



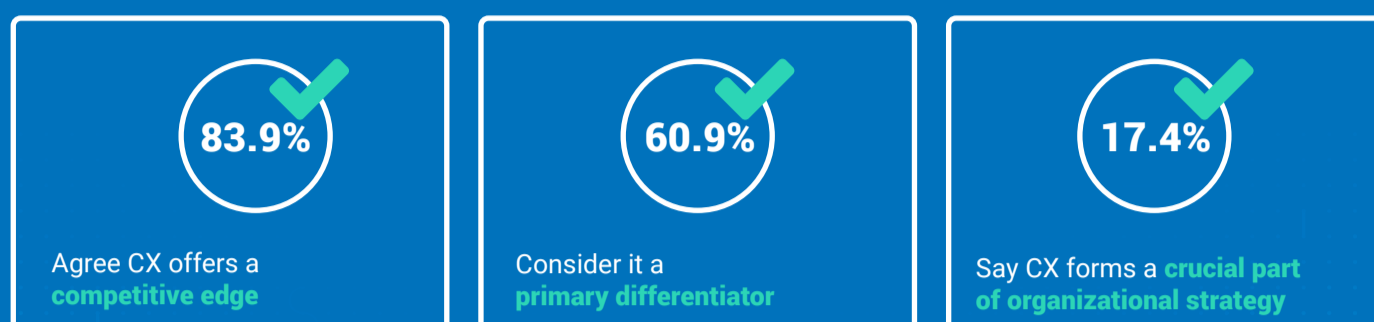
NTT

Banking and Investment 2020 Global Customer Experience Benchmarking Report

The connected customer: delivering an effortless banking experience

The Customer Experience value in Banking and Investment

83.9% agree CX offers a competitive edge, 60.9% consider it a primary differentiator... yet just 17.4% say CX forms a crucial part of organizational strategy



Banking and Investment organizations are still failing to provide on-demand and hyper-personalized engagements

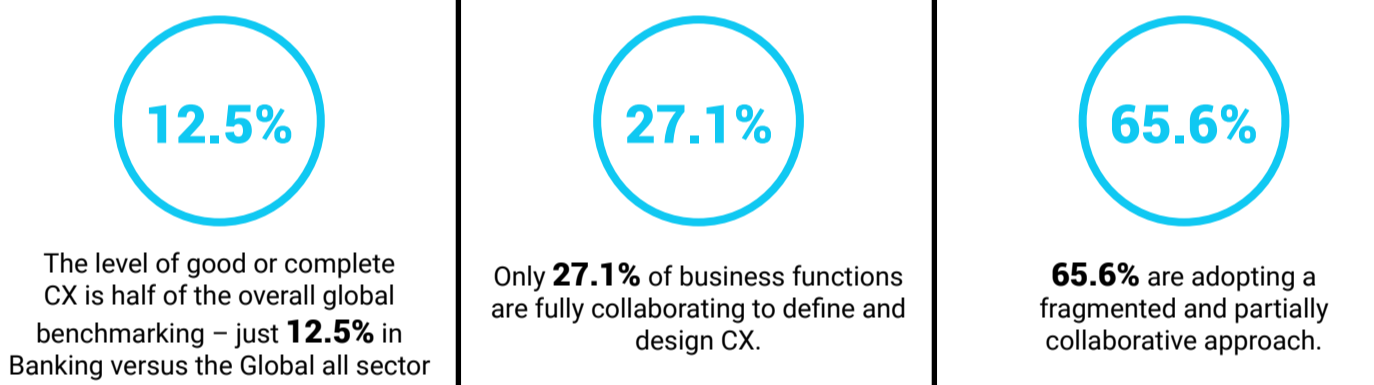
Explore our **3 core insights** in banking and investment to achieve a connected and effortless experience

Be personal and proactive. Harness data to act.



Show that you understand your customers by giving them personalized offers and experiences based on what they value.

Great CX is the result of focus and design, not coincidence



Add value to your customers through data-driven design. It's about the customer journey, not technology availability.

Adapt, adopt and align: accelerate the optimized CX ecosystem



Connected customer experiences rely on adaptive structures, enabling your people and aligning your technology.

To remain relevant in this complex, changing environment, you need to...



...to create more value for your customers and business

Get the Banking and Investment Executive Guide to the 2020 Global Customer Experience Benchmarking Report.

[Get your guide here](#)



Assess your Banking and Investment Customer Experience Readiness against your peers [here](#)

Join the conversation



Find out more about our CX Advisory Services.