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WATCH: 2020 CPPO Symposium: Gradually Then Suddenly, Covid Accelerates Digital Transformation

Moderator: Zack Miller (Tearsheet)

Speakers: Patrick Diab (Moneris), Jose Gutierrez (Mastercard) Mathew Mehrotra (BMO Financial Group), Simona Salter (RBC)

The ways in which financial service providers serve and communicate with their customers have evolved in line with consumer adoption of digital technologies. The evolution of the service provider/ customer relationship has been dramatically accelerated during the pandemic.

This 2020 CPPO Symposium session explores how financial institutions are speeding innovation in the next wave of the digital era to enhance customer engagement and the customer experience.

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Welcome to Payments Futures, a digital thought leadership hub with original content that focuses on ways in which innovation and technology are transforming payments and digital banking in Canada. This newsroom will feature opinion pieces from industry voices and news coverage from well-known tech and financial services journalists.

This platform is run by the Canadian Prepaid Providers Organization (CPPO), a not-for-profit organization and the collective voice of the open-loop prepaid payments industry in Canada. The CPPO is focused on awareness and education so that consumers, governments and businesses understand the value of this platform and have the best experience with these popular solutions.

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- Topic: Can be timely or evergreen insofar as it is relevant to an audience interested in payments innovation.
- Heading: Please use catchy, thought provoking titles and strong and clear headlines/subheads.
- Content: All contributed articles must be exclusive (shared only with Payments Futures CA), non-promotional and original, leveraging the author's unique point of view. Feel free to add context and background info as and when deemed necessary. The CPPO reserves the right to make suggested edits before publishing the article.
- Style: All articles must meet Canadian Press Style Guidelines.
- Language: Use simple language and avoid jargon keeping in mind a diverse audience that goes beyond payments experts and also includes the media and government.
- Length: Word count can range anywhere between 550 to 850 words.
- Visuals: Option to add videos or still images.
- Links: Please credit sources and research where necessary. The CPPO reserved the right to insert internal links to other articles within Payments Futures, if relevant.

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