

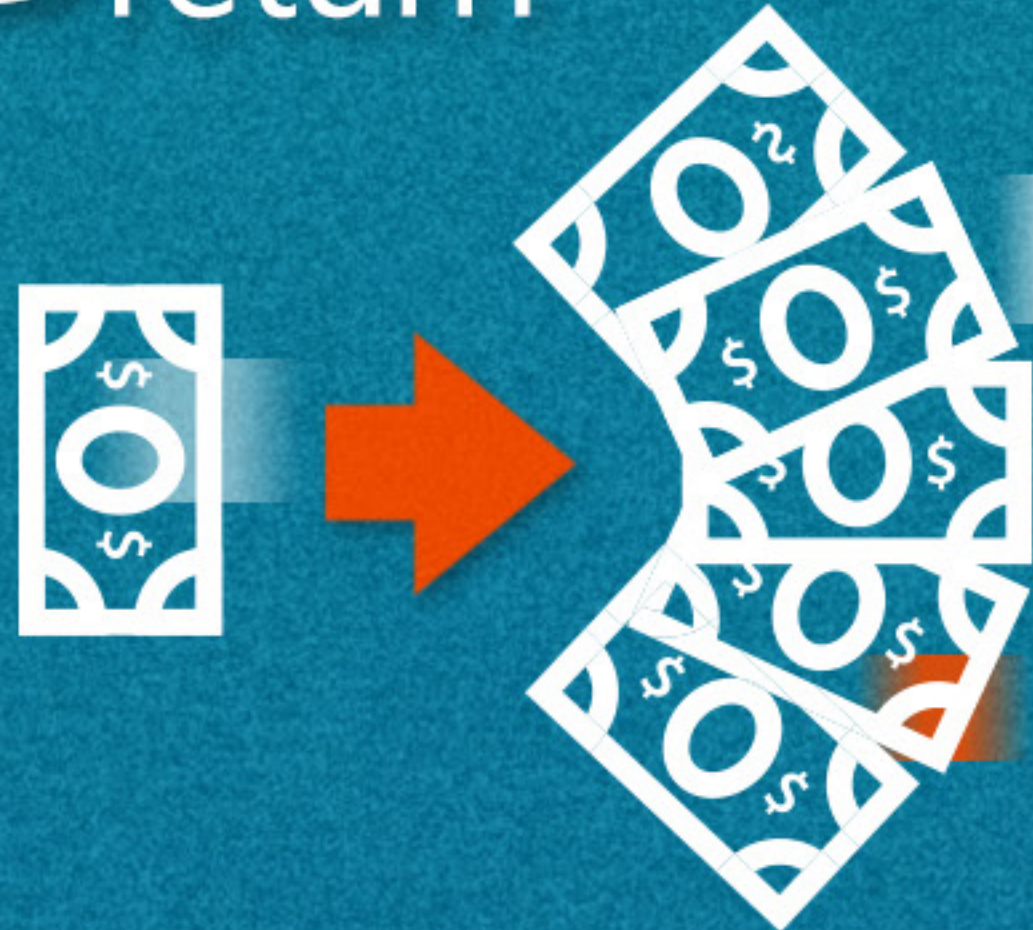
The impact of improving the digital banking customer experience

To serve today's customers, you must transform into a smarter digital bank

How does CX affect your **bottom line**?

Banking and capital market organizations that invest in customer experience can earn

5x in return



23%

of organizations focusing on customer experience see **better financial performance** than competitors

On average, organizations that invest in customer experience see a

21%

increase in revenue



What are the **top benefits** of focusing on customer experience?



of respondents reported increased **customer satisfaction**



23%

report an increase in both **customer loyalty** and **lifetime value**.



23%

see improvement in the **lifetime value** of customers

There are often **many challenges** in achieving these benefits

86% have **obstacles** around delivering a strong customer experience



80+%

say they require improvements across the **CX** lifecycle from **BUILD** to **RUN**.



20%

say they're **one step ahead** of customer expectations.

With the right resources, you can overcome challenges and **realize success**



82%

recognize that **modernized marketing technology** will help improve customer experiences

half say

they have improved with help from **third-party providers** and upgraded skills



63%

to invest in CX management next year and expect to see **11% increase in revenue**.

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