Stakeholder Mapping: 360° Digitalization of Banking Services

This document outlines the crucial stakeholders involved in the 360° digital transformation of banking services. It aims to analyze their needs and expectations, ensuring successful project implementation and positive impact on the organization.

CT & DT-SPSU

TEAM:HACKERS

1. VENKAT
2. KARTHIK
3. RAJVEER
4. SUYASH
5. UMAKANTH

Key Stakeholders

Customers

Customers are at the heart of this transformation. They expect seamless digital experiences, personalized services, and enhanced security measures.

Employees

Employees need training and support to adapt to new technologies and processes, ensuring they can effectively serve digital-savvy customers.

IT Team

The IT team is responsible for developing, implementing, and maintaining the new digital infrastructure. They need to work closely with other stakeholders to ensure seamless integration.

Management

Management plays a critical role in setting the strategic direction and allocating resources for the project, ensuring its success.

Stakeholder Needs and Expectations

1 Customers

Customers need user-friendly platforms, accessible 24/7, with personalized services, secure transactions, and quick resolution of queries.

2 Employees

Employees require robust training programs, clear communication channels, and a supportive environment to adapt to the digital transformation.

3 IT Team

The IT team needs adequate resources, access to cutting-edge technologies, and efficient collaboration with other teams for successful implementation.

4 Management

Management needs data-driven insights, clear performance metrics, and effective communication strategies to guide the transformation process.

Key Stakeholder Mapping

Stakeholder	Needs	Expectations	Concerns
Customers	User-friendly digital platforms	Personalized services and secure transactions	Data privacy and security
Employees	Training and support	Improved efficiency and customer satisfaction	Job security and career development
IT Team	Resources and technologies	Successful project implementation and ongoing support	Timely communication and collaboration
Management	Data insights and performance metrics	Return on investment and competitive advantage	Project risks and potential challenges