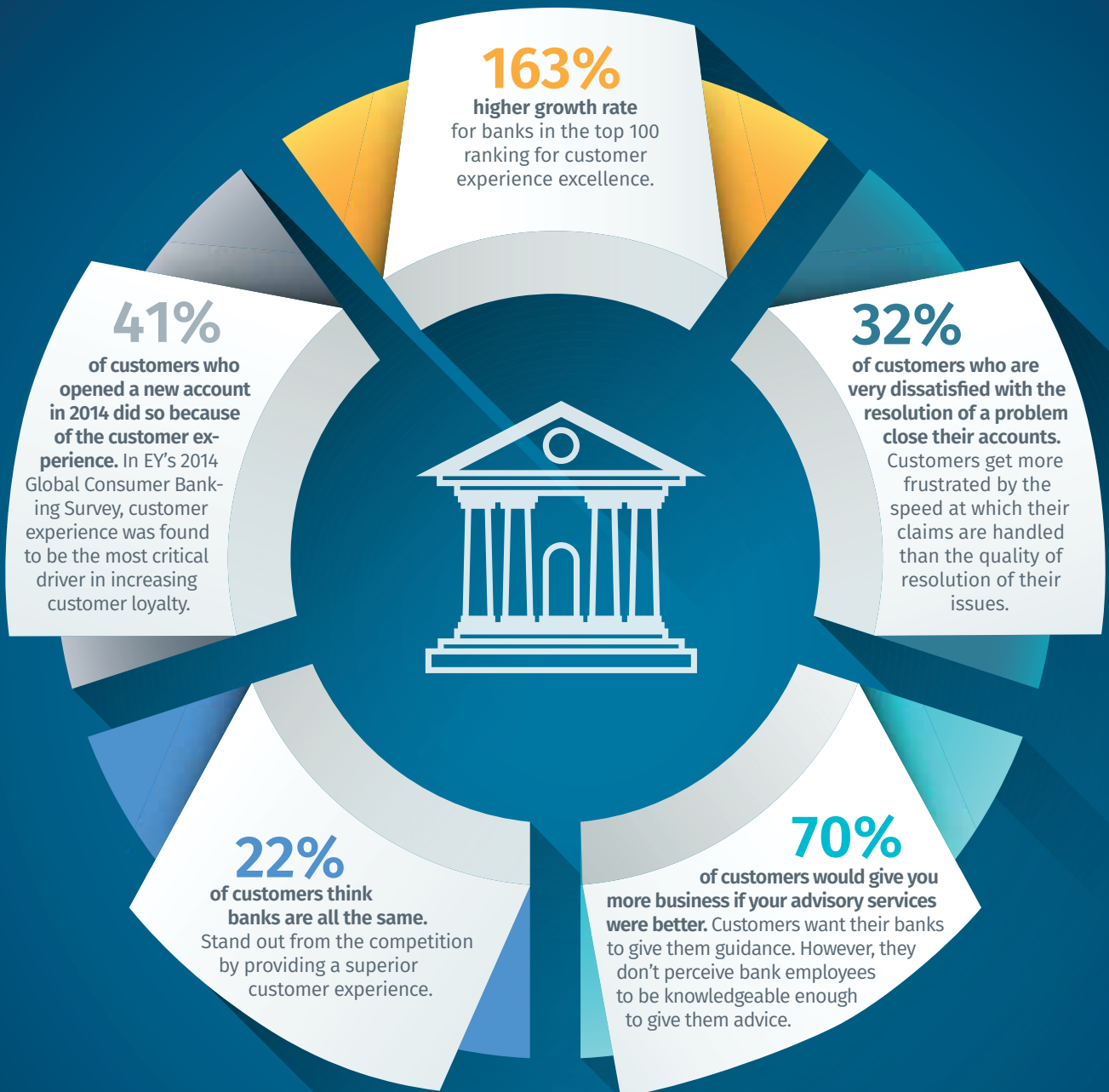


## CUSTOMER EXPERIENCE IN BANKING:

# Why it Matters

When your customers are unhappy with your brand, there is a good chance they'll consider making a change. This infographic, based on data pulled from thousands of banking customers, reveals why you need to make Customer Experience (CX) a priority.



Forrester research shows that a one-point improvement in customer experience score translates to a **\$59 million impact for retail banks**. So, listen to customers and get to know them. Deliver good service, quickly. Train your employees to care about customers and to give good advice.

You can't afford to neglect customer experience.



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