



HOW

## Commercial Banks

ARE ACCELERATING THE CUSTOMER JOURNEY

Product parity and increased service complexity have made customer experience the key differentiator. An effective and personalized on-boarding process gets the relationship off to a good start.

### THE URGENCY OF CUSTOMER ON-BOARDING

#### INCREASED CUSTOMER ABANDONMENT

Ineffective customer on-boarding processes force significant delays and impact access to new products and services, increasing bank vulnerability to *customer abandonment*.



#### COMPETITIVE DIFFERENTIATION

60% of banks have begun emphasizing *efficiency improvements* in customer on-boarding processes.



### THE CHALLENGE



#### MINIMAL PERSONALIZATION

Customer expectations are changing, yet less than 8% of institutions have any *systematic welcome program* in their commercial banking arm.



#### SLOW PAPER-BASED PROCESSES

Legacy technologies and cross-departmental interactions have left firms mired in *slow, paper-based processes* when on-boarding corporate customers.

### THE SOLUTION

#### FOCUS ON ENGAGEMENT

Focus on meeting relationship management requirements to keep corporate customers *engaged and well-served* throughout on-boarding.



#### UNIFY BUSINESS OPERATIONS

Digitize data and processes to coordinate operations *across disparate departments* to support a positive customer journey.



Competition in the financial services sector is making the customer on-boarding experience critical.

With Appian you can take a new customer-centric approach to on-boarding and effectively manage your relationships throughout the entire customer journey.

# Appian