

EXECUTIVE REPORT

Self-Service Banking: Best Practice and Case Studies

Overview:

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This new report in RBR's Executive Reports series addresses self-service strategy in the context of retail banking strategy more broadly. It provides an overview of how self-service banking is being used and developed within an increasingly complex multi-channel delivery environment. The report aims to inform the thinking of senior executives on the critical issues that must be addressed in order to maximise the benefits that self-service can deliver.

The first part of the report considers the role of self-service in retail banking through a set of case studies from around the world. The second part reviews, with examples, the issues that contribute to the effectiveness of the self-service investment. It offers guidance on developing and implementing a comprehensive self-service strategy.

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