

# TRENDS IN E-COMMERCE 2020

## LOW-TOUCH TOOLING COMES TO ALL CHANNELS

Since the 2008 financial crisis, sellside e-commerce efforts focused on shifting a range of services from traditional voice-driven interactions onto electronic channels, with e-trading generically considered low-touch even where a high degree of human, manual intervention was required. GreySpark believes that, from roughly 2017 onward, the challenge for commercial and investment bank (CIB) execution franchise owners shifted to differentiating between high-touch and low-touch services, regardless of interaction channel, and shifting as many client interactions as possible and as is sensible from the former to the latter.

### 01 Share of Banks Using Automated Execution Functionality

In 2020, automated trading functionality is utilised across the street, particularly on structured communications channels such as exchanges, multi-dealer platforms and via API connectivity.

100%

### 03 CIB Auto-quoting Chatbot Deployment Targets, Deployed or in Development

CIBs use these auto-quoting tools to capture client flow in less electrified asset classes, growing the types and number of trades they can profitably service.



### 02 Share of Tier I CIBs with Auto-quoting Deployed or In Development

The current battleground has shifted to automating workflows on traditionally high-touch channels such as voice and instant message. To do so, CIBs invest in auto-quoting tools as a precursor to eventual auto-execution. GreySpark believes that auto-quoting will become a hygiene factor among Tier I banks in the coming years.

83%

Deployed or In Development

17%

No Activity

17 OF THE TOP-30 GLOBAL CIBs SURVEYED

IN 2020, E-COMMERCE PROVISION IS ABOUT THE QUALITATIVE CHANGES WITHIN AND ACROSS E-COMMERCE CHANNELS

This report examines how, with persistent regulatory and cost pressures, the capital markets industry continues the drive to automate high-touch functions where possible. At the same time, new models for collaboration and service delivery pressure CIBs to deliver more technology at a faster rate, with the use of centralised governance structure and iterative technology delivery increasing.

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