Cracking the Code: Digital Channels and the Customer Experience

May 1, 2015

Executive Summary:

Digital banking platforms have joined the bank branch and the call center as core banking channels and must be viewed as equal in importance to the overall business going forward.

Banks and other businesses cannot afford to postpone integrating all channels into firm-wide CE programs. Digital channels are becoming important drivers of satisfaction among critical customer segments, including affluent consumers and the increasingly influential millennials.

Greenwich Associates presents seven recommendations for banks looking to build true "omnichannel" CE programs.

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