

RETAIL BANKING: The customer's experience

It is a commonly recognized fact that over the past few years, the marketplace has been shifting – from consumers waiting for the next best offer to come their way to consumers actively searching for solutions that better meet their needs. At a time when customer-centricity sits at the heart of many organizations' growth strategies, the Canadian financial services sector is well-positioned to optimize customers' experiences. A key starting point: understanding how Canadians bank and the impact their preferences have in defining their relationship with their retail bank.

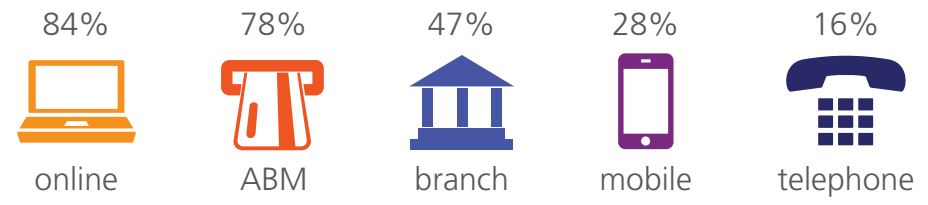
Canadian banking customers...



Bank with...



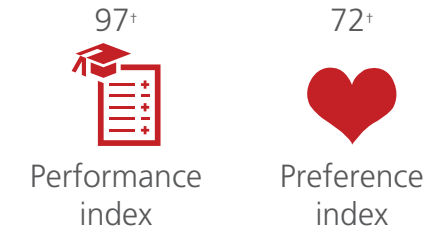
Most frequently* via...
*once a month or more often



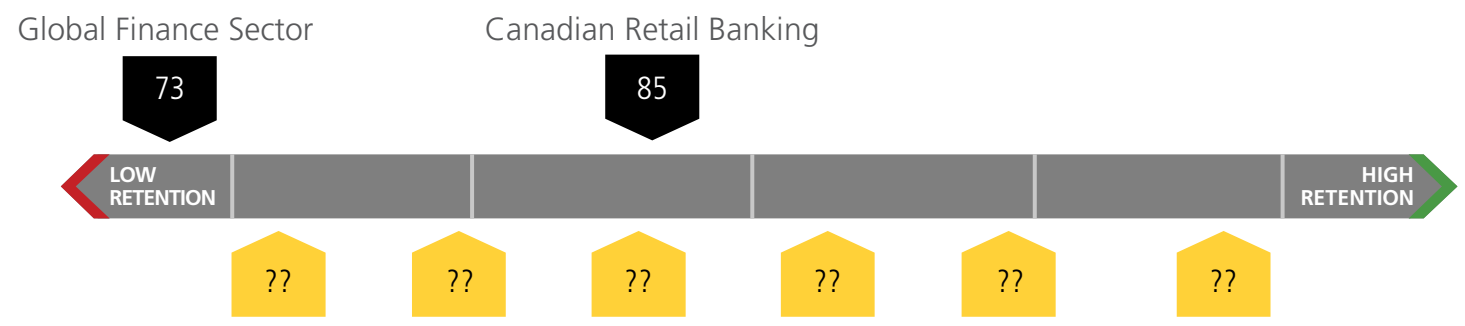
Demonstrating shifts** in past month channel use...
**vs. 2014



The rational and emotional dimensions of their experiences...
†on a scale of -50 to 150



Define the strength of their relationship with you.



Where do you sit along this continuum within your competitive set? And what's the strength of relationship by channel? **We can answer these questions.**