

# Top Five Insights

## 2025 Retail Banking Trends and Priorities

The Retail Banking Trends and Priorities report is the annual barometer and strategy guide for bank and credit union leaders. Based on a survey of hundreds of financial institution executives, it includes analysis by one of the industry’s most influential experts, Jim Marous of The Financial Brand.

Here are the top five insights from this year’s report:

- 1 Mind the Experience Gap
- 2 Branches Still Matter Amid Digital Transformation
- 3 Real-Time Payments Adoption Reveals Ongoing Disparity
- 4 AI Use Cases Are Expanding
- 5 You Can’t Do It Alone



### 1 Mind the Experience Gap

52%

Of institutions prioritize digital experience enhancements

25%

Of institutions prioritize modernizing legacy systems or back-office operations

#### Credit Unions lead modernization investment

45%

of credit unions prioritize legacy system updates, demonstrating a more holistic approach to technological advancement.



This disconnect between customer-facing innovation and core infrastructure investment raises long-term sustainability and scalability questions.

Jim Marous

### 2 Branches Still Matter Amid Digital Transformation

51%

of financial institutions are actively implementing digital transformation initiatives

#### Credit Unions lead branch expansion

35%

Of all financial institutions plan branch network expansion

61%

Of credit unions plan branch network expansion



Rather than contradicting digital transformation goals, this hybrid approach may be an attempt to differentiate from digital-first organizations despite the underlying expense.

Jim Marous

### 3 Real-Time Payments Adoption Reveals Ongoing Disparity

61%

Of banks offer real-time payments

40%

Of credit unions offer real-time payments



This gap highlights smaller institutions’ ongoing challenge implementing advanced payment technologies while maintaining competitive service offerings.

Jim Marous

### 4 AI Use Cases Are Expanding

#### Current AI Use Cases

- Fraud detection 33%
- Customer service chatbots 28%
- Content creation 25%

80%

Of financial institutions expect AI to drive personalized marketing by 2030



AI adoption shows promising growth beyond traditional security applications.

Jim Marous

### 5 You Can’t Do It Alone

64%

Of financial institutions are partnering with fintechs

49%

Of all financial institutions prioritize partnerships for digital account opening solutions

62%

Of credit unions prioritize partnerships for digital account opening solutions.



The high adoption rate of third-party solution provider collaboration primarily benefits smaller and mid-sized institutions, democratizing access to advanced banking capabilities.

Jim Marous

**Download** the full report for more insights, plus strategies to help your institution thrive.

