



The Rise of **Self-Service**

The Future of Finance in 2025 Finance In 2025

Table of Contents

The Self-Service Revolution 3

Self-service empowers customers to access services independently, without direct support from providers.

What is Self-Service in Financial Operations? 6

Self-service in finance refers to how customers can conduct and manage financial transactions without a human representative.

The Benefits of Self-Service in Finance 10

Efficiency and cost-reduction, Improved accuracy and reduced errors, Enhanced customer experience, Scalability

Empowering Clients and Employees 12

Businesses can improve customer satisfaction, increase employee engagement, and drive business growth by empowering self-service tools

Challenges of Implementing Self-Service 13

Common Challenges and Solutions in Adopting Self-Service Finance Tools

Key Stakeholders 14

Self-service tools are becoming essential for modern finance departments, reshaping their operations.

The Future of Self-Service in Finance 15

The financial services industry is undergoing a significant transformation driven by technology breakthroughs, changing customer expectations.

Embracing Self-Service for a Modern Financial Future 18

The rise of self-service in financial services is shifting consumer and business interactions with finances.



The Self-Service Revolution

Self-service empowers customers to access services independently, without direct support from providers. This trend is growing rapidly across industries like retail, where over 81% of shoppers prefer self-service options over speaking with a representative¹.

In banking, 72% of customers transact through self-service channels like mobile apps and ATMs². The healthcare sector also sees increased adoption, with 64% of patients using online self-service portals to book appointments and view medical records³.

Self-service channels give consumers more control over their finances and help them make informed decisions.

In B2B, self-service is crucial, with 57% of B2B buyers preferring to research and purchase products online without engaging with a sales representative⁴.

THE RISE OF SELF-SERVICE

The finance industry exemplifies this shift, with mobile banking usage growing by 35% in the past five years and robo-advisors managing \$1.2 trillion in assets globally⁵.

These trends highlight the increasing importance of self-service in creating efficient, user-centric experiences across industries.

Self-service in financial services has grown due to technology and customer demands. Digital platforms offer what customers expect: convenience, speed, and personalization.

What's Driving the Change?

- **Technology:** Fast, personalized, and convenient digital platforms.
- **Consumer demand:** More autonomy and instant access to information.

Consumers want more control and quick access to their finances. Self-service is the answer

Looking Ahead

Self-service is shaping the future of finance. Expect more personalized, efficient, and user-friendly financial services.

Benefits of Self-Service

- **Empowerment:** Better financial decisions with instant access to information.
- **Innovation:** Regulatory support for a fair and innovative financial landscape.
- **Cost savings:** Lower costs passed on to customers.
- **Personalization:** AI-driven recommendations and enhanced security.

Paystand offers a self-service platform to help businesses manage their finances.

Committed to transforming finance, it empowers businesses to take control of their finances and gain a competitive edge.

“Self-service is transforming finance by empowering customers and enabling businesses to achieve greater efficiency, stronger loyalty, and sustained innovation.”

— PAYSTAND

What is Self-Service **01** in Finance?

Self-service in finance refers to how customers can conduct and manage financial transactions without a human representative.

This trend became popular recently, driven by technology advancements and customers' increasing demand for convenience and efficiency.

For businesses, self-service offers opportunities to streamline operations, reduce costs, and improve customer satisfaction.

McDonald's is a pioneer of the self-service trend. It started equipping its franchises with kiosks in 2015, and now almost every franchise globally boasts at least one. McDonald's early belief in technology has paid off. Its average order size has nearly doubled, and it can efficiently serve more customers simultaneously than any other fast-food establishment.

Key Features

01

Financial self-service key features include:

- **Automated transactions:** Self-service systems let customers do financial tasks like bill payments and account inquiries without employee help.
- **Online payment portals:** Secure online payment portals offer features like one-time, recurring payments and scheduling.
- **Self-service dashboards:** They offer customers a centralized view of their financial accounts, allowing them to track spending, monitor balances, and make informed financial decisions.
- **Real-time access to financial data:** Self-service systems give customers real-time access to financial data, enabling informed financial decisions.

