



# The Cognitive Banking Advantage: **How an AI-Powered Customer Experience Drives Results**



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# Foreword

The ultimate mission of Cognitive Banking is democratizing financial wellness for all people worldwide. What started as a vision—that technology could fulfill banking's oldest promise of knowing each customer as an individual—has evolved into a fundamental shift in how financial institutions engage with their customers.

Cognitive Banking represents the evolution from being transaction processors to becoming proactive financial partners. When banks become true partners in their customers' financial success, deeper relationships naturally follow. It's not about pushing products; it's about empowering every customer with the timely insights and guidance that they need to obtain better financial outcomes.

The evidence is clear: customers want banks that understand their needs and help them achieve their financial goals. Financial institutions embracing this approach are seeing remarkable results across engagement, retention, and growth metrics.

The future of banking will be proactive, predictive, and personally optimized for each customer. Together, we can make financial wellness accessible to all.

If you want to learn more about what Cognitive Banking means for financial institutions and their customers, read on.

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*“The ultimate mission of Cognitive Banking is democratizing financial wellness for all people worldwide. We’re taking the kind of personalized financial guidance that was once available only to the wealthy and making it accessible to everyone, everywhere, at any time.”*



**Udi Ziv**

Chief Executive  
Officer, Personetics

# Returning to Banking's Roots, at Scale

By the time Steve Jobs unveiled the first iPhone in 2007, banks had already begun putting services online. But that watershed moment redefined how people would manage their money, setting expectations that would extend far beyond simple mobile check deposits and balance checks. Today, we stand at another inflection point as artificial intelligence makes possible what industry leaders call "Cognitive Banking": a new approach that reimagines the banking relationship by prioritizing deep understanding of

customers' financial behaviors and goals, then proactively delivering the appropriate guidance and solutions to help them achieve financial wellness.

So, what exactly is Cognitive Banking?

The term "cognitive"—meaning conscious intellectual activity like thinking, reasoning, and remembering—perfectly captures this new era in banking. Just as human cognition involves processing information to make informed decisions, Cognitive

Banking leverages advanced data analytics and predictive modelling to analyze customers' financial behavior, understand their current needs, predict their future needs, and deliver contextual offers and guidance accordingly. This creates a powerful win-win: customers receive the personal support they need to achieve financial wellness, while banks build deeper loyalty and drive growth as customers naturally adopt more products and services offered at precisely the right moment for their specific needs.

*"Cognitive banking is like going back to the future. We're essentially rebuilding what made community banking great; a financial institution that deeply understands each customer's needs and context, but doing it at massive scale through AI and digital banking."*

## **Jim Marous**

Top 5 Retail Banking Influencer, Global Speaker,  
Podcast Host and Co-Publisher The Financial Brand



"The ultimate mission of Cognitive Banking is democratizing financial wellness for all people worldwide," says Udi Ziv, CEO of Personetics. "We're taking the kind of personalized financial guidance that was once available only to the wealthy and making it accessible to everyone, everywhere, at any time."

This redefining of banking couldn't come at a more crucial time. According to Personetics' recent Global Consumer Banking Survey ["Understanding Consumer Demand in the AI-Banking Era"](#), 52% of consumers now rank financial wellness as their top life priority, ahead of both health & well-being and family & relationships. The same research found that 70% of customers want their bank to understand their needs through analysis of their daily spending and saving habits.

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*"For all the frailties of traditional banking, what's been most missing from digital banking is deep thinking about customer needs. It's been focused on self-service, removing people, paper, and premises from the equation. What Cognitive Banking promises is putting the services back into financial services."*



**David M. Brear**

Chief Executive Officer, 11:FS

# Beyond Simple Personalization

The industry has talked about personalization for years—with a [recent Financial Brand report](#) highlighting that 72% of customers now consider it 'highly important'—but Cognitive Banking represents something fundamentally different. "This isn't just about showing customers their spending patterns or making product recommendations," says Udi Ziv, CEO of Personetics. "Cognitive Banking means the bank is actively thinking on behalf of customers; identifying financial insights, spotting potential

issues before they occur, and taking proactive steps to help customers achieve their financial goals."

"Banks need to evolve beyond basic product-centric approaches," explains Dr. Dennis Khoo, Managing Partner at allDigitalfuture LLP and digital transformation expert. "Today's banks are still very much product companies; their whole ethos and organizational structure is around building new products. But many banks also realize that product differentiation is not only

fleeting, but undifferentiating. Take savings accounts or personal loans. Consumers can barely distinguish between offerings from Bank A versus Bank B. The real battleground is shifting to user experience and engagement."

