Trust, Security and Digital Experience-Led Innovations Critical for Growth of Thailand’s Financial Services Industry

Innovative digital services drive competitiveness and outcomes for faster post-pandemic recovery

The customer battleground for Thailand’s financial ecosystem has gone virtual

Next-generation technologies will shape Thailand’s cashless future

Thai consumers prefer to engage digitally via apps rather than visiting in-person at a branch

82% Thailand
83% Southeast Asia
80% Singapore
83% Malaysia
58% Indonesia
63% Philippines

Phones are more important than wallets when transacting

Thais have gained a better appreciation of technology’s role in creating value over the past year

Personalized, secure and privacy-focused digital experiences as growth enablers

Technology and innovation key to accelerating Thailand’s economic growth and recovery

For full survey results and insights, visit vmware.com/asean/company/news.html

Trust and privacy are key drivers to building a trusted and inclusive financial ecosystem in Thailand

Security is number one priority when choosing a financial services provider

Consumers are paranoid over the tracking and monitoring of personal data by organizations

A Trusted Digital Foundation