Paystand's blockchain technology streamlines payments by eliminating intermediaries, reducing costs, and speeding up processes. It offers automated cash application and zero-touch payments, saving businesses time and money.

Traditional Financial Models vs. Self-Service Tools 01

	Traditional Finance Models	Self-Service Tools
Access to Information	<ul style="list-style-type: none"> - Limited access to information - Dependence on finance teams for reports - Manual data entry and processing 	<ul style="list-style-type: none"> - Instant access to real-time data - Empower employees to generate their own reports - Automated data entry and analytics
Speed and Efficiency	<ul style="list-style-type: none"> - Time-consuming processes - Frequent delays in approvals and reporting - High reliance on paperwork 	<ul style="list-style-type: none"> - Faster transactions and approvals - Real-time reporting and insights - Reduced need for manual intervention
Cost	<ul style="list-style-type: none"> - High operational costs - Increased labor expenses - Potential for costly human errors 	<ul style="list-style-type: none"> - Lower operational costs - Reduced need for extensive staffing - Minimized errors through automation
Customer Experience	<ul style="list-style-type: none"> - Longer wait times for support - Inflexible service options - Low customer satisfaction due to delays 	<ul style="list-style-type: none"> - Immediate access to self-service options - Personalized and flexible service - Higher customer satisfaction and retention

01

Self-service tools are revolutionizing financial operations by streamlining processes, reducing costs, and improving customer satisfaction.

Empower employees with direct access to essential tools

Improve customer experience and satisfaction

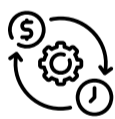
Why Choose Self-Service Tools?

Enhance decision-making with real-time insights

Streamline financial operations and reduce costs

Increase agility and adaptability in financial management

The Benefits for Finance



Efficiency and cost-reduction

Self-service tools automate tasks, reduce manual data entry, and empower employees. This increases efficiency and cost savings and allows finance professionals to focus on strategic initiatives.

Improved accuracy and reduced errors

Self-service tools feature built-in validation checks and automated reconciliation, minimizing errors and ensuring accurate financial data. Automating these processes reduces human error and enhances the reliability of financial reporting.

Enhanced customer experience

Self-service tools give 24/7 access to financial information, enabling convenient transactions. They enhance the customer experience with transparency, convenience, and fast responses. Empowered customers make informed decisions, leading to satisfaction and loyalty.

Scalability

Self-service tools are designed to be scalable, allowing businesses to adapt to changing needs and growth. As the volume of transactions increases, self-service tools can scale up to handle the workload without compromising efficiency or accuracy. This ensures businesses can continue to benefit from self-service as they grow.

Client and Employee Empowerment

03

Client Empowerment

Self-service tools enable clients to take control of their financial interactions, leading to higher satisfaction and loyalty. Here's how:

- **Convenience:** Clients can access information and transact online 24/7 without physical visits or waiting for customer service.
- **Personalization:** Self-service tools let clients customize their experience, fostering a connection with the company.
- **Empowerment:** Clients can manage accounts independently, fostering trust and strengthening relationships.

Employee Empowerment

Self-service tools also empower finance teams by reducing tiresome and repetitive tasks. This allows employees to focus on more strategic and value-added activities:

- **Increased efficiency:** Automated routine tasks free employee time for complex projects.
- **Improved accuracy:** Self-service tools enhance data quality by eliminating manual input errors.
- **Enhanced productivity:** Enhanced employee productivity leads to cost savings and improved performance.

By empowering clients and employees with self-service tools, businesses can improve customer satisfaction, increase employee engagement, and drive business growth.

Implementation Challenges 04

Common Challenges and Solutions in Adopting Self-Service Finance Tools.

Challenge		Solution
Security Concerns	Securing transactions and protecting sensitive information	Enforce multi-layered security measures and audits for data protection and compliance
Technical Integration	Integrating self-service tools with legacy systems	Assess legacy systems, plan phased integration, and use middleware for compatibility
User Adoption	Resistance from clients and internal teams due to security concerns or unfamiliarity	Provide clear communication, comprehensive training, and ongoing support to ease the transition
Regulatory Compliance	Navigating data privacy and financial regulations during implementation	Consult legal experts, maintain clear consent procedures, and provide transparent data access policies

Key Stakeholders

05

Self-service tools are becoming essential for modern finance departments, reshaping how they operate. They're not just technical upgrades; they represent a shift that allows finance teams to do more with less.

