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CONVERGENCE AND DIGITAL-FUSION FOR SERVICE EXCELLENCE

In the global business ecosystem there is an ever-increasing demand to identify innovative strategies and pathways which will enhance business speed, agility, cost-competitiveness, and exceptional quality which are crucial to competitive differentiation. Convergence and integration strategies lead to new and effective process pathways and service excellence. Digital technology is increasingly intertwined with business operations enabling the convergence of the disciplines of management, digital devices and applications. This leads to value creation and competitive differentiation. The techno-fusion of emerging technologies and digital strategies generates new opportunities and threats, new business models and unique growth strategies for global banking and financial service organizations.