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The Key Trends of Mobile Banking App Development in 2018

Financial services have undergone a huge technological shift in a relatively short time. Driven by the evolution of technology and growing customer demands, banks are turning to modern software, connected devices, and the web to manage highly sensitive data between customers, investors, and employees and it should come as no surprise that mobile banking app development is front and center. Modern banks appreciate that their customers are more mobile than ever, accessing their accounts via Smartphone and tablet devices while on the go. If they cannot deliver their core services in a secure and simple-to-use app, they risk losing that customer to the competition.

Developing a mobile banking application has never been more vital to the long-term success of banks the world over, and in this article we'll cover:

- The current state of play for online banking in 2018;
- The ever-changing market for mobile banking apps;
- Key mobile banking app features;
- And important industry trends.

Mobile Banking in 2018: The State of Play

Today, you'd be hard pushed to find a global bank **not** offering mobile banking as part of its overarching service. In fact, here's a list of 50 of the world's top retail banks, ranked in order of their overall app rating ([source](#)).

Banking mobile apps rated	Total number of ratings	iOS Rating	Android Rating	Overall Rating
Bank PKO	166,089	4.8	4.7	4.8
Chase	1,692,446	4.6	4.6	4.6
Capital One	511,616	4.6	4.6	4.6
Bank of America	472,590	4.7	4.4	4.6
UBS	12,140	4.7	4.4	4.6
Emirates NBD	31,628	4.6	4.5	4.6
Sberbank	3,532,707	4.7	4.4	4.6
Barclays	331,210	4.8	4.4	4.6
Lloyds Banking Group	133,098	4.6	4.5	4.6
Garanti	179,450	4.7	4.4	4.6
Al Rajhi Bank	67,234	4.3	4.7	4.5
Erste Bank	2,741	4.7	4.3	4.5
ICICI	825,143	4.4	4.5	4.5
Fifth Third	27,181	4.5	4.4	4.5
Nordea Finland	14,269	4.6	4.3	4.5
ING	38,033	4.5	4.4	4.5
Qatar National Bank	3,248	4.6	4.3	4.5
Citigroup US	409,215	4.8	4	4.4
Itau Unibanco	868,795	4.5	4.2	4.4
Natwest	145,364	4.2	4.6	4.4
Nationwide Building Society	69,400	4.8	3.9	4.4
SunTrust Bank	50,130	4.3	4.4	4.4
Nordea Norway	3,145	4.6	4	4.3
Nordea Sweden	8,967	4.7	3.9	4.3
UniCredit	93,501	4.2	4.3	4.3
Caixabank	104,564	4.4	4.2	4.3
RBS	33,355	4.1	4.5	4.3
Nordea Denmark	5,937	4.5	4	4.3
PNC	97,808	4.2	4.1	4.2
ABN AMRO	54,942	3.9	4.4	4.2
Banco do Brasil	1,210,231	3.9	4.5	4.2
Societe Generale	30,067	4	4.2	4.1
Allied Irish Banks	7,112	4	4.2	4.1
Ally Financial	12,534	4.7	3.4	4.1
United Bank of Africa	9,496	3.8	4.3	4.1
Svenska Handelsbanken	8,453	3.8	4.3	4.1
Commerzbank	25,733	3.9	4.1	4
BBVA Spain	33,518	3.9	4.1	4
TD Bank	50,826	4	3.9	4
Banorte	58,746	4.4	3.6	4
Kasikornbank Thailand	115,063	3.4	4.4	3.9
HSBC UK	10,812	4.8	2.7	3.8
Wells Fargo	249,912	3.2	4.3	3.8
Swedbank Sweden	21,331	3.5	4.1	3.8
National Commercial Bank-Saudi Arabia	24,390	3.9	3.7	3.8
Kotak Mahindra	223,965	3	4.4	3.7
Westpac	24,222	3.7	3.7	3.7
BNP Paribas Fortis	18,691	3.7	3.4	3.6
CIBC	18,402	2.9	4	3.5
Siam Commercial Thailand	87,265	2.5	4.1	3.3