



THE DIGITAL BANKING

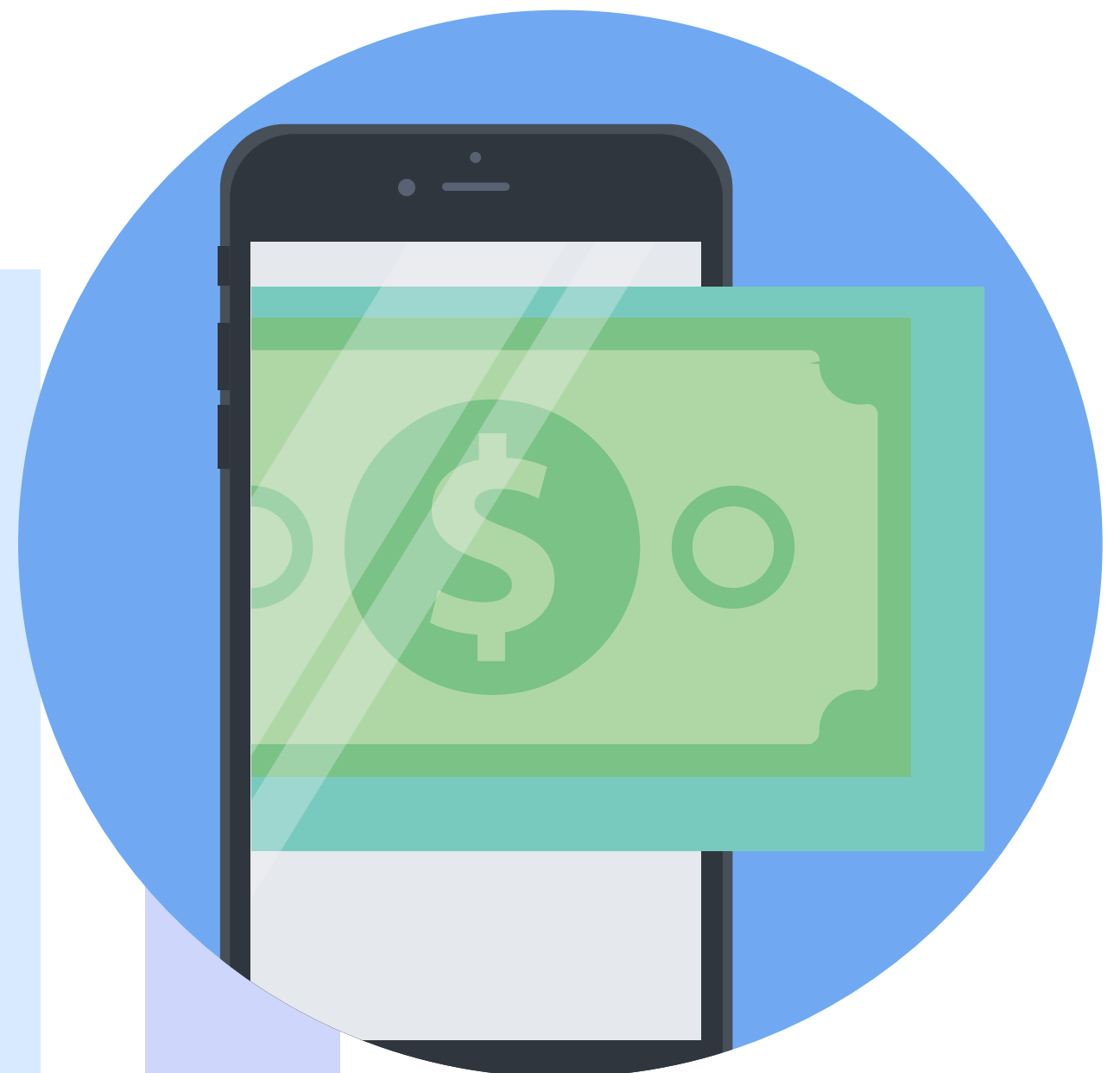
Shift

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Is your banking experience **tailored** to how customers bank today?



64% of consumers now consider mobile banking their primary method of banking; only 12% visit branches monthly.





