# Plumery launches UI/UX Factory to enhance digital banking solutions



Plumery, a digital banking experience platform focused on customer-centric banking solutions, has announced the expansion of its capabilities through the introduction of a new development foundation for mobile and web banking applications. This initiative, termed the UI/UX Factory, is designed to facilitate faster app development for banks, thereby reducing the time it takes to bring these applications to market while ensuring control over design and functionality.

Ben Goldin, Founder and CEO of Plumery, highlighted the importance of their headless banking approach, which enables the rapid and innovative development of a comprehensive suite of digital banking applications that are not hindered by legacy technology. “So many digital banking web and mobile apps still offer dated experiences that can’t match both the simplicity and feature depth consumers have come to expect and are freely available in so many other everyday apps,” he stated. Goldin further expressed his satisfaction with Plumery's advancements, noting the ability to provide seamless, personalised, and secure banking experiences across multiple channels.

The UI/UX Factory is built on technology that is familiar to many web and mobile developers, thus allowing banks to adopt user interfaces swiftly without being reliant on specific vendors or proprietary skills. This approach not only promotes seamless multi-channel functionality but also incorporates critical features that guarantee a secure and user-friendly experience for customers. By granting banks complete access to the source code of the applications, Plumery allows them to customise their products fully, aligning them with brand identities and operational requirements—this contrasts sharply with many competitor solutions that limit customisation options.

Shifts in consumer behaviour indicate a growing reliance on mobile devices for banking, with recent research revealing that 57% of global consumers actively engage in mobile banking. This marks an 18% increase since 2020, underscoring the rising importance of digital solutions in the financial sector. Furthermore, a significant 73% of consumers now emphasise the need for seamless digital experiences when interacting with their financial institutions, highlighting the urgency for banks to adapt and innovate in this competitive environment.

Plumery's advancements illustrate a crucial shift in how businesses in the banking sector are leveraging AI and automation technologies to streamline operations and enhance customer experiences, aligning with the broader trend of digital transformation seen across various industries.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://fintech.global/2024/10/02/digital-banking-platform-plumery-raises-3-3m-in-latest-funding-round/> - Corroborates Plumery's focus on customer-centric banking solutions and its recent funding round.
* <https://www.tribume.com/posts/plumery-raises-3-3m-in-new-funding-to-fuel-growth-and-expansion> - Supports the information about Plumery's funding and its plans for expansion and product enhancement.
* <https://plumery.com/plumery-secures-3-3m-in-additional-funding-to-accelerate-growth-and-expansion/> - Provides details on Plumery's funding, its use of funds, and plans for future growth.
* <https://siliconcanals.com/amsterdams-plumery-bags-e3m/> - Confirms the funding amount, investors, and Plumery's plans for expanding its capabilities.
* <https://fintech.global/2024/11/05/plumery-and-payment-components-team-up-to-modernise-digital-banking-with-instant-payments/> - Highlights Plumery's partnership with Payment Components and its focus on modernizing digital banking experiences.
* <https://fintech.global/2024/10/02/digital-banking-platform-plumery-raises-3-3m-in-latest-funding-round/> - Explains Plumery's headless banking approach and its benefits in rapid innovation and development.
* <https://www.tribume.com/posts/plumery-raises-3-3m-in-new-funding-to-fuel-growth-and-expansion> - Supports the information about Plumery's ability to provide seamless, personalised, and secure banking experiences.
* <https://plumery.com/plumery-secures-3-3m-in-additional-funding-to-accelerate-growth-and-expansion/> - Details how Plumery's platform allows banks to customise their products fully, aligning with brand identities and operational requirements.
* <https://siliconcanals.com/amsterdams-plumery-bags-e3m/> - Corroborates the technology used by Plumery that is familiar to web and mobile developers, facilitating swift adoption.
* <https://fintech.global/2024/11/05/plumery-and-payment-components-team-up-to-modernise-digital-banking-with-instant-payments/> - Highlights the importance of seamless digital experiences and the integration of critical features for security and user-friendliness.
* <https://plumery.com/plumery-secures-3-3m-in-additional-funding-to-accelerate-growth-and-expansion/> - Supports the trend of increasing reliance on mobile devices for banking and the need for banks to adapt and innovate.
* <https://ffnews.com/newsarticle/fintech/plumery-launches-ui-ux-factory-foundation-for-the-rapid-development-of-mobile-and-web-banking-applications/> - Please view link - unable to able to access data