

Zero Blind Spots in Financial Services

5 Signs You Have Hidden Blind Spots Putting Performance at Risk

Everything looks fine. But user experience tells a different story.

In financial services, the biggest issues aren't always visible. They show up as friction, not failure. The question is: can you see them?

5 Signs You Have Digital Blind Spots

Transactions are slower, but systems show green

Everything appears operational, but users experience delays.

Insight: The issue exists somewhere between systems.

Issues are escalated several times before they're resolved

Network points to the application. The application points to the device. Support escalates. Root cause takes time and effort to identify.

Insight: Without shared context, issues bounce instead of resolve.

Mobile and frontline experience is unclear

Advisors, claims adjusters, and branch staff rely on mobile devices to complete critical workflows. Visibility into real-world performance is limited.

Insight: Critical customer-facing workflows lack visibility.

Problems can't be reproduced

Users report issues, but IT cannot recreate them. Resolution slows down and investigations stall.

Insight: User reports are an unreliable diagnostic signal.

IT finds out after the business feels it

Customers notice first. Employees raise tickets. IT reacts after impact rather than preventing it.

Insight: Tickets are a lagging indicator, by the time they appear, impact has already occurred.

What you see shapes what you fix

Most organisations already have visibility. But it's often limited to a single perspective.



Endpoint data shows one view



Application tools show another



Network insight sits elsewhere

Each provides useful signals. But none show the full picture. Whatever data you start with shapes the conclusion. If you only look at DEX, everything looks like a DEX problem, even when it isn't.

Insight: You need **360° Digital Experience visibility** to see the full story.

AI is only as good as the data behind it

AI is rapidly becoming central to IT operations. But AI doesn't solve blind spots, it depends on the data it's given.

If visibility is fragmented, AI will:

- Draw incomplete conclusions
- Misidentify root causes
- Recommend the wrong actions

Insight: Incomplete data leads to incomplete decisions. To deliver meaningful outcomes, AI needs a complete, connected view of the digital experience.



What you can't see becomes risk

Blind spots impact



Customer experience
Slower journeys and inconsistent interactions



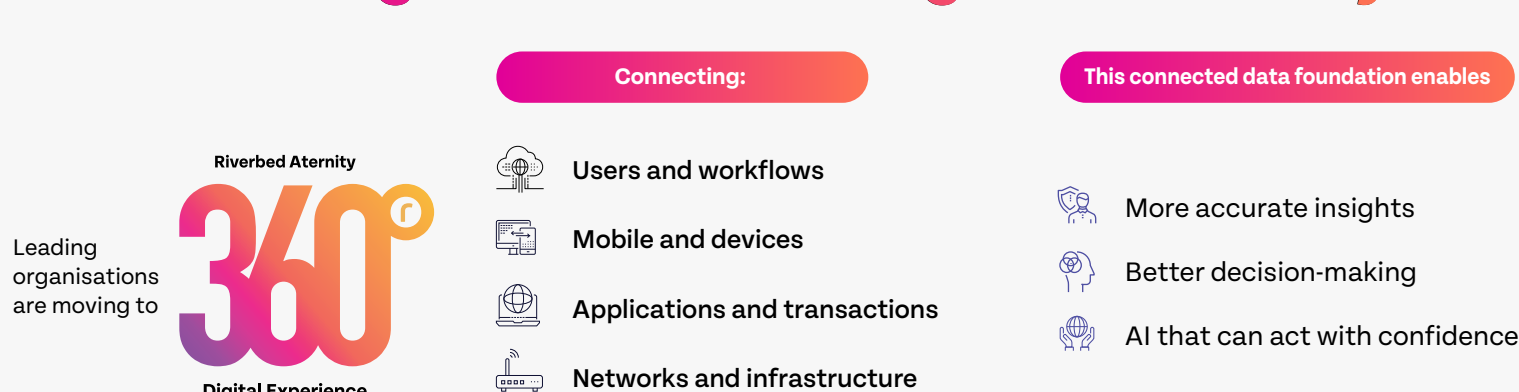
Operational performance
More tickets and longer resolution times



Business outcomes
Reduced workflow efficiency and increased risk

In financial services, performance issues don't remain technical, they become business issues.

From fragmented monitoring to full visibility



One connected view of the full experience, powered by **Aternity 360.**

When blind spots disappear, control improves

When blind spots disappear, control improves

- Issues are detected earlier
- Root causes are identified faster
- Incident volumes are reduced
- Performance improves across critical workflows

With complete visibility, organisations can also

- Move from reactive insights to AI-driven prevention
- Automate responses where appropriate
- Focus teams on higher-value work

From reactive IT operations to proactive control.