

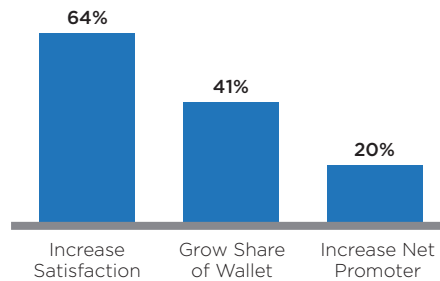


Fifty percent of customer experience investments are good—you just don't know which half.

Despite big investments in channel integration and consistency, most consumer bankers are disappointed in customer experience ROI and fail to reap the rewards that well-delivered experiences provide.

We See a Better Way Forward

Customer Experience Current Outcomes
Survey of Consumer Banking Executives, 2010



- Most consumer bankers invest in costly and generic service to strengthen relationships without much revenue to show from it.
- Generic customer experience investments risk alienating key segments and are intangible to the customers that you care about the most.
- That's why the best consumer banking teams focus on measuring investments in customer experience by picking the right customers, setting clear aspirations, and effectively communicating those goals to the market.

Answers to Your Questions TODAY

“How will changes in consumer attitudes and behaviors impact the bank?”

Bank of the Future Workshop—Build a value proposition that aligns with new consumer needs, in a way unique from your competitors.

“How do I ensure my bank prioritizes the experience investments that are most likely to have the greatest return?”

Customer Experience Diagnostic—Identify attributes of the experience that your bank underperforms on to drive consensus, engagement, and high ROI.

“How do I build customer trust and credibility in my bank and the guidance that it provides?”

Branch Experience Case Studies—Leverage the face-to-face experience to build credibility with distrustful customers by ensuring staff are equipped with the right processes, tools, and coaching/training.

Contact the Member Support Center for Assistance

P: +1-866-913-6450 | E: EXBD_Support_FS@executiveboard.com

Not a member? E-mail EXBD_Support_FS@executiveboard.com to request information and contact a representative.

FUTURE Offerings

Voice of the Branch: Lessons from the Field

Make the right branch investment and divestment decisions using the Council's branch value typology framework to be created with the help of branch managers worldwide.

Financial Innovation Tracker

Continually track new product and channel innovations to ensure your firm is at the forefront of the industry.

Distribution Model Assessment and Alignment Diagnostic

Use the Council's in-depth assessment of delivery models and the financial outcomes they drive to address gaps in your strategy.