



CubeMatch

Powering Change

Generative Banking AI, How AI Is Reinventing Digital Banking

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BANKING IS AT AN INFLECTION POINT

Digital banking is facing the most significant shift since the first online portals and mobile apps entered the market. For many years, progress was measured in better dashboards, faster applications, and incremental UX refinements. Yet the basic interaction model stayed the same. Customers learned how to navigate banking systems, searched for functions, and adapted to structures that reflected internal processes rather than real user intent.

This model is starting to crack.

Generative artificial intelligence, open banking regulation, and changing customer expectations are coming together at the same time. What follows is not just another interface update, but a deeper change in how people engage with financial services and how banks create value.



THE CURRENT STATE OF INTERNET BANKING - AND WHY IT FEELS STUCK

Over the last decade, internet banking has clearly matured. Mobile-first strategies are now standard, applications offer a wide range of features, and API-based architectures allow banks to connect external services and partners. Personal finance management functions help customers categorise transactions, visualise spending, and gain basic insights. Branch visits have, in many cases, been replaced by digital self-service.

And still, something feels off.

Most banking interfaces remain static and function driven. Customers need to know in advance what they want to do and where to find it. Financial data is scattered across institutions, insights require effort, and advisory services often sit outside the everyday banking experience. As new features are added, complexity grows, and systems become harder to use rather than easier.

The issue is not missing technology. It is the way interaction is designed.

FROM CLICKS TO CONVERSATIONS

At the same time, user behaviour has changed far beyond banking. Chat-based GPT systems, voice assistants, and conversational interfaces have become part of daily life. People expect technology to understand natural language, remember context, and get things done without forcing them through rigid workflows.



Those expectations inevitably reach financial services.

Generative Banking AI introduces a conversational layer that moves dialogue to the centre of the banking experience. Instead of navigating menus, users simply express intent. They ask how much they spent on electricity last year, request an overview of their total balance across banks, initiate an investment with a defined risk profile, or trigger a payment to a service provider.

What happens behind the scenes is complex. The system interprets intent, aggregates data from different sources, executes transactions securely, and presents results in a way that fits the situation. For the user, that complexity disappears. Banking starts to feel like a conversation, not a process.

FROM QUERY TO ADVICE - WHERE VALUE IS REALLY CREATED

A Generative Banking AI is not just a more natural interface. It acts as an orchestration layer between customers, data, and services.

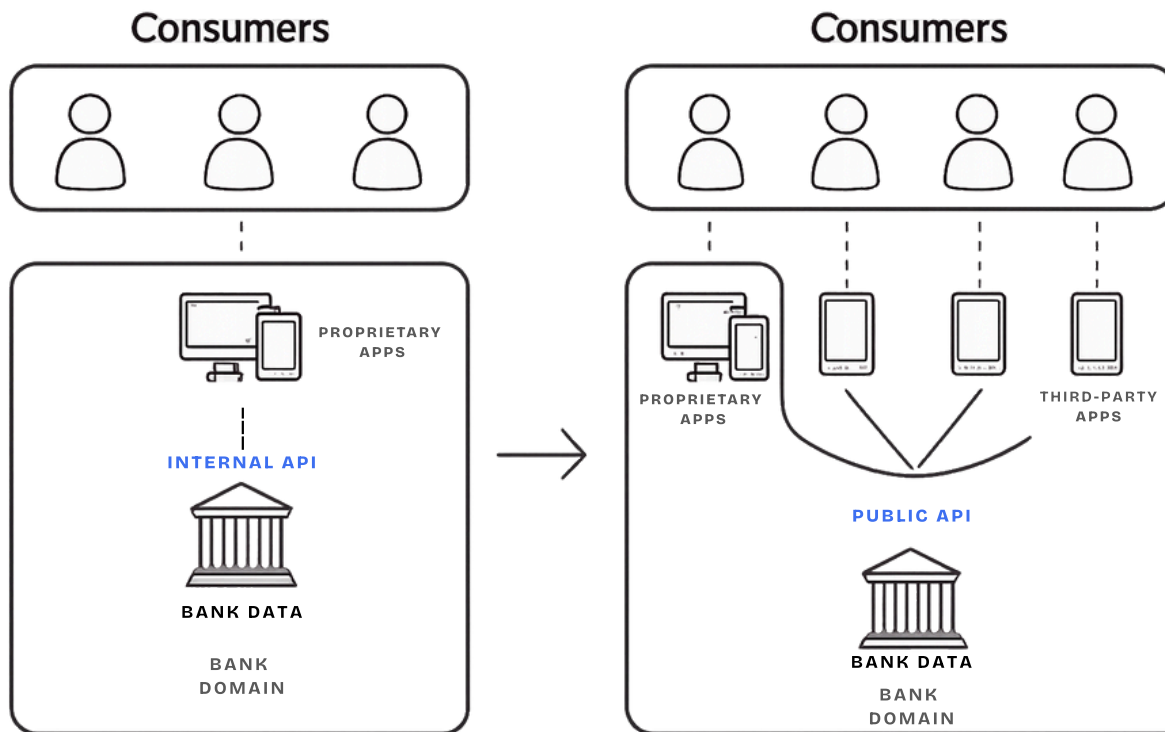
By aggregating accounts, cards, investments, and liabilities across institutions, it creates a holistic, real-time view of a customer's financial situation. Transactions are no longer just listed but interpreted and explained. Patterns emerge without manual analysis. Trends become understandable.

