Document represents the views of Coalition Greenwich as on the date of the Document and Coalition Greenwich has no obligation to update or change it in the light of new or additional information or changed circumstances after submission of the Document.

This Document is not (and does not purport to be) a credit assessment or investment advice and should not form basis of any lending, investment or credit decision. This Document does not constitute nor form part of an offer or invitation to subscribe for, underwrite or purchase securities in any company. Nor should this Document, or any part of it, form the basis to be relied upon in any way in connection with any contract relating to any securities. The Document is not an investment analysis or research and is not subject to regulatory or legal obligations on the production of, or content of, investment analysis or research.

The data in this Document may reflect the views reported to Coalition Greenwich by the research participants. Interviewees may be asked about their use of and demand for financial products and services and about investment practices in relevant financial markets. Coalition Greenwich compiles the data received, conducts statistical analysis and reviews for presentation purposes to produce the final results.

THE DOCUMENT IS COMPILED FROM SOURCES COALITION GREENWICH BELIEVES TO BE RELIABLE. COALITION GREENWICH DISCLAIMS ALL REPRESENTATIONS OR WARRANTIES, EXPRESSED OR IMPLIED, WITH RESPECT TO THIS DOCUMENT, INCLUDING AS TO THE VALIDITY, ACCURACY, REASONABLENESS OR COMPLETENESS OF THE INFORMATION, STATEMENTS, ASSESSMENTS, ESTIMATES AND PROJECTIONS, ANY WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE ARISING OUT OF THE USE OF ALL OR ANY OF THIS DOCUMENT. COALITION GREENWICH ACCEPTS NO LIABILITY WHATSOEVER FOR ANY DIRECT, INDIRECT OR CONSEQUENTIAL LOSS OR DAMAGE OF ANY KIND ARISING OUT OF THE USE OF ALL OR ANY OF THIS DOCUMENT.

Coalition Greenwich is a part of CRISIL Ltd, an S&P Global company. ©2024 CRISIL Ltd. All rights reserved.