Role	Self-Service Tools Impact
Chief Financial Officer	<ul style="list-style-type: none"> • Access to real-time financial data • Respond more quickly to business environment changes • Enhanced risk management through better oversight and control of financial operations.
Accounts Payable/Receivable	<ul style="list-style-type: none"> • Focus changes from manual tasks to oversight and exception handling
Controllers and Accountants	<ul style="list-style-type: none"> • Less data entry and reconciliation • More focus on financial analysis • Ensured compliance
Financial planning and analysis	<ul style="list-style-type: none"> • Improved forecasting, budgeting, and long-term financial planning

Finance departments are increasingly adopting AI and automation technologies to stay competitive. Self-service tools have broader implications for them, potentially leading to increased audit frequencies in the short term but reduced audit needs over time.

Additionally, talent requirements may shift, emphasizing tech-savvy professionals to manage and analyze automated systems. This could result in a workforce transition, with some roles being phased out and new roles focused on financial technology being created.

06

The Future of Self-Service in Finance

The financial services industry is undergoing a significant transformation driven by technology breakthroughs, changing customer expectations.

Self-service is becoming a key trend, empowering customers to manage their financial affairs conveniently and efficiently.

As we look into the future, self-service will likely play an even more crucial role in connecting with other emerging trends, such as:



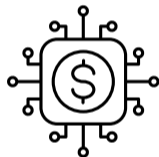
Remote work

Self-service tools empower employees to manage financial tasks remotely, with features like communication, mobile access, and security. They reduce administrative burden, scale with growth, and enable employees, promoting efficient remote operations and collaboration.



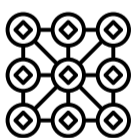
Cloud-Based finance

Cloud technology offers convenient, secure self-service platforms, enabling easy finance management from any device. Robust security, automation, and personalized recommendations let users make efficient financial decisions.



Generative AI in finance

AI-powered self-service financial solutions like chatbots and predictive analytics can transform financial management. Chatbots provide personalized advice, while predictive analytics identify patterns and risks.



Open Banking and DeFi

Self-service platforms reshape finance by integrating with DeFi and open banking APIs. This integration gives users more options, transparency, and control over their financial activities, eliminating intermediaries, reducing fees, and promoting financial inclusivity.