This proactive approach is resonating strongly with consumers. Personetics' research shows that 84% say they would likely switch banks to get better Cognitive Banking capabilities.



*"Consumers can barely distinguish between offerings from Bank A versus Bank B. The real battleground is shifting to user experience and engagement."*

**Dr. Dennis Khoo**

Author, Driving Digital Transformation  
& the allDigitalFuture Playbook (taP),  
Managing Partner allDigitalfuture LLP





# The Convergence of Financial Wellness and Intelligent Engagement

While many solutions claim to offer personalization or basic financial guidance, Cognitive Banking represents something fundamentally different: the convergence of true financial wellness with contextual, needs-based offers. This complete platform approach combines intelligent automation with deep financial insights to deliver what traditional solutions cannot.

“What makes Cognitive Banking unique is that it unifies two traditionally separate domains. On one side, you have financial wellness tools that help customers manage their money but often lack actionable guidance. On the other side, you have personalization engines that push products but miss the broader context of customers’ financial needs. Cognitive Banking melds them together, using contextual understanding to deliver, in one continuum, both meaningful financial guidance and relevant contextual solutions at precisely the right moment.”



**Udi Ziv**

Chief Executive Officer, Personetics

This convergence becomes even more powerful in the open banking era, where richer data fuels a deeper understanding of a customer's broader financial picture. The platform's intelligent automation identifies opportunities for both customer financial improvement and relevant product suggestions—but always leads with customer needs rather than product push.

For example, when the system identifies a customer regularly maintaining high checking balances, it doesn't simply recommend a savings product. Instead, it analyzes spending patterns, financial goals, and market conditions to suggest specific actions—like setting up automated savings rules with projected outcomes—while seamlessly integrating relevant product recommendations into this broader financial guidance.

This needs-based, contextual approach sets Cognitive Banking apart from traditional personalization tools that rely primarily on demographic segmentation or basic transaction patterns. By leveraging AI to combine complete financial data analysis, predictive modeling, and intelligent automation, the platform creates a virtuous cycle: better customer insights lead to more relevant guidance, which drives deeper engagement, which in turn generates even richer insights.

# What Does Cognitive Banking Look Like in Practice?

While the concept of Cognitive Banking might sound abstract, its real-world impact is clear and measurable. Banks implementing these capabilities are seeing significant improvements across key metrics—from customer retention to deposit growth to daily engagement.

“The numbers tell a compelling story,” notes Marous. “When banks shift from simply processing transactions to actively helping customers manage

their money better, engagement soars and relationships deepen.”

“But what's particularly interesting is how this plays out across different markets and customer segments,” he adds. “Whether we're looking at established banks in North America, digital-first institutions in Europe, or rapidly growing Asian banks, we're seeing similar patterns of increased engagement and deeper customer relationships.”

This pattern is evident across the industry.

Take, for example, KBC, a multi-channel bank insurance group with a geographic focus on Europe. Since they started offering customers proactive, AI-driven insights for their daily finances, KBC saw active engagement increase to 35% and customer satisfaction at +90%.

## Customer Spotlight: **SYNOVUS**

### Reframing Customer Engagement: Synovus' Partnership with Personetics

#### Within a year of launch:

20%

Engagement rate for 60+  
Personetics-powered insights

4.3/5 stars

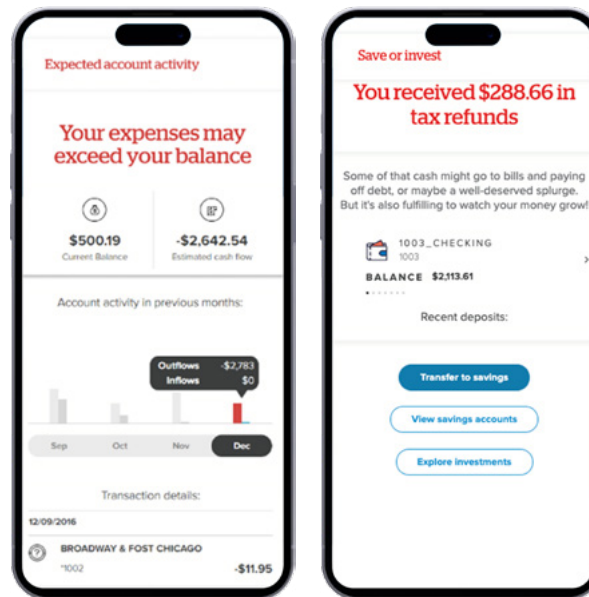
Average customer rating on  
personalized insights

+10 points

Increase in customer satisfaction for  
actionable financial guidance

19%

Conversion Rate one Zelle account  
actionable insight



[Read Case Study](#)

