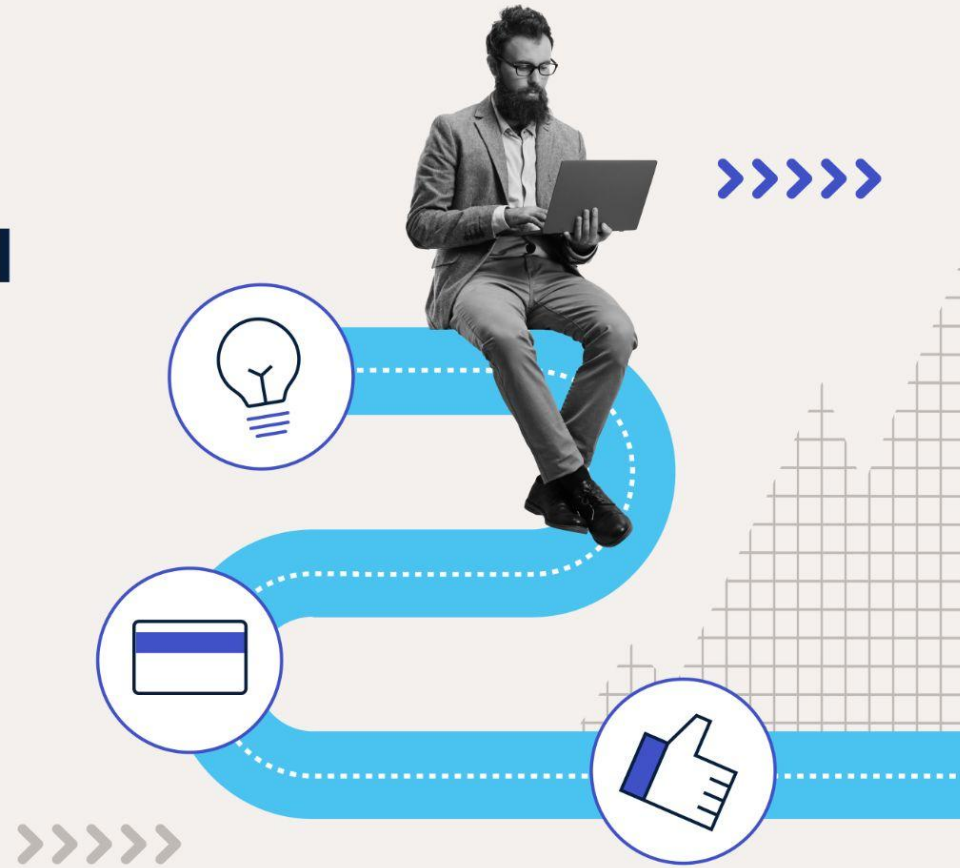


WEBINAR

The Digital - Omnichannel Connection: Creating Customer Journeys that Drive Business Growth

Medallia Ipsos  Citizens™





Citizens



Irina Long

Senior VP, Customer Experience
& Analytics



Ray Hicks

VP, Customer Experience
Optimization

Ipsos

Medallia



Christine Miller

**VP, Customer
Experience**



Dan Brousseau

**Solutions Principal,
Financial Services**

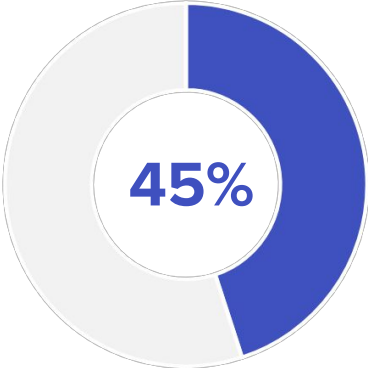
A man in a white shirt and glasses is looking at a laptop screen. The image is overlaid with a blue tint. The text is centered on the right side of the image.

**Organizations are newly focusing
on the omnichannel experience.**

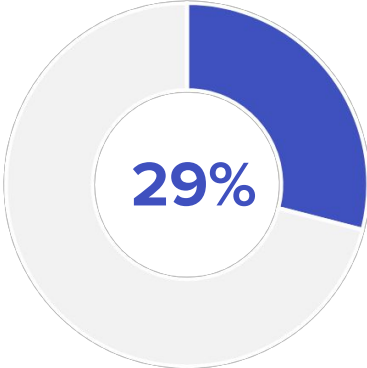
How do customers feel
banks are delivering?

