**U.S. Bank Proposal for**

**Colorado Mesa University Research Project**

U.S. Bank is the 5th largest bank in the United States operating in 25 states with 3,000+ branches. We work as a partner to provide financial products and services that make banking safe, simple and convenient.  Today U.S. Bank is pursuing an aggressive transformation built on the foundations of customer obsession, agility, and simplification. We will power human potential by becoming central to the financial lives of our customers, evolving the way we serve customers and focusing on making financial management easier.

We’re living in an age of digital transformation, and businesses that can’t adapt will find themselves left behind. Some businesses are adopting by using biometrics for identity authentication, so they know a person truly is who they say they are. Physiological biometrics may include:

* Face
* Fingerprint
* Voice
* Eye (Iris/Retina)

These techniques offer unique ways to differentiate one individual from another.

Leveraging these new solutions does not come without challenges. Although customers are increasingly tech-savvy and expect a frictionless experience, there are still client segments that are less comfortable adopting to these technologies. Some customers may be concerned that their biometric data, like any data, is a target to be stolen and exploited by fraudsters and cyber criminals. In addition, financial services is highly regulated industry. Regulatory compliance affects how banks identify their customers, and acceptable practices may lag the technology available.

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We're committed to working in new ways, and to test, learn and iterate to ensure we’re responding to the ever-changing needs of our customers in a digital-first world. We want them to achieve their financial potential, and we want the same for our colleagues. The Agile working approach we use brings these themes into practice in multi-disciplinary teams, and helps us achieve experience-driven outcomes quickly. Each experience (Mobile App, Digital Enablement, Home, Business Banking, Dealer Services, RPS and growing) has journey teams that incrementally deliver breakthrough customer experiences

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**The problem**:

How can the use of biometrics improve identity practices for customers and employees? Specifically to financial services and banking and the range of customer segments serviced, which strategies might be most accepted and established enough for a highly regulated industry to adopt and implement?