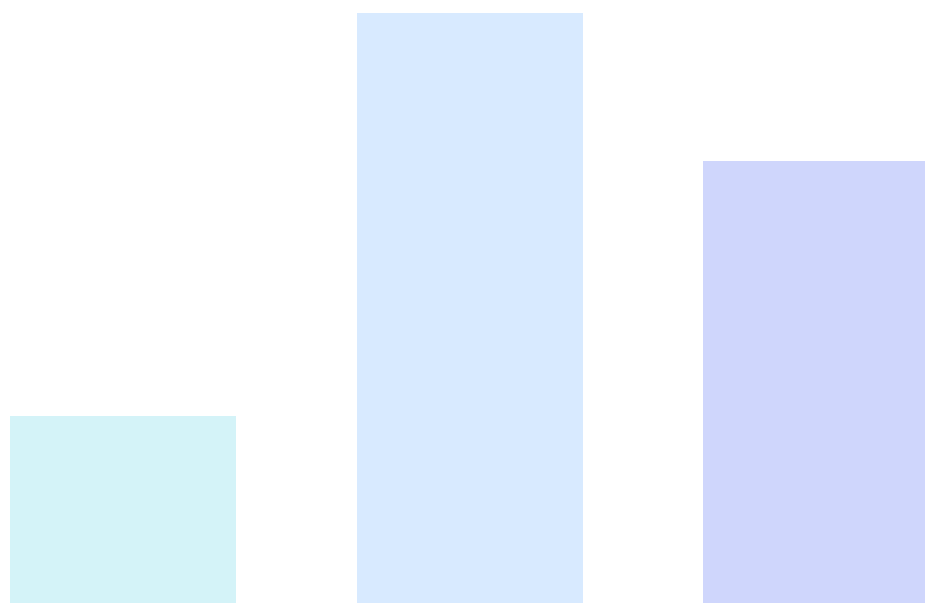
TRUST IS BUILT
THROUGH PERSONAL
Connections



How are you **balancing** digital convenience with meaningful human connections?



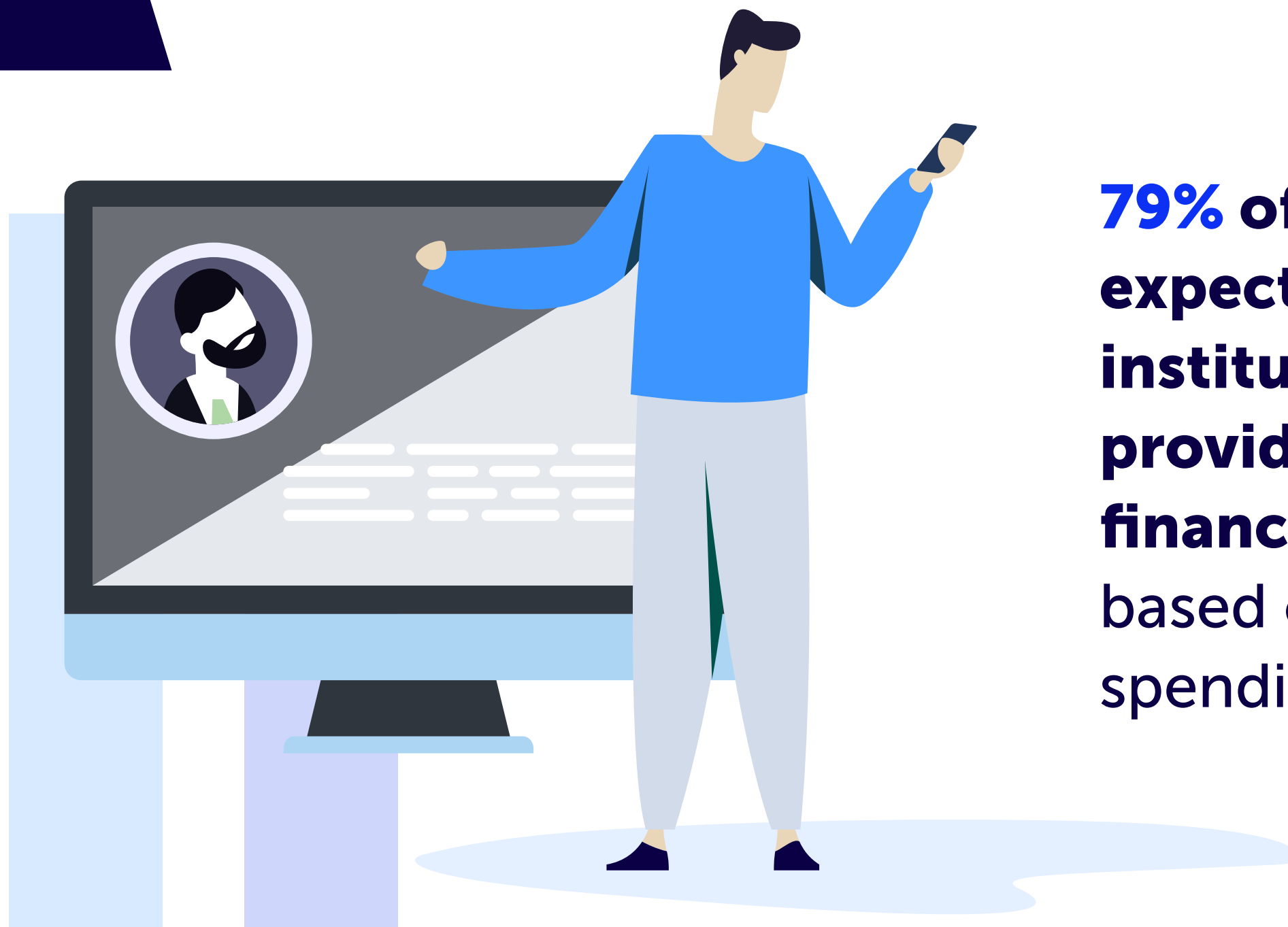
72% of customers still value personal banking relationships for complex decisions.