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*“The results really showcase that our customers welcome and even expect us as their bank to be looking out for their financial wellbeing proactively. It’s allowing us to demonstrate the value of a true banking partnership.”*



**Liz Wolverton**

EVP, Head of  
Consumer Banking  
& Brand Experience,  
Synovus

# The Technology Behind Cognitive Banking

Understanding how Cognitive Banking works helps explain why it's so different from traditional digital banking, personal financial management (PFM), and conventional personalization approaches. Unlike standard banking apps that display information and basic personalization tools matching past behaviors to preset rules, Cognitive Banking platforms actively process and analyze data in real-time to create actionable intelligence that

aligns to the customer's current and future financial needs and goals.

This predictive, adaptive approach sets Cognitive Banking apart from traditional personalization, which typically focuses on matching bank products to likely buyers. Instead, Cognitive Banking fundamentally shifts the model to understand customers' real-time financial needs and provides proactive guidance.

As Celent [notes](#) in its analysis of Personal Financial Engagement (PFE), banks are evolving from reactive financial tools to more advanced approaches that “deliver value to customers continually through highly personalized and often proactive engagement.” This shift enables banks to serve as true financial partners rather than just product providers.



At its core, Cognitive Banking relies on sophisticated analytics and AI that can transform raw data into actionable intelligence. This capability remains largely untapped, with a recent ABA Banking Journal [report](#) finding that only 17% of institutions currently use AI-driven tools for customer engagement. To achieve this level of intelligence, the technology must:

- **Clean, categorize, and enrich transaction data** – turning raw payment information into meaningful insights about spending patterns, merchant relationships, and financial behaviors
- **Identify patterns and trends in customer behavior** – from regular bill payments to unusual spending spikes to opportunities for saving
- **Understand current, and predict future, customer needs** – analyzing financial behaviors, life events, and market conditions to anticipate what customers need before they ask
- **Present contextual insights and recommendations** – not just showing what happened, but suggesting what should happen next
- **Automate routine financial decisions** – helping customers save money, avoid fees, and optimize their cash flow without their constant manual intervention
- **Learn and improve from each interaction** – becoming more accurate and relevant over time as it understands each customer's preferences and patterns
- **Apply advanced AI to align actions with goals** – continuously analyzing financial behavior, suggesting adjustments, and automatically optimizing decisions to help customers progress toward their chosen financial objectives

*"The technology is important, but what's fundamental is how we use it. It's about solving real customer problems in a way that mimics humanity, but actually does it in a more consistent way."*

**David M. Brear**

Chief Executive Officer, 11:FS



This combination of capabilities creates what Marous calls “always-on financial intelligence.” He explains, “Think about how a good financial advisor works – they know your habits,

anticipate your needs, spot problems before they happen, and proactively suggest solutions. Cognitive banking does this continuously for many millions of customers at once.”

The platform must also integrate effortlessly with a bank's existing systems while maintaining the highest standards of security and privacy.

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*“Banks have spent decades building trust with their customers. The future of banking lies in building upon that foundation of trust to create an entirely new kind of relationship; one where we’re not just protecting customers’ money but actively helping them achieve better financial outcomes through transparency, security, and consistent delivery of value.”*



**Udi Ziv**

Chief Executive Officer, Personetics

# Building Trust Through Transparency

One key factor in successful Cognitive Banking is customer trust in their financial institution's guidance. According to Personetics' research, more than three-quarters of customers trust their bank's financial tips and advice, including 35% who say they trust these insights completely. This trust translates directly to customer satisfaction, with Personetics-powered

solutions averaging an impressive 4.6 out of 5-star rating across all banking partners. These metrics demonstrate that when banks deliver useful and personal data-driven insights, customers readily embrace and highly value this enhanced level of service.

This trust builds over time through small, everyday interactions. Banks

using cognitive capabilities find that customer confidence grows as they experience a steady stream of helpful insights and successful automated actions. "Trust is very hard to create, but it's very, very easy to lose," notes Brear. "Building trust with customers is a gradual process where both parties need to be honest about what's beneficial to them in the relationship."

*"Trust comes from consistently demonstrating that you're working in the customer's best interest. When a bank uses AI to help a customer avoid overdraft fees, save more effectively, or prepare for upcoming expenses, it builds the kind of trust that used to come from knowing your local banker personally."*

## **Udi Ziv**

Chief Executive Officer, Personetics





# Tomorrow's Banking Reality

As Cognitive Banking capabilities mature, industry leaders see them becoming table stakes for financial institutions. According to Personetics' research, 95% of Gen Z customers (ages 17-27) say they're likely to switch banks to get better Cognitive Banking features; a clear signal of where the market is heading.

