

BANKING & PAYMENTS

BULLETIN

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FIs Must Modernize Payments or Risk Falling Behind

The Value of ATM Cash Withdrawals Declined Again in 2023

Universal Commerce Drives Retail Growth Across Channels

Commercial Card Spending Grows Despite Global Economic Challenges

Canadians Favor Digital and Traditional Payment Methods

COUNTRY PROFILE

Peru



Trusting the Path Forward in 2025

Financial institutions will face a pivotal moment in 2025 when the intersection of trust, technology, and transformation will determine market leadership. Headlines focus on AI adoption and

digital innovation, but Datos Insights research reveals a more nuanced reality: The true differentiator lies in how institutions use such tools to deepen customer relationships while navigating unprecedented change.

The financial services landscape is confronting what we call a 'trust paradox.' For example, our Commercial Banking and Payments research finds that 93% of FIs are concerned about AI-powered threats. At the same time, increased security measures can depreciate customer satisfaction. The solution to these conflicting demands may lie in effective identity resolution, which will also power greater personalization of services.

Leading organizations are transforming these challenges into opportunities. They are doing this not by simply deploying modern technology but by focusing on human-centered innovation that strengthens rather than replaces customer relationships. Technology acceleration is essential: Our research shows that 80% of millennial-run small and midsize businesses believe large fintechs provide more products and services than their FIs do. Yet, the one clear advantage FIs have over big-tech firms is their relationships and local reach. We believe approaching this with an 'and' not an 'or' approach provides a better customer solution and an FI advantage.

The data is clear: FIs that approach transformation from the side of customer trust are pulling ahead. Whether ensuring reliable access to cash as a fundamental element of financial inclusion or developing sophisticated AI governance frameworks that protect customer interests, successful organizations prove that trust and innovation are not competing priorities but complementary strengths.

The industry will face three converging challenges this year: an unprecedented wave of retirements threatening institutional knowledge, evolving customer expectations, and greater pressure to modernize legacy systems. However, these challenges also present opportunities to rebuild financial services on a stronger foundation of customer trust and operational resilience.

Looking ahead, we see leaders succeeding by taking a balanced approach – accelerating technological modernization while doubling down on the human elements that build lasting customer relationships. It isn't about choosing between tradition and innovation but leveraging both to create more meaningful customer connections. The FIs that will thrive in 2025 and beyond understand that transformation isn't just a technology challenge – it's about building trust at scale.

As we support our clients through this journey, we remain committed to providing the experience, data, insights, and analysis needed to help you navigate this critical inflection point in financial services history.

For more, see Datos Insights' [Top Trends in Financial Services, 2025](#).

Wayne Mincey
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