

CX: Are You Customer Experience-Ready?

Using CX to Achieve the Ultimate Return on Customer Relationship

Presenters



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What we will cover today

Winning in the CX economy

CX defined and redefined

Elements of a holistic CX strategy

The Return on Relationship payoff

Q&A

CX: The Customer Experience Phenomenon

By the end of **2020**, customer experience will overtake price and product as the key brand differentiator.¹

Consumers are **85%** more likely to recommend a financial institution after a “very good” customer experience.²

Financial institutions that lead in CX have a higher recommendation rate, a higher share of deposits, and a greater likelihood that customers will **increase** their portfolio of new products and services.³

¹ Walker, Customer 2020: A Progress Report 2017

² Temkin Group Q1 2018 Consumer Benchmark Study

³ The Financial Brand, “Customer Experience Has Massive Impact on Banking Providers’ Bottom Line,” 2018

CX: The Customer Experience **Defined**

HARVARD BUSINESS REVIEW defines CX as:

“... the cumulative impact of your customer’s end-to-end journey with you... the multiple touchpoints over time which create a true competitive advantage to companies that get it right.”

At Harland Clarke, *we believe CX is more.*

Customer Experience *is More*

CX is a holistic strategy that begins with a customer's first interaction with your brand, beginning a lifetime journey that marries business goals with customer expectations and delivers measurable return on relationship.



CX: The Customer Experience Evolution

Then

Front line

One way

Teller, Contact Center

Explicit Intent



Now

Every area of your organization

Continuous customer feedback

Seamless Physical + Digital + Blended Experiences

Explicit + Implicit Intent

CX:

Customer Experience
is Culture



Poll Question 1

How do you rate your institution's culture?

1	2	3	4	5
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Lackluster

Unmatched

CX: Customer Experience is Omnichannel



Poll Question 2

How do you rate your institution's omnichannel experience?

1	2	3	4	5
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Can I change
the channel?

We're as
omnichannel
as they come.

A close-up profile shot of a man with short brown hair and a light beard, looking intently at a black smartphone held in his right hand. The background is a soft-focus bokeh of warm, glowing lights, suggesting an outdoor setting at dusk or dawn. A semi-transparent white banner is overlaid on the top left of the image, containing the text 'CX: Customer Experience is Always On'.

CX: Customer Experience
is **Always On**





CX: Customer Experience is Personal

CX: Return on Relationship

“Profitable relationships are not acquired, they are earned, and focusing on a more customer-centric onboarding strategy is one of the easiest ways for banks and credit unions to grow their balance sheet.”

Q&A Wrap UP

Type your question in the chat panel 

Jeff Hassemer

Senior Vice President | Marketing

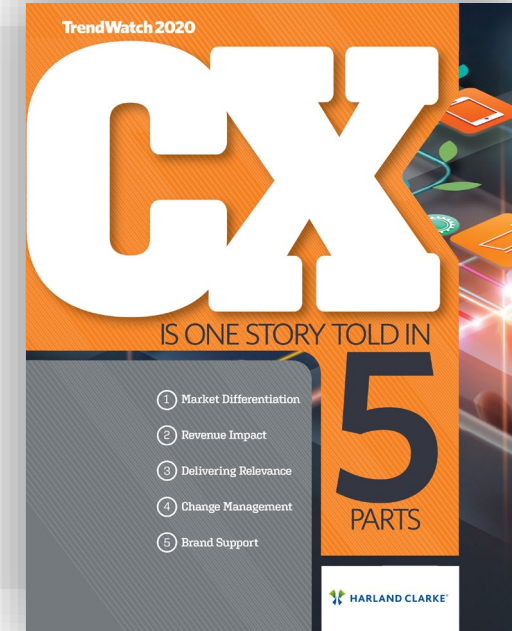
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TrendWatch 2020: A Uniquely Modern Approach to the Customer Experience Phenomenon, Presentation materials and video replay will be provided within one week.

Thank You