Looking at today's trends and into the future, Khoo recognizes that mobile

banking is already dominant and will continue to evolve. "I see a world where almost all transaction banking is done on mobile," predicts Khoo. "The leading banks that recognize this opportunity will double down on Cognitive Banking investments to pioneer a new level of service across three critical layers: seamless transactions, intelligent service, and proactive problem prevention powered by data."

This aligns with [Accenture's Global Banking Consumer Study](#), which emphasizes that "in an industry such as banking, where competitive innovation is never-ending and switching is easier than ever," banks must move "from basic personalization to having meaningful personal conversations" with customers.

*"Banks that don't invest in cognitive banking capabilities risk becoming mere utilities. The most successful banks will be the ones that use these tools to strengthen relationships, not just drive transactions."*

## **Jim Marous**

Top 5 Retail Banking Influencer, Global Speaker,  
Podcast Host and Co-Publisher The Financial Brand



Brear agrees: "The future is no longer about 10 times lower cost. It's about 10 times lower cost, but 10 times better service as well. We now have all the capabilities and technology. We just need to build the case for serving customers in a better way." He points to the rapid evolution of customer expectations: "Apple, Google, and others have reset what good looks like when it comes to customer experience," notes Brear. "That fundamentally shifts what customers expect from financial services, just as it has for how they book flights, trains, or taxis."

As agentic AI, large language models, and other advanced technologies reshape digital solutions across industries, banking occupies a pivotal position. The fusion of comprehensive data analysis with individualized service delivery opens new frontiers. The same sophisticated systems that guide autonomous vehicles, now equip banks to serve as proactive financial partners, predicting needs and streamlining routine decisions while preserving the human connection that builds enduring relationships.

The implications extend beyond retail banking. Commercial and small business banking are also ripe for cognitive capabilities. "Business customers need even more proactive financial guidance," notes Marous. "They're looking for banks that can anticipate cash flow issues, identify growth opportunities, and provide contextual financial advice. Cognitive banking makes this level of service scalable for the first time."

# Why Personetics?

Fifteen years ago, Personetics began with a vision that emerging technologies could fulfill banking's oldest promise: knowing and serving each customer as an individual. Today, as the largest and most experienced provider of Cognitive Banking, Personetics serves leading financial institutions worldwide. The company now empowers over 150 million active monthly banking customers with 1.2 billion monthly insights, illustrating its powerful role in improving financial wellness and decision-making.

"What sets Personetics apart is our focus on both the end-customer and the business impact," says Ziv. "Our platform doesn't just generate insights; it drives measurable improvements in customer engagement, relationship growth, and adoption of relevant financial solutions across all product categories."

This dual focus is evident in results across Personetics' client base with an average customer satisfaction score of 4.6 out of 5 across our worldwide deployments.

These outcomes reflect a broader pattern that Ziv has observed across markets: "When banks become true partners in their customers' financial success, deeper relationships naturally follow. It's not about pushing products; it's about empowering every customer with the insights and guidance they need to achieve better financial outcomes."

# Shaping the Future of Finance

As AI technology continues to advance, Cognitive Banking will likely become even more sophisticated.

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*"We're just scratching the surface of what's possible. The future of banking will be proactive, predictive, and personally optimized for each customer's needs."*



**Udi Ziv**

Chief Executive Officer, Personetics

This vision of banking – combining the best of human understanding with the scale and intelligence of AI – represents a fundamental shift in how financial services will be delivered. "What people are looking for is a service-based proposition that really differentiates," says Brear. "Nobody wants 400 apps on their phone to

manage their financial life. What they want is somebody to do the hard work for them – providing real service to customers, not just financial products."

Banks that wait to adopt Cognitive Banking risk falling behind their customers' expectations and losing ground to competitors; whether

traditional banks, digital-first challengers, or big tech companies entering the financial space.

The technology exists, customers want it, and the business benefits are clear.

Now is the time to become a Cognitive Bank.



# About Personetics

Personetics, the Cognitive Banking Company, is a pioneer in transforming how banks build and monetize customer relationships. Its AI-powered platform enables banks to respond dynamically to customers' evolving financial needs by providing relevant and timely insights that encourage customers to make smarter financial decisions to reach their financial goals. This needs-based approach to product sales enhances customer engagement, resulting in increased loyalty. Serving leading financial institutions across 35 global markets, Personetics supports 150 million active monthly users. The company has offices in New York, London, Singapore, São Paulo, and Tel Aviv.

**Contact Us Today to Unlock a Cognitive Banking Experience that Drives Results.**

Contact Us



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