

CX Trick(s) or Treat(s)? A spooky tale of customer experience in banking

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Trick me once, shame
on you. Trick me
twice...

Among customers who
encounter a broken promise:

- ✘ **Are unlikely to stay a customer**
- ✘ **Are unlikely to buy additional products or services from the brand**
- ✘ **Would not recommend the brand**



No tricks in brand experience = real treats for the brand

12-year growth in **brand value**,
based on the perceived quality of
brand experience



3.7x

level of

RECOMMENDATION

3x

WILLINGNESS

to take up

NEW PRODUCTS

2x

more likely to

REMAIN A CUSTOMER

Mischiefs and threats...

...lucky charms



UNLIMITED
Access, service,
moments



GROWING CHOICE
Disruptive,
commoditized



(DIS)EMPOWERMENT
Reviews, gaps, silos



1. CLEAR BRAND PROMISE

IT IS CLEAR TO ME
WHAT THE BRAND
STANDS FOR

34%

Romania average

55%

Netherlands average

60%

Spain average

61%

France average



2. EMPOWERED EMPLOYEES

PROMPTNESS OF SUPPORT & CUSTOMER- TAILORED CONSULTING

38%

Romania average



17%

Netherlands average

39%

Spain average

41%

France average

3. EMPOWERED CUSTOMERS

DIGITAL CHANNELS' EXPERIENCE & EASY SWITCH BETWEEN DIFFERENT CHANNELS

41%

Romania average

44%

Netherlands average

59%

Spain average

58%

France average



4. LASTING MEMORIES

**DELIGHTED WITH THE
MOST RECENT
INTERACTION**

18%

Romania average

6%

Netherlands average

15%

Spain average

16%

France average



5. EXCEPTIONAL DELIVERY

BRAND PREFERENCE

21%

Romania average

28%

Netherlands average

62%

Spain average

45%

France average



**Treats across all
success factors=
CX-llence**

Is there one bank that
delivers it all?



