

Customer experiences matter—more than ever

Today's customer expects instant, intuitive and seamless interactions, every time. To achieve this, investments must extend beyond engagement channels.



A recent survey by PWC,

61%

of bankers said that a customer-centric business model is "very important", however, **only 17%** said they are "very prepared" for it.

While priorities often shift in the face of unexpected challenges, providing consistent and seamless experiences can have a far-reaching impact on banks. A recent study found that a 5% increase in customer retention increased profits by up to 95%.

Behind every great banking experience is a great workflow. ServiceNow makes it simple to deliver on today's expectations with self-service tools, quick problem resolution, and more.

Your customers are demanding a better experience



A recent IDC study into the Business Value of ServiceNow for Retail Banks found it resulted in a **28% increase in customer service operations**. "ServiceNow helps us provide the kind of services necessary for us to ensure good customer outcomes."



Kiwibank leverages ServiceNow to create cross-functional processes and data bridges to not only power a 360-view of the customer on the front end, but also a 360-view of operations affecting that customer.

What can you do to improve experiences, satisfaction, and engagement?

- 1 Look beyond the engagement layer, to the fragmented and legacy processes in your middle and back offices
- 2 Decide what systems and processes can be retired and what must be integrated
- 3 Connect those vital systems and departments with ServiceNow Financial Services Operations
- 4 Automate routine processes—whether that is self-service, payment operations and more
- 5 You don't know what you don't know, so leverage the ServiceNow Platform's embedded risk and compliance to monitor processes and pre-empt potential emerging issues

With technology providing connected systems and more efficient employees, delivering a seamless and intuitive customer experience is possible.

To learn more, download the IDC White Paper, sponsored by ServiceNow, **The Business Value of ServiceNow for Retail Banks, September 2020**

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Read chapter 2
Employee experience



Read chapter 4
Modernize IT