

Is it easy to be your customer?

The Customer Onboarding Experience in Financial Services

Your first interactions with potential customers set the stage for the entire business relationship – and you have one chance to get it right.

Your onboarding process should be:



Customer-centric



Digital



Automated



Paperless

What it should not be? Difficult.

20X

Additional cost for manual and paper-based processes versus computer-assisted, electronic document processing during typical onboarding.¹

14.8%

Percentage of bank executives who rate their back office digital capabilities as advanced.²

Estimated number of insurers that allow a customer to start a transaction in one digital channel and then resume it in another.⁴

1/3

64%

Number of banks that report lost deals and revenue due to problems with onboarding.³

Additional amount customers are willing to spend with a company that provides excellent customer service.⁵

13%

Customers demand an experience that is:



Mobile



Personal



Relevant



Timely



Flexible



Fast

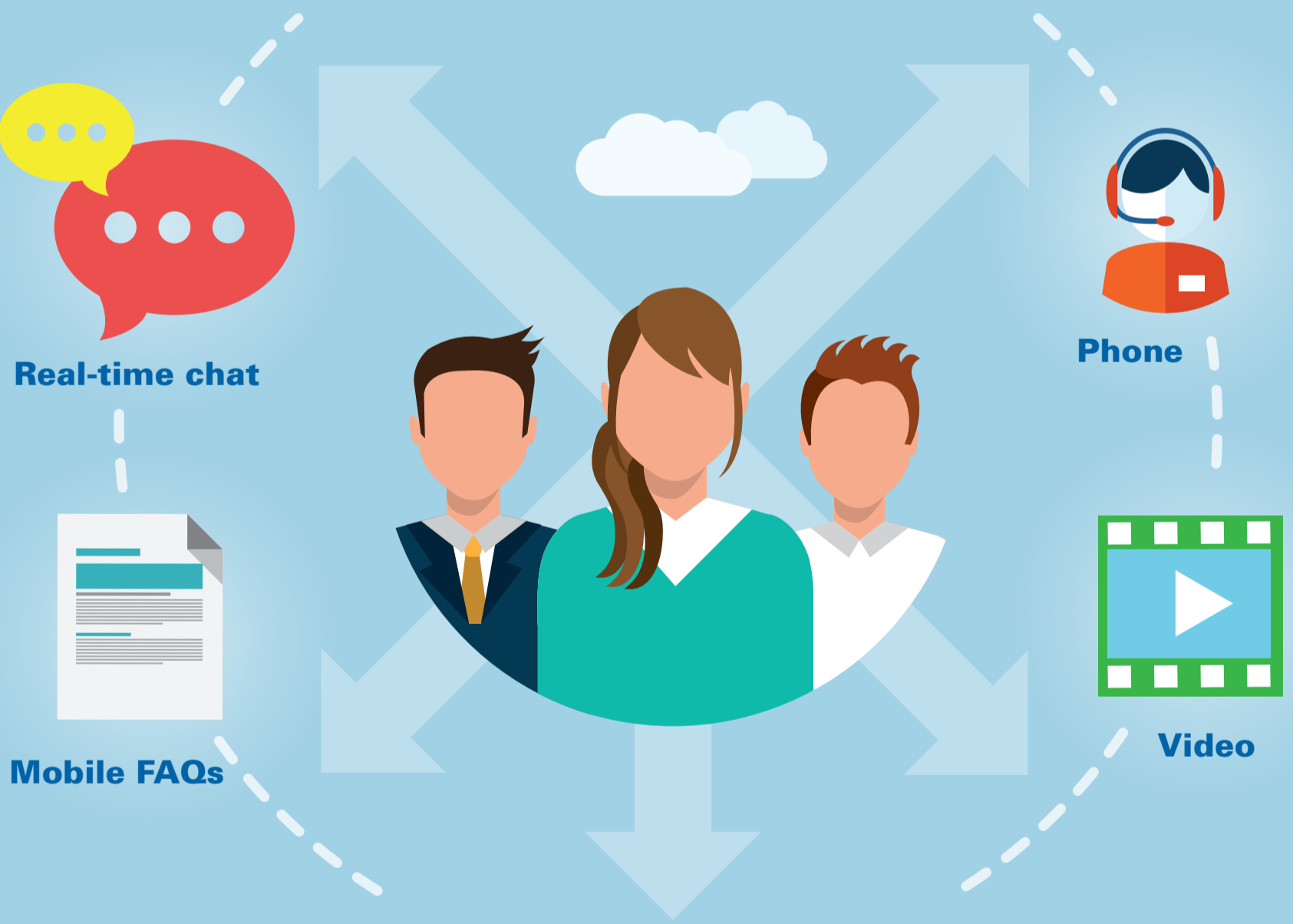


Transparent

One size does NOT fit all.

Your customers won't wait, and why should they?

You must prove you value their business – and their time – by offering a seamless onboarding experience and comprehensive support on their terms via:



And there's more.

Digitally savvy organizations must think holistically to deliver a truly integrated onboarding experience—one that delivers value across the entire customer lifecycle:



Customer Communications Management

Increase cross-sell and upsell revenue **up to 33%** year-over-year



eSignature

See return on investment as **high as 44%** within six months



Actionable Analytics

Reduce cycle times for new account **openings by 40%**



One Platform, Multiple Use Cases

Deploy new apps, **leverage data capture and extraction**, and integrate with existing systems

Are you confident your onboarding experience meets customer expectations? **Take this interactive quiz** to see what steps you can take to ensure your organization best serves its customers.

TAKE THE QUIZ



Sources:
¹ <http://www.banktech.com/management-strategies/the-and-822>
² 2015 World Retail Banking Report—Capgemini Consulting
³ <http://www.kofax.com/~media/Files/Kofax/infographics/infographic-banking-on-analytics-en.pdf>
⁴ <http://www.bain.com/publications/articles/global-digital->
⁵ <http://about.americanexpress.com/news/pr/2011/csbar.aspx>