More importantly, this intelligence enables contextual advice. Based on behaviour and individual goals, the system can suggest savings strategies, investment options, or risk adjustments. Where judgment or regulation requires it, human advisors are brought into the flow seamlessly. Payments, transfers, and product changes are executed securely, with strong customer authentication and compliance built in from the start.

Banking moves away from a reactive service model and towards something closer to a financial companion.



OPEN BANKING, PSD2, PSD3 - AND WHY FIDA MATTERS



None of this happens in a regulatory vacuum. PSD2 laid the foundation by enabling secure access to payment accounts via APIs. PSD3 strengthens this framework, focusing on standardisation, resilience, and fraud prevention.

FiDA, the Financial Data Access Regulation, goes further. It extends open banking principles beyond payments to investments, savings, insurance, and pensions. For the first time, it becomes possible to form a truly cross-domain view of a customer's financial life.

Generative Banking AI naturally sits on top of this expanded data landscape. It turns regulatory openness into practical value by translating complexity into conversation and insight.

RETHINKING UI AND UX

This shift forces a rethink of how banking experiences are designed. Traditional UX revolves around screens, forms, and predefined journeys. Conversational banking follows a different logic. Interfaces respond to intent rather than functions.

Dashboards are created dynamically when needed. Interaction becomes multimodal, combining text, voice, and visual elements, while context carries across sessions and channels.

The system adapts to the user, not the other way around. Cognitive load drops, engagement increases, and even complex financial decisions become easier to approach.

THE TECHNICAL FOUNDATIONS BEHIND THE EXPERIENCE

The apparent simplicity rests on a solid technical foundation. Large language models handle language understanding and reasoning. Intent recognition and orchestration layers translate user requests into concrete service calls. Open banking and FiDA APIs provide access to data and enable transactions. Event-driven microservices ensure scalability and resilience.

Existing security, governance, and compliance frameworks remain in place, covering consent management, auditability, and strong customer authentication. Human-in-the-loop mechanisms ensure regulatory and ethical control.

Generative Banking AI does not replace core banking systems or existing internet banking platforms. It builds on them. That is precisely its strength, both from a bank's and a customer's perspective.



THE BUSINESS MODEL SHIFT - WHEN THE INTERFACE BECOMES THE BATTLEGROUND

FiDA does not only change how data is accessed. It changes who controls the customer relationship.

For the first time, regulation allows actors that are not banks to systematically access a broad range of financial data and services. Combined with Generative AI, this enables non-bank players to build comprehensive financial service networks on top of existing banking infrastructure, without holding a banking license themselves.

Platform Ecosystem

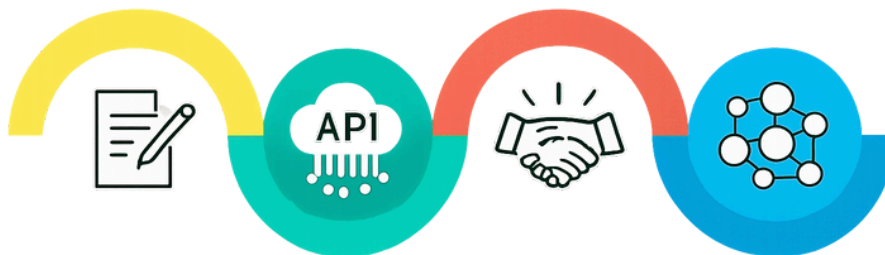
Learn the path to start to own a portion of the ecosystem.

BESPOKE INTEGRATIONS

One-off integrations for customers or required to do business.

TECH PARTNERS

Creating a partner program that can start to scale.



CUSTOMER APIS

Enabling custom integrations built by customers.

PLATFORM ECOSYSTEM

Companies start using your solution as the platform for their business.

