GENESYS™

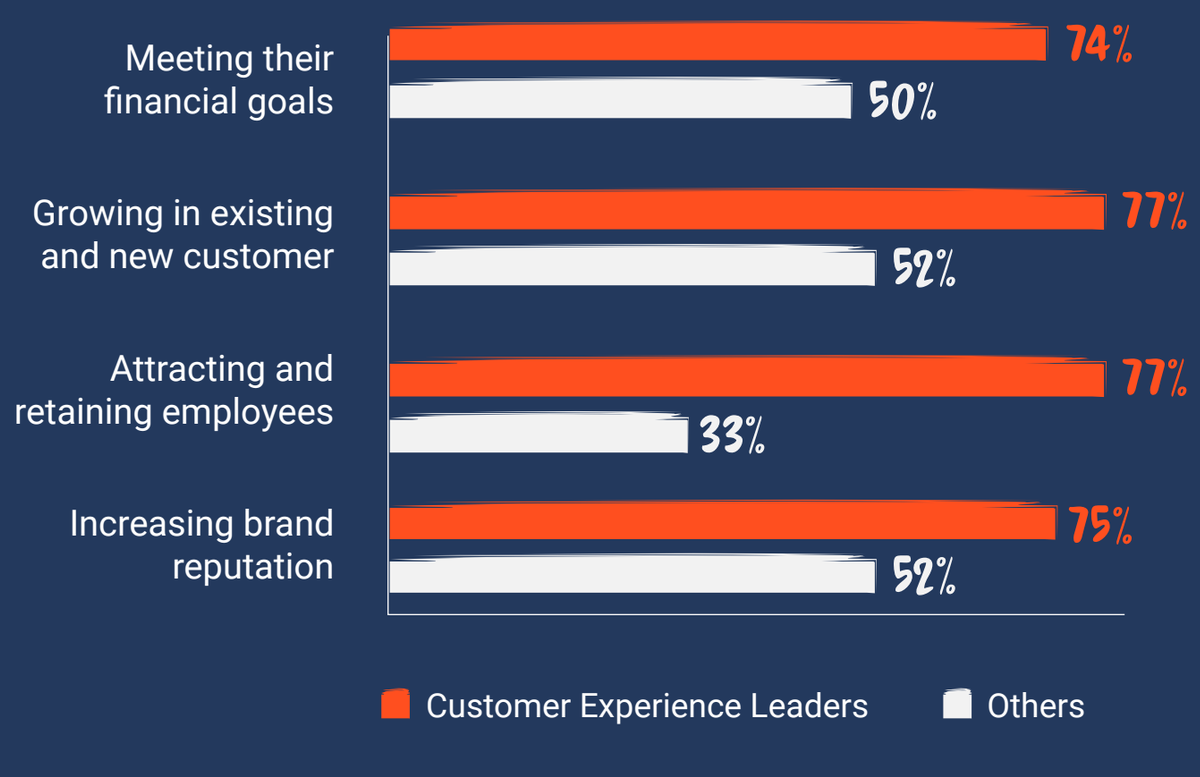
Winning on CX delivers GROWTH BENEFITS FOR FINANCIAL INSTITUTIONS

In a new survey, 61% of banking executives say continuous innovation is raising customer expectations.

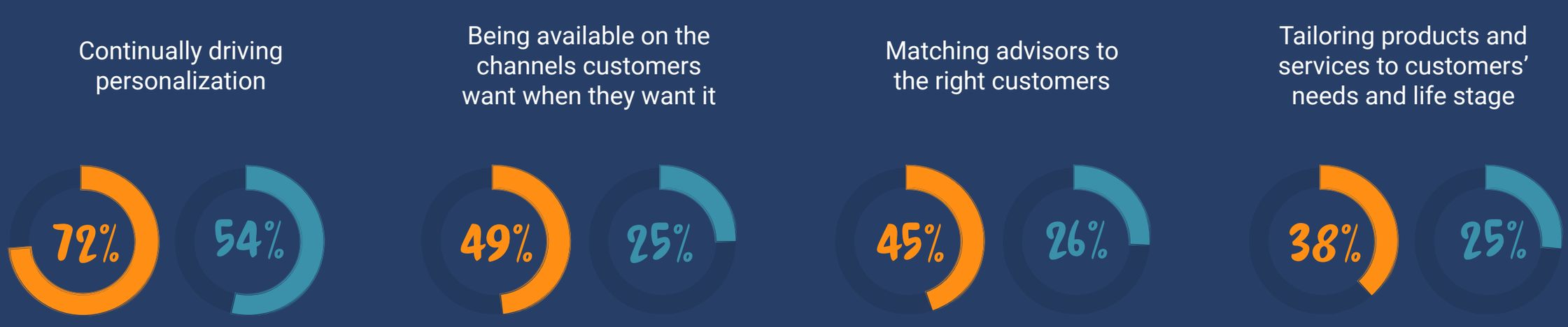
And almost half say their organization can't keep up.

The most PROGRESSIVE BANKS ARE SEEING THEIR STRATEGIES PAY OFF.

They outperform other banks in:



What are the Customer Experience Leaders in Banking doing differently?



This proves that experience MATTERS when it comes to PEOPLE AND BUSINESS RESULTS.

So, what strategies have greatest potential to transform the customer experience?

44% Repurposing physical locations into FINANCIAL EXPERIENCE CENTERS

43% Deeply UNDERSTANDING CUSTOMERS' individual finances and goals

42% Using video calling as an alternative TO PHYSICAL BRANCHES

39% GAINING MARKET LEADERSHIP with a super app strategy

METHODOLOGY:

The Challenge of Customer-Centric Banking

is an FT Longitude report supported by Genesys. The insights shared here are based on a new survey of 600 banking executives across 21 countries globally.

DOWNLOAD THE FULL REPORT