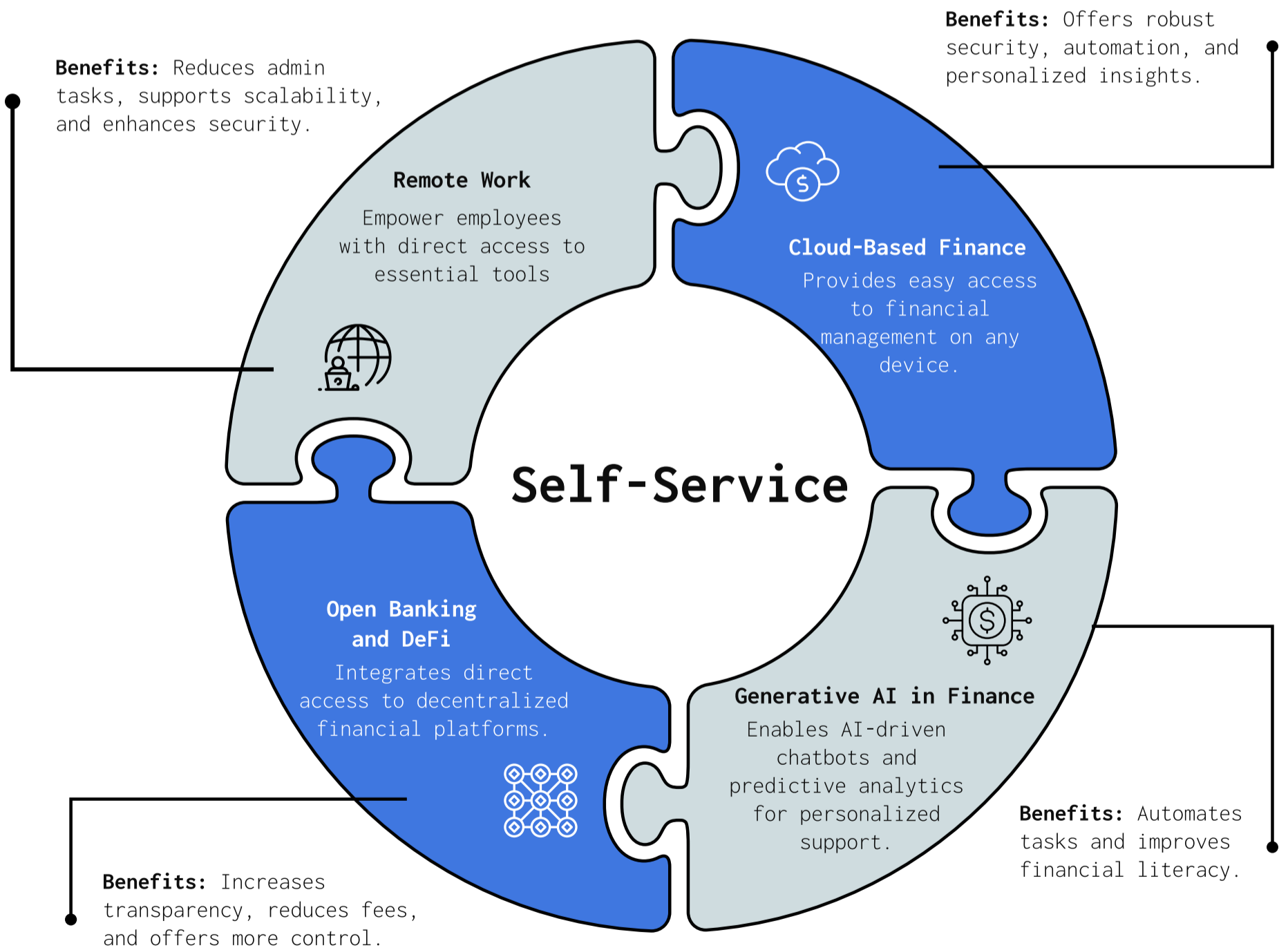
Paystand is a DeFi platform revolutionizing finance with self-service solutions. Our cloud-based technology offers no-fee payments, blockchain security, and network effects that empower businesses to conduct seamless transactions, reduce costs, and foster collaboration even in remote work scenarios.

THE RISE OF SELF-SERVICE

The rise of self-service in financial services is shifting consumer and business interactions with finances.

Future Trends in Self-Service 06

Adoption Across Financial Services.



07

Embracing Self-Service for a Modern Financial Future

The rise of self-service in financial services is shifting consumer and business interactions with finances.

Self-service platforms offer many benefits, including cost savings, personalized recommendations, and enhanced security.

These features empower clients by giving them control over their financial decisions and streamlining business operations.

At Paystand, we believe financial services are at a critical moment. Shifting towards self-service isn't just a trend; it's necessary to survive in a fast-evolving industry. That's why we've bet on self-service solutions, leveraging our expertise to help businesses stay ahead of the curve.

Our clients and experience have shown that those who embrace self-service meet customer demands and achieve greater efficiency, stronger customer loyalty, and sustained innovation.

Financial institutions and businesses that don't integrate self-service options will fall behind and face a bleak future.

Embracing self-service helps improve customer satisfaction, yes; but what's even more important is that they will secure financial stability and succeed in an increasingly digital and competitive world.

The time to act is now—embrace self-service to lead in the modern financial future or risk being left behind.



With Paystand's self-service features, our customers have been able to:



Reduce manual effort by

99%



Save Time (Weekly)

20Hrs



Cut Book Closing Time by

50%



Save Time (Annually)

576Hrs

[Get Started](#)