Customers feel there is room for improvement

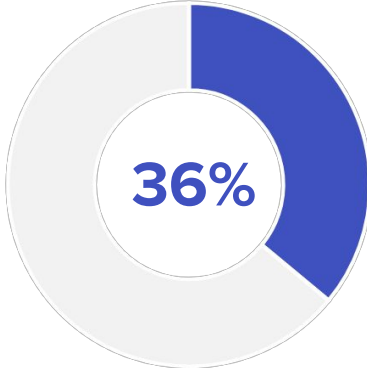
It is easy to do business digitally with my bank



My primary bank is an innovative leader in financial services



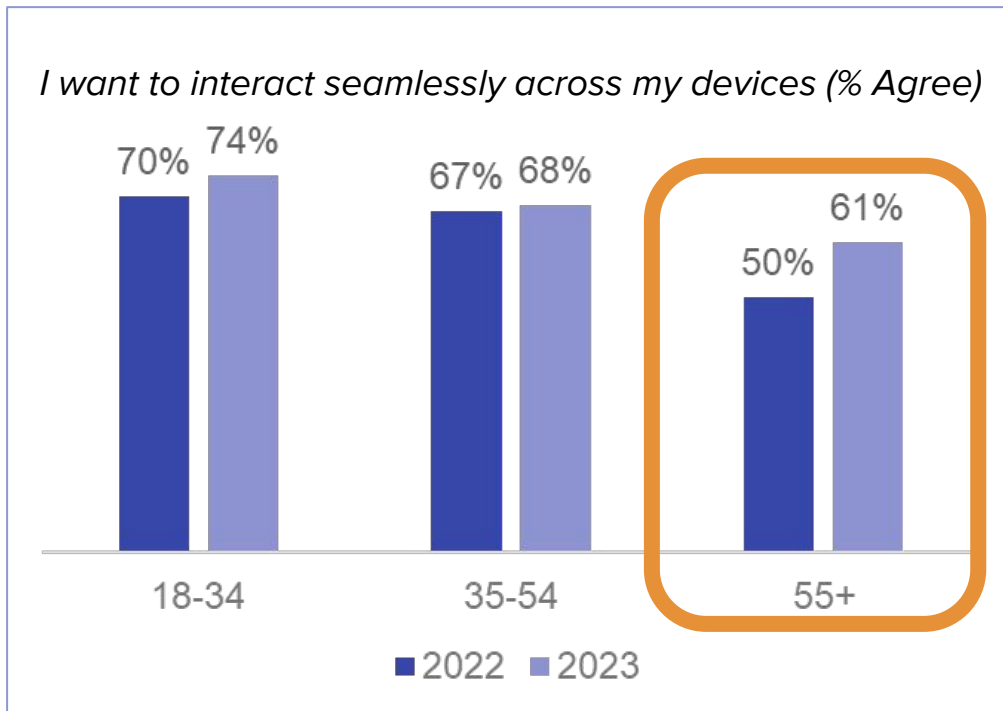
Firm is appropriately invested in making it easy to interact across physical/digital channels



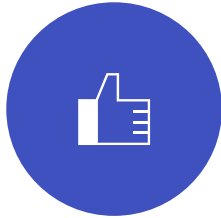
In all cases, the majority of customers (>50%) feel that their banks are *not* prioritizing and delivering best-in-class omnichannel experiences.

Desire for seamless digital interactions is growing

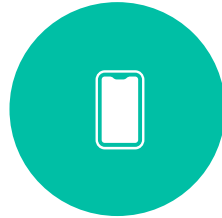
Cohort of 55+ has seen a 10% increase in the last year alone



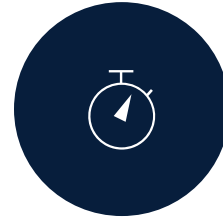
Mobile banking remains primary. . .



Mobile banking is the primary choice of banking for **43.5% of consumers** in the USA



61% of consumers use mobile banking services **at least once a week**

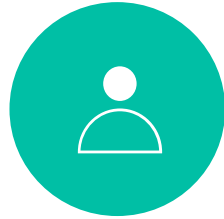


As recently as 8 years ago, only **9% of consumers** banked with their mobile app

... but physical branches play a large role



About **72,000** physical
banking branches in
the US alone



84% want access to a
real person to discuss
financial needs



2/3 start their opening
account journey online...
but end up at a branch

Shifting to Personalized Omni-channel Customer Journeys

From products to **experiences**

From segmentation to **individualisation**

From data-driven to **context + intent driven**

From campaigns to **conversations**

From transactions to **relationships**

From touchpoints to **customer journeys
within and across channels (channel-less)**

“

Embrace customer journeys as the new segments. It is **the journey**, and not the segment, that should dictate which customers receive an experience, what the experience is, and when it happens.

F

”





Citizens J.D. POWER

**Citizens Ranked in Top 10 Banks for
Digital Experience**

Mobile - 7th rank

Online Banking - 8th rank

A man with short blonde hair and glasses, wearing a white button-down shirt, is leaning forward and looking at a laptop screen. He has his right hand near his chin in a thoughtful pose. The entire image is overlaid with a semi-transparent blue filter. The background shows a blurred indoor setting with a plant and a window.

Open Panel Discussion

Thank you!

- If you'd like to continue the conversation, reach out to us via [Medallia Digital Experts On Demand](#)
- Don't miss our upcoming webinar, "[Discovery Demo - Actioning vs. Analysis: Managing Customer Journeys in the Moment](#)"





Thank you