BEYOND
ONE-SIZE-FITS-ALL
Banking



Are you leveraging customer data to deliver **individualized** financial guidance?



79% of consumers expect their financial institutions to provide personalized financial advice based on their spending patterns.



WHEN LIFE CHANGES,
BANKING NEEDS

Change

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How proactively do you identify and **respond** to your customers' life transitions?



78% of customers seek personal banking assistance during major life events.





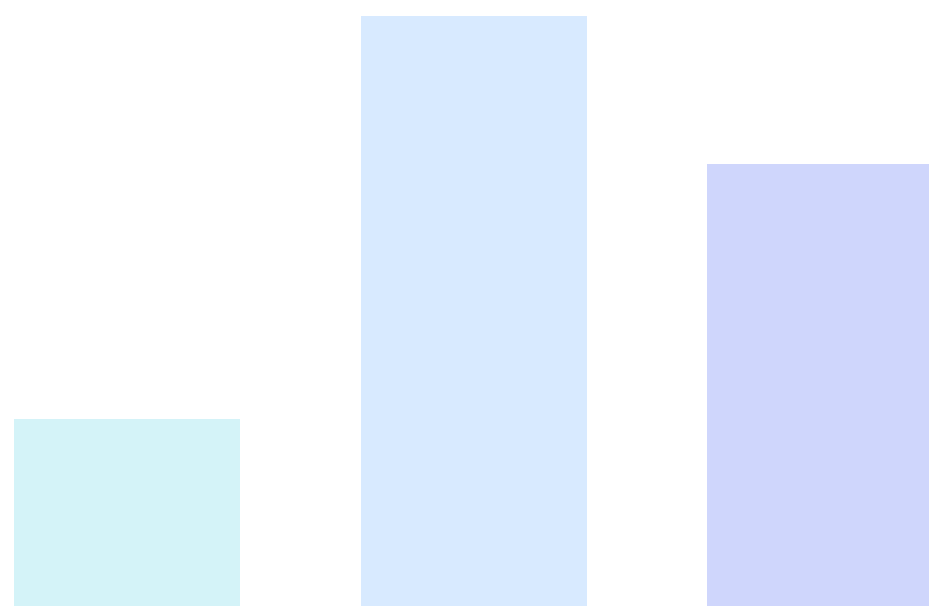
INDEPENDENCE ≠
Abandonment



Is your banking experience **tailored** to how customers bank today?



59% of customers prefer to solve banking problems **themselves** through digital self-service before contacting support.





FROM TRANSACTION
PROVIDER TO FINANCIAL

Coach



Do you empower your customers
with financial knowledge or simply
handle their **transactions?**



Financial Institutions
offering educational
resources see **56%**
higher engagement
and **34%** increased
product adoption.





CONSISTENCY
ACROSS ALL
Touchpoints

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Do your customers receive **consistent quality experiences** regardless of how they choose to bank with you?



Financial Institutions that successfully integrate digital and physical channels saw 44% higher customer satisfaction and 37% higher retention rates.





KNOW YOUR
CUSTOMERS,
GROW YOUR

Business

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Does your institution have a
CX strategy in place to meet these
expectations?



Today's **financial consumers** demand
personalization,
convenience, efficiency,
and human connection.



CSP: Your CX Partner



Let CSP help uncover the customer insights your business needs to align services with evolving expectations.



Contact CSP today to transform customer knowledge today.



SOURCES:

- American Banking Association
- PwC Retail Banking Advisory Survey
- MX Digital and Mobile Banking Report
- J.D. Power Banking Customer Experience Index
- Salesforce Financial Services Cloud Report
- Deloitte Digital Transformation Imperative
- Accenture Financial Services Consumer Study