In such a setup, the balance sheet becomes less decisive than control over the interface. Platform providers can aggregate banking, investment, insurance, and pension data, offer conversational insights and advice, initiate transactions, and embed financial services into broader digital journeys. From the customer's point of view, this platform becomes the bank, even if regulated institutions operate quietly in the background.

If banks do not actively claim this interface layer, they risk sliding into the role of technical account keepers. They retain regulatory responsibility, balance sheet risk, and operational complexity, but lose direct customer interaction, brand relevance, and advisory potential. Similar developments have already reshaped industries like telecommunications, retail, and media. FiDA accelerates the same dynamic in financial services.

GENERATIVE BANKING AI AS STRATEGIC DEFENSE AND OFFENSE

Against this backdrop, Generative Banking AI is not a UX upgrade. It is a strategic tool.

Banks that establish their own conversational banking layer can remain the primary point of contact for customers. They can orchestrate third-party services instead of being reduced to infrastructure providers. They can evolve into platforms and monetise insights, advice, and ecosystems rather than relying solely on transactions.

At the same time, FinTechs and non-bank players will push aggressively into this space. The outcome will depend on clarity of strategy and speed of execution.

SPEED MATTERS

The technology is ready. Regulation is opening doors. Customer expectations are already shifting. What separates leaders from followers is execution speed.

Institutions that move now can redefine customer relationships, build new digital ecosystems, and position themselves at the centre of the financial experience. Those who hesitate risk becoming invisible infrastructure behind someone else's interface.



OUR VISION AT CUBEMATCH

At CubeMatch, we believe banking should be intuitive, connected, and human centric. We support financial institutions end-to-end in introducing Generative Banking AI, from early concept and use-case definition to technical implementation and organisational change.

By combining deep expertise in banking regulation, open data, and AI, we are able to bring such solutions to market quickly, often within months rather than years. In an environment where being first truly matters, speed is not a luxury. It is a strategic advantage.

LOOKING AHEAD

Generative Banking AI is not a distant vision. It is the next logical step in digital finance. The real question is no longer whether conversational banking will become standard, but who will define it.

Those who act now can shape the ecosystem. Those who wait may find themselves embedded in someone else's platform.

Let's build the future of banking: conversational, intelligent, and connected.

Get in touch today with Keith Moran keith.moran@cubematch.com to see how CubeMatch can help you win the race!



HOW CUBEMATCH CAN HELP

Founded in 2002, CubeMatch is a **global change and transformation consultancy**, specialising in **Financial Services** and selected as the **chosen partner** for some of the largest and most demanding transformation projects within the Financial Services sector.

CubeMatch is an international brand **powering change** across **eight offices: Dublin, London, Utrecht, Frankfurt, Basel, Stuttgart, Singapore and Chennai**. At CubeMatch, we combine world-class expertise in financial services with rich skills across change and transformation to deliver agile, effective change that moves your business forward.

We apply a **multiplier effect**, helping clients to be more effective today while creating value for tomorrow.

Over the years, we have successfully built a global firm that is uniquely equipped to deliver pragmatic and business-focused results. We have over **400 staff and multi-million euro revenue**. And through our **strategic partnerships** we apply innovation to help organisations operate, compete and deliver at scale. Blending our powerful change capabilities with next generation technology, we deliver **innovation and business agility** to help businesses thrive.

The finance world is constantly changing, make sure your business leads the change.


With decades of hands-on experience, we're a team of global change and transformation experts who know financial services inside out. We are committed to making change happen.

Everything we do revolves around Powering Change for financial services companies.

We provide trusted and flexible expertise that helps businesses like yours embrace the future, navigate challenges, and reach new levels of growth and success. You can count on us to be a **safe pair of hands**, ready to take action and guide your business forward.

Every change starts with a conversation.

Let's chat about how CubeMatch can drive your transformation.

Find out more 

GET IN TOUCH TODAY



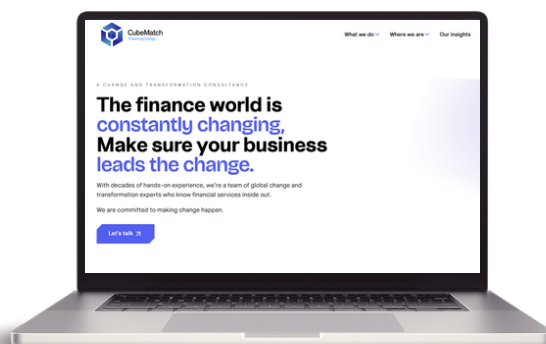
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