

Posted July 7, 2016

Can Banks Breakthrough to their Own Uber Destiny?

By: ShariLee Beynon
sharileeb@gmail.com

Innovative viewpoints...

"There are now 17, [billion-dollar](#), companies with 60,000 employees, and \$15 billion dollars of funding" in the here-to-stay and on-the-move, new economy approach to providing goods and services--not the least of which are Uber and Airbnb.

Uber exploded, in 2010, from a start-up company into a tremendous success in less than one year. The founder looked at an existing business, saw it as an outdated but necessary service, and revolutionized the entire approach with a shared economy twist!

Will banks embrace the shared economy?

In like manner, what is the probability that banking is standing on the brink of having its own Uber moment?

What are the chances that the bank's Uber moment could disrupt the entire banking business as Uber has disrupted the taxi business?

Do you imagine that traditional bankers will be innovative in pursuance of this market?

Actually, banking has already begun to move from some place we go, to something we just do--regardless of where we are.

Surveying the trends...

██████████--as the leading provider of cloud-based, in-venue mobile proximity marketing, engagement, and analytics solutions--is precisely positioned and aspiring to support our innovative customers.

Already in place and thriving are contemporary changes in which people earn-a-living (often from home), travel or go on a vacation, share goods and services, hire rides, obtain news and information, shop for clothes and food—and in the ways we are becoming comfortable with mobile, payment apps by charging or paying with debit cards for purchases.

In addition, notable is the fact that most people already have their money direct-deposited into their bank accounts or into their online money transfer systems.

Likewise, many also take advantage of free digital wallets--which affords them the ease to arrange and share payments with friends—and they take care of it all online or responsively.

Netclearance is always on the cutting edge of everything IoT. Our business intelligence and real-time tracking solutions, mobile payments--are available for you to consider our point-of-view--and maybe disrupt your status quo a bit, with some startling, [recent data](#)--as it applies to banking, among other things.

Millennials are paving the way...

In this startup world of the shared economy, 2 billion Millennials reportedly do not like traditional banking methods.

Contemporary Millennials prefer mobile or online banking for the ease and convenience of handling their finances. They consistently affirm that prevailing financial products are outdated--and are not for them.

At least half of this group contends that within five years, by 2021, their choices among the innovative, modern brands, currently offered, will eliminate their need for banks altogether.

In addition, out of the 2.2 billion people with bank accounts, 400M, who are Millennials, presently use mobile banking.

Can Banks Breakthrough to their Own Uber Destiny?

Within two years, by 2018, the number of people with smartphones will rise from 2.8B to 10B mobile connected devices—which is an immense, prime market.

Lastly, a seemingly, but not unrelated figure that you will find interesting, is the fact that in the recent past, downloads of financial articles and information has increased three-fold.

Obviously, there is a market out there responding to the latest trends in banking.

This is a transparent market!

Thanks to Facebook, and other social media, those institutions and companies who are effective in serving customers will have their fair-share of the helpings.

Based on what we observed with the recent Brexit vote, cultures often wish to maintain their identity.

We can all enjoy this positive thing--as the au courant, sharing economy seeks to benchmark public persuasion in creative ways not yet dreamed about.

We want to ride the wave with you...

If you are interested in unparalleled, mobile customer engagement, workplace management solutions with real-time tracking and location capabilities contact us and tell us how we can support your shared economy dream all the way to reality!

End. ©

Posted 7 July, 2016

Customer comments

Guidelines for publishing comments: Please see website: www.sharileebeynon.com

By: ShariLee Beynon, sharileeb@gmail.com

321-228-7001 – Please leave a message with callback information.