

Resona's DX Strategy



CDIO | MESSAGE |

CDIO: Chief Digital Innovation Officer

Delivering New Value through DX

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Digital technologies are one of the principal means by which the Resona Group is going to achieve its goals. Specifically, we deem it important to deliver new value not only for our customers but also all other stakeholders via digital transformation (DX). Although the definition of DX might differ by company, the Resona Group has identified (1) innovating customer experience, (2) delivering new value to customers and (3) overhauling our cost structure as the three priority objectives of DX.

The Integration of Our Digital and Face-to-Face Channels Will Benefit All Customers

Since the 2018 release of the Resona Group App for individual customers, we have steadily endeavored to improve its features. As a result, this app has become the most frequently used transaction channel among individual customers. In 2023, we also released the Resona Group App for Business for corporate customers. This newer app brings to bear know-how we have accumulated through the operation of the Resona Group App and was created with the aim of enabling SME customers to enjoy hassle-free, more convenient transactions. Looking ahead, we will continue to take on the challenge of further expanding our digital channels.

At the same time, the Resona Group is equipped with a network of manned branches with roots in local communities that is the largest of its kind in Japan. This network underlies Resona's foremost strength, namely, its ability to provide face-to-face consultation finely tuned to the needs of individual circumstances of customers. Fortifying our strength in this area is a constant priority.

We are able to provide digital channels to accommodate day-to-day transactions as well as face-to-face consultation for complex issues. Utilizing this we enable both individual and corporate customers to choose from various channels based on timing, occasion, need, desired transactional type and objective. Previously, banks had to herd customers into specific channels based on convenience to the bank. However, the use of generative AI and other digital technologies has allowed a shift toward a structure capable of robustly accommodating more varied customer requests.

Pursuing Co-Creation with External Partners to Deliver Even Better Services to as Many Customers as Possible

Society is undergoing radical changes in this era characterized by Volatility, Uncertainty, Complexity and Ambiguity (VUCA) due mainly to the advancement of technologies and the popularization of innovative communication tools. In step with these changes, customer needs for financial services are evolving on a daily basis.

To accommodate such customer needs, we are striving to break free of the constraints of in-house development and seeking out alliances with diverse partners, including those in non-financial sectors. This will help us enhance the content of services aimed at supporting the daily lives of individual customers as well as those aimed at helping corporate customers address management challenges. Thus, we have developed a financial digital platform that is open to diverse corporate participants and users.

In addition, our partnerships with regional financial institutions have steadily increased and now include relationships with six groups and seven banks. This, we believe, is a testament to aspirations shared across the banking industry to deliver excellent services to customers nationwide. We believe that by expanding equal partnerships with regional financial institutions, we will be able to deliver even better services in a more swift and efficient manner. This will, in turn, help our industry to enhance its competitiveness.

